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★ Complete ★ Every Week ★
PRODUCT GUIDES
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April 7  1945

Fred S. Kogod  (See Page 8)
"We waited for hours to see M-G-M's 'Mrs. Miniver' and never a squeak out of me."

"Call me a heel but I didn't mind the block-long lines for M-G-M's 'Random Harvest'."

"We were patient when they hung out the S.R.O. for M-G-M's 'Mrs. Parkington.' We took such a shine to it."

"We didn't mind the long hold-out for M-G-M's 'National Velvet.' It gave us such a lift!"
"HERE WE ARE AGAIN, BOYS!"

It's another M-G-M hit at Radio City Music Hall, so get on line, people!

SPENCER TRACY

KATHARINE HEPBURN

off to another long M-G-M run in the Star Hit—

"WITHOUT LOVE"

The story of the Kissless Bride and the man who walked in his sleep is convulsing New York in Record-Breaking World Premiere!

SPENCER TRACY • KATHARINE HEPBURN in "WITHOUT LOVE" with LUCILLE BALL • Keenan Wynn • Carl Esmond • Patricia Morison • Felix Bressart • Screen Play by Donald Ogden Stewart • Based on the Play by Philip Barry • Directed by Harold S. Bucquet • Produced by Lawrence A. Weingarten • An M-G-M Picture
RKO SHOWMANSHIP

Entire Trade Press Senses Extra Great
Special Exposing Jap Spy Secrets!

BETRAYAL FROM THE EAST

KEEP SELLING BONDS!
P CLICKS AGAIN!

 Possibilities in New Exploitation

and presenting

DREW PEARSON

that famous and fearless newspaper columnist and radio commentator!

"This potent melodrama of Jap espionage in U. S. will jar fans out of complacency. Authenticity is imparted by Drew Pearson."

—Film Daily

"Powerful, well-paced drama of Jap treachery... Will hold its own... Forceful, suspenseful and believable."

—Motion Picture Daily

"A rugged and hard-hitting espionage picture. Easily takes rank as a topline production in its field."

—Hollywood Reporter

"Swift, turbulent and exciting melodrama of Jap espionage. Calculated to fire audiences against the race which planned war against the U. S." —Hollywood Variety

"Drew Pearson's introduction... gives a sobering air of authenticity. Good melodrama with satisfactory suspense."

—Motion Picture Herald

"Moving at a neat pace, and with good performances, it is a good entry for the top half or as a single where exploitation can pull it through." —The Exhibitor

"Explicable... timely and intensely melodramatic... Should do good business generally and clean up in action spots!"

—Film Bulletin

LEE TRACY
NANCY KELLY

in

BETRAYAL FROM THE EAST

with RICHARD LOO
REGIS TOOMEY

produced by HERMAN SCHLOM • Directed by WILLIAM BERKE •
Walter Wanger has always demonstrated the vision of a real showman, with such diversified pictures as “Arabian Nights,” “Algiers,” “Foreign Correspondent,” “Blockade,” “Eagle Squadron,” “Stagecoach,” “Gung Ho!”

With his newest Technicolor production, “Salome, Where She Danced,” Walter Wanger successfully brings to the screen a new personality in Yvonne DeCarlo, in addition to giving the industry a truly exciting motion picture.

Universal believes that the trade in general will share its enthusiasm for Walter Wanger’s production, “Salome, Where She Danced.”
CURRENT OBSERVATIONS

The cries grow louder as exhibitor groups take the warpath again in shrill attacks on percentage demands, increased rentals and distributor policy in general. That this is symptomatic of conditions that are really tough for many independent exhibitors, goes without saying. But the whole business strikes one as mere repetition of what has been going on too long as exhibitor grievances are talked up in isolated and independent forays here and there around the country, but no unified action toward any one goal appears to take shape. Out in Minneapolis an exhibitor group backs a “divorce” bill before the state legislature—though the “leaders” admit that the bill has little chance of passage. In other territories meetings and speeches are made about percentage and prices. The futile approach to a fair trading position for the exhibitor will no more be advanced by thinking up legislation aimed to spite and harass the distributors, than speeches and statements, which are for “home consumption” only, that lack any relation to a united exhibitor movement toward some common goal. When there is one exhibitor organization move rather than a half-dozen—each apparently too concerned with grinding its own axes to get together with others on a concerted program of welfare for all exhibitors—there may be something come of these warlike moves. And until something like that does come along, what’s the use of anybody trying to kid anybody else? If anybody’s being kidded it’s the industry, which succeeds in getting out of all the howling and name-calling only more regulation.

* * *

From all indications the Red Cross War Fund Week collections in theatres have hit a new high for money raised by exhibitors in such a campaign. There are few reports on total collections for entire areas, but those so far received boost figures well above the 1944 amounts for the same areas. From the excellent showmanship indicated and the enthusiasm with which such individual theatre efforts have been reported to this publication by a great many theatremen, we are convinced that no drive had any finer, more wholehearted cooperation from men in any line of business than the exhibitors have given to this 1945 Red Cross campaign. Since the effort, on all evidence coming this way, was so energetic and sincere, the results are bound to be very outstanding. What’s needed now is for all these theatremen to get in their reports to the proper channels for final compilation of the industry’s record.

* * *

National Chairman Sam Pinanski is conserving travel facilities and money too, in his general plan of organization for the Seventh War Loan campaign by the industry. There are to be three meetings at which the National Committee will be represented, and then the whole battle will move right into the field under the direction of the State and area chairmen. The boys right in the field, and each in their own locality, are the ones who do the bond selling at the theatres, so Pinanski’s method appears to cut corners and arrive at the heart of the matter with directness and dispatch. Of course, Pinanski himself will be the first to admit, we daresay, that past organization work and experience makes it possible now to take this short cut. The theatre men and the distributor men in the field are veteran bond campaigners now.

* * *

H. M. Warner, who has worked with great intensity on any and all projects of his company that “combine good citizenship with good picture-making,” is following through to the natural concluding effort in a picture production enterprise by becoming a personal salesman for the two-reel picture, “It Happened in Springfield,” made at his direction and a film that is certain to create a great deal of interest and favorable reaction toward the industry. The picture deals with the widely publicized Springfield (Mass.) school plan for teaching racial understanding, better citizenship, etc. After observing the plan in action during a visit to Springfield last Summer, Harry Warner had a production crew formed to reveal it on the screen. The picture has been completed, has won wide acclaim, and this week Mr. Warner wrote letters to exhibitors everywhere describing the picture and urging them to show it at the earliest possible date. Pointing out that the cost of production, its prints and distribution make it impossible for Warner Bros. to make a profit from the venture, Warner declares that the picture can do “much good for civilization” and that the people of all communities will welcome it. It’s a most persuasive letter. Mr. Warner shows himself a very potent salesman for the advancement of an ideal for which he works from start to finishing detail.
Sides Open Fire in Toledo Curfew Case

Battle between Jack O'Connell, owner of the current Toledo Theatre, Toledo, and Government agencies intent on enforcing the curfew, appeared to be developing into a test case this week as four major film companies—RKO Radio, 20th Century-Fox, Warner Bros. and Loew's, Inc.—assured John L. Craig, Columbus, Ohio, War Manpower Commission director, that they would not lease films to the Loop while it continued operating past midnight. Going one step further, Warner's president, Harry M. Warner, declared that he would prevent Warner films from being shown at any hour by the Loop until it fully complies with WMC standards.

A "ceiling zero" employment order preventing O'Connell from legally employing new workers to replace losses once the present force is gone was under consideration by Craig for application against the Loop. Craig threatened to send in a WMC recruiting force to persuade Loop employees to take war jobs in an effort to stop the showing of films after midnight. O'Connell countered that numerous persons had offered to work without pay should the ceiling be applied, and claimed that his theatre is serving war workers unable to see pictures at normal times.

On the other side of the battle, Local 4, Mechanical Educational Society of America and its 4000 Toledo members, voted to continue the Loop management for keeping the show open for swing-shift workers. Workers of Cito Auto Supply, Mid-Ohio, and Cuyahoga Electric, Louisville, and the Textile-corporate wire and petition to O'Connell backing his stand, while support for the film company was provided by the representatives of the Spicer Manufacturing Co. and American Propeller Co., during visits to O'Connell's office.

O'Connell pointed out that he has contracts, several monthly, with the film companies contacted by Craig and that none of them specify any hour when films can be shown. In Cleveland, Joseph Kremitz, Universal branch manager, said his company would probably have to supply the Loop as long as its contract with the theatre is effective.

With increased attendance each night since the start of the battle, the Loop had its biggest day on the first weekend of the fight since the house opened; more than 500 patrons attended the 750-seat house after midnight.

Meanwhile, with Ralph Snyder, Toledo area War Production Board director, had certified the Loop to Washington for "application of sanctuary to military police stationed in front of the house to enforce the curfew among members of the armed forces.

20th-Fox Acquires Tele Station

Twentieth Century-Fox has leased television station WXG and its equipment from the General Television Corp. of Boston and will apply for an experimental license to operate the station. The company plans to experiment in television programming and the use of sound motion pictures for that purpose.

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Challenge Supreme Court

The U. S. Supreme Court's jurisdiction to hear the St. Louis Amusement Company for the right to intervene was challenged this week by the five signatories to the New York consent decree when opposition to the appeal was filed in the U. S. District Court in New York.

In an affidavit from a denial of its move for intervention, the St. Louis Amusement Co. cited specific cases to sustain its arguments, but the five defendants, represented with the assertion that the cases were not applicable because the order sought to prevent the defendants from making any application for an appeal from an order which "did not possess a finality."

No Cut in Raw Stock

Is Seen by Schaefer

Certainty that the War Production Board, after a review of all the facts with respect to the 50 per cent film credit reserved for the motion pictures industry, has ruled that the same amount of film as in previous quarters (approximately 30 million feet or 120 million feet a year) is available Monday by George J. Schaefer, War Activities Committee chairman and liaison with the War Production Board. Because of the present shortage of positive stock, Schaefer said, producers are able to print only those pictures going into current release.

In the past, it was pointed out, film made available in advance was lent to the industry to print well enough in advance to permit the exhibition of new pictures in Army camps as fast as they were produced and long in advance of general release. With there is now open on the booking sheets would Army camps get pictures under the new setup, and not far in advance of theatre release.

WPB Lifts Restrictions on the Delivery of Freon to Theatres

Motion picture theatre owners were heartened this week when the War Production Board announced that it had lifted all restrictions on the delivery and use of Freon-12 for use in theatres and other cooling systems. A condition in the acquisition of supplies, however, is that essential users will have a priority.

A spokesman for the WPB declared there would be sufficient gas to meet all needs, although exhibitors might not be able to secure delivery for a month or possibly a little longer because of a backlog of orders which made compliance impossible.

While one drawback to the quick distribution of Freon to all users is the lack of containers, the WPB said that if gas cylinders are returned with reasonable promptness, adequate supplies of the refrigerant should continue to be available.

Film-Carriers Strike Settled

A strike between film truckers and the distributors in the Cincinnati area was settled this week and amicably settled following the calling for a strike vote by the board of Local 100, Teamsters, according to Otto Frobe, secretary-

Seek U. S. As Party In Anti-Trust Suit

Several motions of the defendants in the St. Louis Amusement Company's $1,000,000 anti-trust damage suit and injunction plea against Paramount Film Distributing Corp., et al to dismiss and enter summarily judgment in their favor were taken under advisement this week by Federal Judge Richard M. Duncan in the U. S. District Court in St. Louis. The court granted Russell Hardy, counsel for the plaintiffs, 15 days to go over films to the defendants an additional 10 days for reply briefs.

Whitney North Seymour, pleading for the defendants, attacked the plaintiff's suit because it did not include the Government as a party, and declared that if the injunction "prayed" should be granted it would bring the film companies into contempt of the New York Court for failing to do the things directed under the consent decree.

Responding to a question by Judge Duncan, Seymour said that he will not bind the plaintiffs or any other exhibitor not parties to the New York case but it fully applies to the five consenting film companies.

Hardy's rebuttal to the motions asserted that since the consent decree was legislative in character it was a clear invasion of the rights reserved for Congress and therefore was uncon- stitutional. He cited federal rulings that when a court exceeds its judicial power its ruling is void and therefore of no force on anyone. Hardy's additional contention was that the consent decree had expired and that it was not necessary for the Government to be a party in this case since, should the consent decree be granted, its decision should strengthen the Department of Justice position and the New York anti-trust suit.

Hardy also expressed the opinion that Attorney General Francis Biddle's move for a modification of the consent decree indicated Biddle is not thoroughly satisfied with its terms.

'Desert' Tradeshow April 23

Warner will tradeshow "Escape in the Desert" nationally on April 23.

Fred S. Kogod
(The Man on the Cover)

President of K-B Amusement Company, Washington, D. C., theatre circuit and one of the most progressive theatremen in the National Capital area, Kogod, who has been closely associated with a newspaper trade show, "the desert," this week in completing a new theatre, has elaborate plans for postwar expansion. Kogod, who has been active in social and civic affairs for some time, is Chief Barker of the Washington Variety Club; is a member of the Board of the Jewish Community Center and also a member of the Board of Directors of the Hebrew Home for the Aged; was appointed last year to the D. C. Board of Public Welfare. He has been appointed Chairman of the 7th War Loan Drive for the Industry in Washington.

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Connors Names 7th Distributor Chairman

Exchange Area Distributor Chairmen and District Distributor Chairmen for the industry's Seventh War Loan were announced a week ago by National Distributor Chairman Tom J. Connors, who revealed that many of the Distributors had already held preliminary meetings and have begun their organization work. He said that within a few days, following meetings at Seventh War Loan headquarters here, New York, the detailed plan of action will be passed on to the Distributor Chairmen in the field.

There are Chairmen in each exchange area and district were announced by Connors as follows:

Middle West: New York; Henry Randel, Paramount; Ed Bell, Paramount, New Jersey.


Eastern District: Salem Agateaga, Universal, Philadelphia; District Distributor Chairman; George Schouw, Loew's, Washington; Dave Miller, Universal, Cleveland; District Distributor Chairman; Don J. Lee, Universal, Cleveland; Pete Dana, Universal, Pittsburgh.

Central District: Central Shali, Columbia, Denver; District Distributor Chairman; Allen Affman, Columbia, Cincinnati, Joe Gils, Columbia, Detroit; W. Guy Copenhaver, Loew's, New Orleans.

Southern District: Charles Kresenich, Loew's, Atlanta; Ben Rosenwald, Loew's, Charlotte; Lake Ockr, Loew's, New Orleans.

Southwestern District: Phil Longdon, 20th Century Fox, Denver; Estes, 20th Century-Fox, Los Angeles; House, 20th Century-Fox, Dallas; Tom Young, 20th Century-Fox, Memphis; M. W. Osborne, 20th Century-Fox, Oklahoma City.

Midwestern District: Allen Usher, Paramount, Chicago; Don McLean, Paramount, Minneapolis; Joe Myers, Loew's, Milwaukee.

Frisian District: T. R. Thompson, United Artists, Kansas City; Carl Lentz, Loew's, St. Louis; William E. Truog, United Artists, Kansas City; Des Moines; D. V. McLucas, United Artists, Omaha.

Rocky Mountain District: Arthur Ables, 20th Century-Fox, Denver; Charles Wiliani, 20th Century-Fox, Salt Lake City.

West Coast District: Berto McIntyre, RKO, Los Angeles; District Distributor Chairman; Harry Cohen, RKO, Los Angeles; Jack Budljecic, RKO, Portland; Maurice Saffle, Loew's, Seattle.

Theatre Performance in 6th Loan 31% Better Than in the Fifth

The theatre performance in the Sixth War Loan was 31% better than in the Fifth, according to "First Report," and the results here completely justified the successful participation of the industry's War Activities Committee, New York area, in the Sixth War loan drive, published by the executive committee, whose chairman is Malcolm Kingsburg, the booklet augments Kingsburg's overall report with reports from chairmen of the various territories covering the New York area, and is highlighted by a salute to the industry in the form of a letter from Fred H. Gehrke, New York State War Finance Committee Chairman.

The "Honored Hundred" managers, both those selected on the basis of the maturity of E bonds sold and those whose theatres sold the greatest number of bonds, are accorded special recognition. A complete borough-by-borough and county-by-county report follows. Final over-all summary shows that E Bond sales from January 1 through May 1 were in this sixth campaign amounted to $36,358,975 as compared to $28,418,550 sold in the Fifth.

Browning Back at Headquarters

Harry Browning, executive assistant to Samuel Pinanski, National Seventh War Loan Chairman, has recovered from the appendectomy which he underwent in Boston three weeks ago and will remain at Seventh War Loan headquarters for the duration of the drive.

Lloyd Sues Universal

Three actions charging "wholesale copyright infringement" on three of its motion pictures were filed Wednesday in Federal Court by the Harold Lloyd Corp., asking $1,700,000 in damages against Universal Pictures Co., Inc., and $212,000 in counsel fees.

"Sequences from Lloyd's pictures, "The Freshman," "Movie Crazy" and "Welcome Danger" were "bodily misappropriated," it is alleged, and used in Universal productions of "Her Lucky Night," "So's Your Uncle," and "She Gets Her Man." The complaints are the injunction and destruction of all prints of the three pictures referred to and for an accounting of the profits made by the Universal films is also asked.

Filmed by Harold Lloyd and on behalf of the Lloyd Corp., each of the complaints charges that Clyde Bruckman and Warren Wilson, former employes of the Lloyd organization and now writers for Universal, have infringed on their former employer's copyrights.

Grand Rapids Variety Inaugural Banquet Set

The Variety Club of Grand Rapids, Michigan, will make its formal entry into the national Variety Club of America on April 18th with induction of officers and other activities to be held at the Pantlind Hotel there, attended by officers of the national organization. Included will be President Ralph K. J. O'Donnell, and prominent men of Chicago, Detroit and other nearby cities. Major-General Ralph Ruyce, AAF Personnel Distribution Command, will be the principal speaker at the banquet.

The Grand Rapids unit has been designated as the 27th of the various Variety Clubs. Officers of the Tent who are to be inducted at the April 18th event are: Jack Stewart, Chief Barker; Walter Norris, 1st assistant, G. L. Wille, 2nd assistant; Frank Keever, Property Master; Leo J. Robinson, Dough Guy.

The national organization will be represented at the Grand Rapids induction by James Balmer, national ceremonial Barker, who will conduct the ritual, and "Chick" Lewis, director of public relations, as well as by R. J. O'Donnell. There is a strong possibility that John Harris, one of the founders of the Clubs and first National Chief Barker, may attend, the presence of the national organization being dependent upon the progress of business matters which now engage Harris in California.

Unger Conducting Sales Meets

For UA in Midwest Territory

First of a series of United Artists sales meetings in the midwest territory was held Monday in Chicago, with J. J. Unger, UA Western sales manager, outlining sales plans and policies on both current and forthcoming product. Attending the sessions were Rudi Rohren, district manager; Nat Nathanson, branch manager, and local UA accountants.

Following the Monday gathering Unger was scheduled to conduct similar sales meetings in Milwaukee, Minneapolis and Indianapolis and later visit Kansas City and St. Louis. He will return to the home office in about three weeks.

Harold Lewis Joins PRC

Harold Lewis, formerly an assistant to Harold J. Mirsch, head buyer and booker for RKO theatres, has been appointed administrative assistant to Bert Kelch, general sales manager for PRC pictures. Lewis was in the film book department of RKO for the past eight years, and will assume his new duties with PRC, April 9.
MOVIE STARS OFFER THEIR SERVICES. In the presence of National Chairman Samuel Pinanski and members of the National Committee, movie stars offer their services in the industry's Seventh War Loan Drive. Above, left: John D. Hertz, Jr., Jerry Zignmond, Yvonne DeCarlo, Danny Kaye, Pinanski, Herman Gluckman, Bonita Granville, Walter Abel, Joseph Kinsky, Martin Mullin, Edward S. Laufer, Robert Weitman and Bernard M. Kamber.

1944 Bond Drives Cost Industry $15 Million; Overseas Gift Films Amount to $24,800,000

Participation in the three War Bond campaigns of 1944 cost the Motion Picture Industry more than $15,000,000, according to the annual report of the War Activities Committee of the Motion Picture Industry. The report, entitled "Movies at War Vol. III," also estimated the value of the 16-mm. overseas gift films to Dec. 31, 1944, to be in excess of $24,800,000.

During the War Loans last year, "theatremeen canceling regular shows, sponsored 15,110 free shows, booked 16 mm. circuits, closed theaters and free movie days," the report said. These represented a waiver of more than $4,500,000 in admissions. Distributors waived film rentals. Both distributors and exhibitors used their influence on campaign work and spent large sums of money to advertise war bond shows.

Another special committee of the War Activities Committee, headed by the Boston exhibitor, Sam Pinanski, now is at work for the Seventh War Loan campaign. May 14 to June 30, George J. Schafer, is chairman of the WAC, Francis S. Harman, vice chairman, and coordinator, and Herman Gluckman, treasurer. The chairman of the committee is George J. Schafer, chairman of the WAC, and his deputy chairman is Jack Alcoire, trade press; Walton C. Ament, news; John Cromwell, Hollywood; Arthur M. Local, general managers; Gradwell L. Sears, distributors.

The 16-mm. gift film service, at the end of 1944, had provided 2,865 prints of feature films for the Army and Navy showing and 26,341 prints of shorts. GI Joe's neighborhood circuit, which stretches around the world, plays to an estimated audience of 1,450,000 uniformed film fans. The estimated number of showings each day is 3500. Annually, 156 feature films are shipped from the New York headquarters of the Army Overseas Motion Picture Service.

The 21 exchange centers in the 16-mm. uniformed circuit are: France, Italy, Hawaii, New Caledonia, Fiji, New Guinea, Australia, India, Alaska, Edmonton, Canada, North Atlantic Army Transport Command, Iceland, Newfoundland, Caribbean Army Transport Command, South Atlantic Army Transport Command, Accra, Africa, Egypt, Iran, Panama and Greenland.

Many of the outstanding feature pictures of the past year had their premiers in combat zones weeks before Broadway or Hollywood audiences had a chance to see them. The report calls these "fohole premiers" and continues: "In the steaming jungles of the Pacific, in Italy, France, Belgium and Germany, wherever American troops have planted their boots, first run film productions have had their first public showings. Some of these premiers have been in Quonset huts or makeshift outdoor booths, or in she-wrecked barns and even an occasionallly captured theatre. A few days after our men hit the beach of Normandy they had a premiere. Pilots just back from a bombing mission became first nighters at their base in England. Everywhere the American fighting man gets the best Hollywood entertainment and he gets it first."

The WAC report, referring to newscasts, disclosed that of the 2241 subjects shown in the total newscast releases of 1944, more than 1100 were devoted to war scenes. But 34 per cent of the "shots" were of the European end of the anti-Axis struggle and 14 per cent were from the Pacific. Army, chairman of a WAC production place in 1944 after a spirited campaign, the newscasts devoted only eight per cent of their footage to political events. Sports claimed less than six per cent, with two per cent each devoted to baseball and football.

Since May 1943, thirteen trade papers and magazines, represented in WAC, have contributed 833½ pages of advertising to the Industry's war efforts. In dollars the ads represented $272,934.

No One Acquiring Film Classics, Declare Alperson, Goldhammer

In a joint statement issued last Friday (March 29) Edward Alperson and "Nicky" Goldhammer, of Film Classics declared there was "absolutely no foundation of fact or truth in recently circulating reports that Charles CASANAVE, or anybody else, is taking over Film Classics. Furthermore, there has never been negotiations with Casanave or anybody else."

According to the statement, Film Classics will continue its distribution in the reissue field. The company's original intent to produce new production works has been temporarily abandoned because of an effort to cooperate with Washington authorities in the raw stock shortage, and "no current production is planned until such time as the raw stock situation clears up."

Red Cross Collections Hit a New High in California Theatres

Red Cross collections in Fox West Coast Theatres operating in northern and southern California hit an all-time high Tuesday (3) with $23,669, according to a report to N. Peter Rathvon, national chairman, by Charles P. Schorr, west coast director of the industry's Red Cross War Fund Week. The figure represents more than 40 per cent of last year's total Red Cross collections.

Some 6,533 theatres in the Los Angeles zone are pledged for the 1945 Red Cross campaign. By Tuesday, 362 had reported collections of $365,281.57, with approximately 239 theatres yet to make their reports.

Exhibitor Chairmen Named by Pinanski

Complete roster of Exhibitor State Chairmen who have accepted appointment to serve in the Seventh War Loan campaign May 14 through June 30 were announced last week by Samuel Pinanski, national chairman.

The State Chairmen, all of whom are prominent theatre operators and intimately familiar with the exhibitors in their territories and many of whom have successfully led previous War Loan drives, follow:
- Alabama—R. M. Kennedy, Birmingham, Alabama.
- California—George Mann, San Francisco.
- Colorado—Rick Ricketson, Denver.
- Maryland—Rick Ricketson, Baltimore.
- Massachusetts—J. J. Rathvon, Boston.
- Michigan—Martin Thomas, Detroit.
- Minnesota—John Friedrich, Minneapolis.
- Missouri—Harry Gluckman, St. Louis.
- New Jersey—William Buhm, Newark.
- Ohio—Sam Lesser, Cleveland.
- Pennsylvania—Fred Skouras, Philadelphia.
- Wisconsin—Charles Mayer, Milwaukee.
- District of Columbia—William C. restrictive, Washington, D.C.
- New Mexico—George Tocher, Albuquerque.
- New York—(Chairmen).—J. J. Rathvon, New York City.
- New Mexico—Fred Skouras, Albuquerque.
- South Carolina—R. S. Cooper, Columbia.
- Texas—Ed Kraus, Fort Worth.
- West Virginia—Charles Mayer, Charleston.
- Florida—(Chairmen).—Red Cross, Miami.
- Georgia—(Chairmen).—Harry Skouras, Atlanta.
- Texas—(Chairmen).—Harry Skouras, Dallas, Fort Worth, and Waco.
- Colorado—(Chairmen).—Harry Skouras, Denver.
- Illinois—(Chairmen).—Charles Mayer, Chicago.
- Indiana—(Chairmen).—Harry Skouras, Indianapolis.
- Iowa—(Chairmen).—Harry Skouras, Des Moines.
- Kentucky—(Chairmen).—Harry Skouras, Lexington.
- Louisiana—(Chairmen).—Harry Skouras, New Orleans.
- Mississippi—(Chairmen).—Harry Skouras, Jackson.
- Missouri—(Chairmen).—Harry Skouras, St. Louis.
- North Carolina—(Chairmen).—Harry Skouras, Raleigh.
- Ohio—(Chairmen).—Harry Skouras, Cleveland.
- Pennsylvania—(Chairmen).—Harry Skouras, Philadelphia.
- Tennessee—(Chairmen).—Harry Skouras, Memphis.
- Virginia—(Chairmen).—Harry Skouras, Richmond.
- West Virginia—(Chairmen).—Harry Skouras, Charleston.
- Wisconsin—(Chairmen).—Harry Skouras, Milwaukee.
- Washington—(Chairmen).—Harry Skouras, Seattle.

Kinzel Named Metropolitan Area Campaign Director in 7th Drive

Morris Kinzel of the Kayton-Spier advertising agency has been appointed campaign director for the metropolitan New York area of the WAC in the industry's Seventh War Loan drive, it was announced this week by Irving Lesser, chairman for the metropolitan New York area.

Kinzel, who was active in various capacities in previous War Loan and other industry drives, will make his headquarters at the Rosy.

American Legion Pledges Support

Complete cooperation of the American Legion in the Seventh War Loan campaign May 14 through June 30 was promised Samuel Pinanski, national chairman, in a letter from H. L. Chaloux, director of the National Advisory Organization Committee of the American Legion, whichrecently took over the part of the Legion's war work in cooperation with the U. S. Treasury Department.

Publicity Chairman Named

Publicity chairmen for the Seventh War Loan were named this week by John Hertz, Jr. (See story on page 26).
They're Cut Out to be a TERRIFIC TRIO!
Gracie Fields
Monty Woolley
Roddy McDowall

"Molly And Me"

The Hilarity-roaring comedy from

CENTURY-FOX
S O W M E N ' S  T R A D E  R E V I E W
April 7, 1945

S T R I P  A

Swing in the Saddle
Columbia Western 68 mins.

AUDIENCE SLANT: (Family) Pleasant diversion for the not-too-critical to enjoy, then forget.

BOX-OFFICE SLANT: Satisfactory support for a stronger feature.


Plot: Concerns an annual Frontier Day singalong at a rodeo where the singing pal gets her man, as a result of a "lonely hearts" ad and the young singer finds her happiness.

Comment: Set against a rodeo background, this comedy with music, while lacking certain elements to make it good screen fare, nevertheless comes forth as pleasant distraction from the not-so-entertaining moviemakers. The plot has little substance but there is an abundance of music, for everybody sings, from the Baby to the Hooster Hot Shots, Jimmy Wakely and his Oklahoma Cowboys, and the King Cole Trio. Carole Mathews is all right in her role, while Mary Treen adds her usual dash to the casts that portray the ladies. Production is adequate and direction by Lew Landers keeps the picture moving satisfactorily enough to create 60 minutes of mild entertainment for the supporting spot on any bill.

Counter-Attack
Columbia Drama 90 mins.

AUDIENCE SLANT: (Family) Tense, dramatic story of how the Russians procured intelligence of German troop movements and concentrations prior to the now historical Russian counterattack in 1942. Will entertain all types of audiences.

BOX-OFFICE SLANT: Concentrated exploitation in key spots and second runs will probably push this into satisfactory money brackets.


Plot: While constructing a secret bridge below the surface of a militarily important river so that tanks and troops can cross and surprise the German armies, a detachment of Russian paratroopers is dropped behind German lines to disrupt the invasion of Russian troops, information considered the equal of 15 to 20 Russian divisions. The detachment attacks German headquarters but artillery bombardment by the leading empresa Paul Muni and Marguerite Chapman with several German soldiers in the cellar. Muni discovers an officer's pistol in the loot taken from the Germans and the action from that point consists of the ruses he and Chapman use to discover which one is the officer so they can extract the necessary information from him.

Comment: Based on an amazing but factual story of a Russian army accomplishment in 1942, "Counter-Attack" depicts the determination of the Russians to give up not another inch of territory to the pressing German armies. How the Russians built a strong bridge below the surface of an important river crossing and how their intelligence units obtained necessary information about the disposition and strength of German units on the other side of the river makes an entirely engrossing film melodrama, scarcely lightened by relieving comedy touches. Paul Muni's portrayal of the Russian paratrooper, cee two of who survived an action against G man military headquarters, and how he uses native intelligence to discover which of the German traipses is hin is the officer from whom he can obtain the information for which Russian headquarters is in desperate need, is entirely convincing. Marguerite Chapman as a Russian guerilla fighter, chosen to guide the paratroopers on their mission near her native village, also is excellent, although not necessary to the plot's motivation. Harro Meller is the German officer to the last button of his tunic, and Rudolph Anders convincingly portrays the German soldier who aids Muni. Minor parts are capably performed. Direction by Zoltan Korda is good, intense but without pace, for the action is unnecessarily slow because the almost-entire locale in the cellar of the demolished building. Photography is tops. Concentrated exploitation in key spots and second runs should promise sufficient interest to push this into satisfactory returns at the box-office.

Legion of Decency Ratings
(For Week Ending April 7)

S U I T A B L E  F O R  A D U L T S  O N L Y

Gentle Annie
Two O'Clock Courage
It's in the Bag

Zombies on Broadway

O B J E C T I O N A L E  I N  P A R T

Buffaloburgs

Without Love

Identity Unknown

Republic Drama 71 mins.

AUDIENCE SLANT: (Family) This slow-moving story of a returned soldier amnesia victim should prove interesting to average audiences.

BOX-OFFICE SLANT: Should draw fairly well as supporting film on double bills.


Plot: Unidentified, a soldier is being returned from overseas in a state of amnesia. He returns to the scene of a bombing and it is assumed he must be one of the four. The soldier leaves a hospital train, goes AWOL and sets out to learn his identity by visiting the houses of the four. He falls in love with the young widow of one of the men and their happiness is assured. Unidentified apprehends him and his memory is restored by an Army psychiatrist.

Comment: While this film has been accredited the benefit of production values, it lacks sparkle and is somewhat slow moving. Its most disturbing angle is one's feeling that the soldier's identity could have been quickly determined through the science of fingerprinting and Army efficiency. There are efforts to inject action, but these succeed in giving only a speedy development to the proceedings. The presence of some well known names in the cast who incidentally turn in first-rate performances should help this picture do fairly well as a supporting film on double bills.

The Horn Blows at Midnight
Warner's Comedy 78 mins.

AUDIENCE SLANT: (Family) A Marx Benny fantasy with lots of laughs to please average moviegoers.

 BOX-OFFICE SLANT: Sell the Jack Benny name and that of Alexis Smith. It should bring in excellent returns.


Plot: An angel is sent down from heaven to destroy the earth because it has become a place of hate and strife. Here on earth, he becomes involved to such an extent that he neglects to blow his trumpet at midnight—the signal for the destruction. A lady angel comes down to find him, and when she doesn't come back "The Chief" arrives, too. They end up by deciding that the world isn't such a bad place after all.

Comment: The title of one of those light fantasies that uses Heaven ... and Jack Benny ... to put it over. For, as an angel sent down from Heaven to destroy the earth, Jack plays one of those native Frenchmen well. There are plenty of laughs in his portrayal and the story gives Alexis Smith and Regina Mazurki a good role to play. Add to the entertainment of the general proceedings is the Benny followers, this will be something for them to enjoy, for there is a tremendous amount of suspense built around this trying to do the job he's been sent to earth for.

(Continued on Page 20)
To the Theatre Men

Please Read

I Have Sent

This is a reprint of an announcement published on April 3rd.
of America:

a Letter

You Today.

[Signature]

President
WARNER BROS. PICTURES, INC.
Burbank, California
Samuel Tears Off Wallpaper To Make Room for Crowds; Owen Explains ‘Pot Luck’

Except for two days, when the temperature dropped, the wind blew, the sky grayed and the rain came, March has been the most abnormal third month of the year we've ever experienced. Normally, continued warm and balmy weather doesn’t get underway until sometime in April; so we were not a little surprised to find such weather greasing us a month ahead of time. Should we, or should we not, give our 20-pound overcoat for a lighter coat? "No," responded our little woman, "that’s the quickest way to invite a cold." So, while the temperature soared into the 70s and the sun warmedly beamed down on us, we plodded along the street in our 20-pounder, with a wooden scarf entwined around our neck and the perspiration (first of the year) dripping from our fevered brow and falling down our back. This does not mean that the perspiration dripping from our brow took a circuitous route to reach our back; it meant there was also perspiration on the leeward side. Cold or no cold, we couldn’t stand being a waiting steam cabinet; there would be plenty of time for that next summer. So we cast our winter garments aside and donned our spring attire. As a result, we feel much more comfortable. But somehow or other, we’re a little skeptical, we can’t help but feel that winter will not go down without a fight; that ere the warm spring days come, there will be more cold weather, perhaps even a blizzard. We haven’t cast our overcoat so far aside that we can’t quickly retrieve it when that time comes. And now the time has come for us to begin this edition of the Program Exchange.

‘Idea Is Going to Work’

Since we’re in a light and pleasant mood at the moment, we’ll take up a letter from Jim Owen of the Strand. Referring to our mention of his Pot Luck Night idea in a recent issue, Jim writes:

“The first one of these shows will be tomorrow night, but I can tell you now from the advance talk and interest shown that the idea is going to work. Naturally, on a deal of this kind, it is most essential that the picture be an exceptionally good one. Our first Pot Luck Night picture is ‘Holiday Inn,’ and the second one is Bob Burns in ‘Our Leading Citizen.’ I am still looking forward to the day when you will come down to take that float trip with me and share ‘pot luck’ with the Owen clan.”

Along with his letter Jim sends one of his promotional mailing pieces—only this time instead of being a calendar it’s a large card tying in the Ozarks with the Strand’s theme.

A piece of wallpaper just large enough to cover a bad spot on the wall in our room has come our way from W. S. Samuel, who is now managing the Strand in Memphis, Tenn. Of course, it’s going to look funny on the wall, because the design has been overprinted with this copy: “We are tearing the wallpaper off the walls to make room for the crowds to see (name of attraction).” It’s an old gag, but no matter what the age, if a gag is still effective, it’s never too old to use. It always irks us when we receive a program and can’t remember the theatre manager’s name. It positively embarrasses us. It has been a long time since we received a program from the Ukrop Theatre, Pahling, and since our files have been locked up at the moment, we can’t check up on the management of that house. Anyway, he still uses the circular calendar idea on the inside spread, and the front cover on MGM’s “National Velvet” is attractively and cleverly done.

We want to thank Thomas Di Lorenzo for the copy of his latest program for the New Paltz up in New Paltz, N. Y. Di Lorenzo started a quality of program a few weeks ago that, so far, has been maintained. Keep up the good work, Tommy.

Did you have an appointment with a woman? That’s just what we have, and if we keep our little woman waiting, life will not be too pleasant for us. So we must leave you now until next week.

Special Tieups Set For ‘God Is My Co-Pilot’

One of the largest department stores and one of the outstanding manufacturers of aeroplanes have been tied into the campaign for Warners’ ‘God Is My Co-Pilot.’

An aeronautical build around the model P-40 fighter plane and two 30 x 40 posters have been prepared by the Curtiss Wright Corp. of Buffalo as theatre lobby attractions in conjunction with key city campaigns for the film. The P-40s will be set up in miniature models together with a Curtis electrical controllable pitch propeller for lobby demonstrations.

Col. Robert Lee Scott, war hero and author of “God Is My Co-Pilot,” is featured in the posters, which carry the insignia of all nations using the P-40. Five hundred have been shipped to the first group of theatres playing the picture.

Saks Fifth Avenue’s department store is devoting one of its main windows to a display in connection with “God Is My Co-Pilot” during the first engagement at the Strand. The display features Paul Trehalcock’s $25,000 painting of Col. Scott.

‘Velveet’ Resemblance Contest

Russ Bovim, Loew’s Midland, Kansas City, and Bernie Evans, MGM exploiter, arranged a contest for girls who most closely resembled Elizabeth Taylor, star of “National Velvet,” to exploit the picture’s opening at that theatre.

Burgett’s Exploitation Aids Two PRC Features

Dalton Burgett, proprietor of the Regent Theatre in Dunkirk, N. Y., has launched an exploitation campaign for the engagement of PRC’s “When The Lights Go On Again,” and “The Great Milk.” In addition to extra newspaper space, Burgett utilized display blowups of various newspapers and magazine articles dealing with the problem of returning veterans, the picture’s theme.

Burgett also had as his guests on the opening night, officers of the American Legion, Veterans of Foreign Wars, as well as civic personages. In addition, all service men home on leave for the holidays were also invited to be guests of the management. Jimmy Lyndon, who plays his first dramatic role in the film, sent a personal letter to Burgett expressing his pleasure on having that picture selected as a special attraction, and this was also blown up and put on display in the lobby along with an autographed picture which Lyndon also sent.

For “The Great Milk,” Burgett offered a brand new boy’s bicycle as a contest for the boy most resembling Buzzy Henry. The campaign also included jumbo throw-aways and carefully spotted window cards and the net result was well over average business.

Advertising Campaign of Month

Picture of Dorian Gray...Mar. 31, pp. 12-13

Equipment and Maintenance

Mar. 3, pp. 39-58; Mar. 31, pp. 31-50

Exploitation Campaigns—by Pictures

Affairs of Suspects...Mar. 17, p. 13

A Song to Remember...Mar. 31, p. 18

A Tree Grows in Brooklyn...Mar. 17, p. 13

Blood on the Sun...Mar. 24, p. 21

Body Snatcher...Mar. 24, p. 29

Colonel Blimp...Mar. 24, p. 21

Delightfully Dangerous...Mar. 31, p. 9

God Is My Co-Pilot...Mar. 3, pp. 23, 17, p. 14-15

Guest in the House...Mar. 10, p. 20

Here Come the Waves...Mar. 24, p. 22

Hollywood Canteen...Mar. 10, p. 27; Mar. 24, p. 29

Hotel Berlin...Mar. 31, p. 18

I'll Be Seeing You...Mar. 31, p. 9

Janie...Mar. 24, p. 29

Lake Placid Serenade...Mar. 3, p. 27

Master Race...Mar. 10, p. 22

Meet Me in St. Louis...Mar. 24, p. 30; Mar. 31, p. 14

Mrs. Parkway...Mar. 24, p. 29

Music for Millions...Mar. 10, p. 10

My Pal Wolf...Mar. 3, p. 23; Mar. 24, p. 21

National Velvet...Mar. 3, p. 22

Objective Burma...Mar. 3, p. 18

SWEET AND LOW DOWN...Mar. 24, p. 21

Thirty Seconds Over Tokyo...Mar. 10, p. 22

This Man’s Navy...Mar. 3, p. 23

Together Again...Mar. 10, p. 22; Mar. 31, p. 13

Utah...Mar. 31, p. 18

Winged Victory...Mar. 3, p. 22; Mar. 10, p. 22; Mar. 24, p. 22

Exploitation Campaigns—by Stunts

Beauty Contest...Mar. 3, p. 14

Carrousel Contests...Mar. 3, p. 23

Letter Contest...Mar. 3, p. 27

Literary Guild Tieup...Mar. 3, p. 23

Radio Promotions...Mar. 3, p. 27

Store Contest...Mar. 3, p. 29

USO Tieup...Mar. 31, p. 14

Int’l Film Feb. 1945...Mar. 3, p. 26

Money Dates for April...Mar. 24, p. 30

Old “Doc” Layout Theatre Advertising...Mar. 3, p. 26

Showbuilder...Mar. 3, pp. 66-67
Exploits ‘Navy’ With Benefit for Legion

Based upon an unusual “participation” benefit for the American Legion in Frederick, Maryland, manager of MGM, dashes from the City Opera House in that city, staged an outstanding exploitation campaign for MGM’s “This Man’s Navy,” assisted by Tom Bardin, MGM exploiter in the territory.

Staying pretty much in the background, but manipulating the strings that made the campaign move to a triumphant conclusion, McE set up a ticket-selling organization for the reserved seat showings of the picture and spurred the voluntary ticket salesmen to sell out his theatre for the six performances for the two days that “This Man’s Navy” was booked.

Three weeks in advance of the opening letters stressing the educational values of the picture were mailed to school principals and teachers, accompanied by tickets. These were not passes, but tickets for which the educators were requested to send a check for the face value or return the ticket to the theatre. Letters were followed by personal calls to teachers. At about the same time tickets were placed for sale in 12 merchants’ stores with accompanying signs explaining the benefit angle and stressing the entertainment value of the picture. Ticket-selling booths were manned by members of the committee.

As salesmen, made up of members of the American Legion, mailed five tickets each to the entire personnel of the Legion post and more tickets were placed on sale in the box-offices of two affiliated theatres.

To give additional impetus to sales through the Legion members a 25¢ war bond was offered to the son or daughter of the Legionnaire who sold the most tickets.

One week after the ticket-selling organization was set up and functioning, Mee started his exploitation through other channels, enlisting the aid of such rival organizations as the Rotary, Lions, Chamber of Commerce, etc., extracting promises to have announcements made at all club meetings, parties reported on bulletin boards and the facilities of the rival clubs’ mailing lists to be used to tell about “This Man’s Navy” and

(Continued on Page 20)

Fencing Contest Feature of ‘Col. Blimp’ N. Y. Promotions

The world’s top sabre fighters from Montreal, Washington and New York will compete for the “Colonel Blimp” Fencing Contest Trophy, inspired by the climactic “Schlager duel” in the picture, in cooperation with the Amateur Fencing League of America. The contest will be staged in New York.

Other promotional stunts featured in the exploitation campaign for the OCF production include a “Colonel Blimp” cocktail, sharing billing with Tommy Dorsey at New York’s 400 Restaurant. The Astor Hotel bar is spotlighting an elixir of youth concoction called the “Colonel Blimp,” and a “Colonel Blimp” Technicolor sundae is featured at drugstore counters.

Window promotions include many on Fifths Avenue, Me’s, and window manufacturer have featured the “Colonel Blimp” caricature. An outstanding display is the series in the windows of Franklin Simon’s, highlighting original art work by leading members of the Society of Illustrators, sponsors of the film’s premiere in New York.

McComick to Coast On Ad Campaigns

Having already set national campaigns on “The Enchanted Cottage,” China Sky” and other forthcoming releases, S. Barrett McCormick, RKO Radio director of advertising and publicity, left Friday (March 30) for Hollywood where he will discuss advertising plans with studio executives for “The Spanish Main,” “George White’s Scandals of 1945,” “Johnny Angel,” “Those Endearing Young Charms” and “Bells of St. Mary’s.”

McCormick will also meet with Leo Spitz and William Goetz on promotion plans for internationals “Along Came Jones,” starring Cary Cooper who also produced it; with Samuel Goldwyn on “Wonder Man,” the new Danny Kaye Technicolor with and with Walt Disney on forthcoming product.

Before leaving, McCormick stated that all phases of RKO Radio advertising has been materially increased during the past year.

Turner Announces Changes in RKO Field Exploitation Force

Changes in the Pacific Coast division of his field force were announced this week by Terry Turner, RKO Radio exploitation manager under S. Barrett McCormick.

Al O’Camp, formerly of Seattle and Portland, has been switched to Los Angeles and his former post taken over by Earl Keates. Bidwell McCormick has been appointed to the Denver territory and Ed Terlume to Salt Lake City. No replacement has been appointed for Fred Calvin, Dallas and Oklahoma exploiter who resigned as of April 15.

Bit of Energetic Showmanship

An eye-arresting plant in the local paper of Middleboro, Ky., in the form of a 3-column scenerat was obtained by Arnold Feldsman, manager of Schine’s Marion Theatre, in advance of the playdate of “Keys of the Kingdom.” Considerable talk was created as a result of the plant, and the box-office gross received a fillip through this bit of energetic showmanship.

Cafeteria Window. In conjunction with the showing of 20th Century-Fox’s “Winged Victory” at Century’s Kingsway Theatre, Brooklyn, Manager Harold Newman made a window display tieup with a nearby cafeteria for this effective display utilizing material obtained from the Army Air Force at Mitchell Field.

‘Song’ Campaign Hits High in Philadelphia

The exploitation possibilities of Columbia’s “A Song to Remember” were demonstrated once again by Warner’s exploitation department under Irving Blumberg, who essayed an extensive campaign for the picture’s showing at the Aldine Theatre, Blumberg was assisted in the campaign by Milton Young of his department, Edward Rosenbaum, Columbia exploiter and Frank Castello, manager of the Aldine.

Included in the many exploitation accomplishments were an 800-line promoted ad on the Joe Capasand suits with three window displays by the same store that placed the ad.

A local radio station sponsored the “George Sand Memorial Talent Search” contest in which amateur actresses were invited to record readings of the Merle Oberon “jungle speech” and to compete with others throughout the country for national prizes. All high schools and little theatre groups were covered, with entry blanks and bulletin board announcements.

Ten thousand bookmarks and 500-sheets cards were distributed to libraries and the local Victor Radio distributor covered the town with displays including 40x60 enlargements from the picture as well as 11x14 cards featuring Chopin’s music. Victor also supplied 400 1-sheets for displays. A special preview in Warners’ private screening room was given for Victor dealers as part of the campaign.

Twenty-five trucks of a news distributing concern were covered with store displays tieing-in with Red Book magazine’s promotion, and 10,000 “things to remember” cards were distributed through a chain of food stores.

Parochial schools of the city played the “St. Joseph Society” record to all classes and a 15-minute recording by the “tune detective” was featured by two radio stations.

One hundred 24-sheets were posted two weeks in advance and three weeks after the picture opened. Spot announcements on three radio stations one week in advance and through the first two weeks of the picture were other highlights.

Suburban trains carried cards two weeks in advance and during the last two weeks of the showing and 460 dash cards preceded the opening and ran currently.

The press book teaser ad campaign was used effectively ten days in advance of the daily newspaper advertising campaign, for which as much space as was available was purchased in.

Several six-foot enlargements of Merle Oberon, Paul Muni and Cornel Wilde were features of the outstanding front for the Aldine, designed by Maurice Gable, Warners’ district manager.

New Radio Department Formed At 20th-Fox Under Ted Lloyd

Formation of a new radio department directed by Ted Lloyd in the advertising, exploitation and publicity departments of 20th Century-Fox was announced this week by H. Horne, vice president.

The new department will consolidate all of the radio exploitation, publicity and paid-time functions and, under Lloyd, will be in complete charge of the creation, production and placement of both transcribed and live programs. Paid spots and programs will continue to be placed by the Kayton-Spensor advertising agency through Mort Nussbaum, the agency’s radio account executive.
ALL YOU NEED IS A GOOD SHARP RAZOR BLADE
TO WRITE ADS FOR A PICTURE AS GREAT AS THIS!
EVERY WORD CLIPPED FROM THE FIRST GREAT
TRADE REVIEW IN "MOTION PICTURE DAILY."

The best piece about horse racing in America the screen has had in years.

It should finish lengths in front of the next best of its kind ever made.

returns, complete with gun, to the type of stuff he is meant for.

He is terrific in the best picture he has ever had,

costarring demure

Gail Russell.

Hold an elastic section of playing time for

"SALTY O'REO"

It is dynamite

From Paramount
URKE

It should pay off in box-car figures as to grosses.


And Stanley Clements,

the tough kid of "Going My Way," writes a chapter

in the history of histrionics all by himself.

Directed by Raoul Walsh

His film flows like a handicap champion runs.

Swell story and screen play by Milton Holmes
7th Publicity Chairmen Are Named by Hertz

Including many veteran campaigners of previous War Loan and other motion picture industry wartime drives, foremost advertising and exploitation men have accepted invitations to serve as State Publicity Chairmen for the Seventh War Loan, according to John D. Hertz, Jr., National Director of Publicity for the Seventh War Loan.

Hertz stated that the State Publicity Chairmen will work closely with the exhibitors and distributors in planning and executing the War Loan campaign. They will cooperate with the Treasury Department through June 30, and are ready and willing to give their fullest cooperation to exhibitors in putting over special events to achieve the Seventh War Loan goal of $4 billion in E-bonds.

State Publicity Chairmen for the drive follow:


But Is It Comfortable?

So many cases of purse-snatching in Charlotte theatres have been reported to police that women moviegoers are following the advice of law enforcement officials. They sit on their purses.

Secret Sessions Seek Studio Strike Solution

Conferences seeking a settlement of the Hollywood studio strike were held on the coast Tuesday, with business agents of several IATSE studio locals and the Conference of Studio Union's strike strategy committee attending the first, and Richard Walsh, IATSE president, and representatives of the major studios comprising the co-contractors of the second meeting held later in the day. All participants were pledged not to reveal any details of the secret sessions.

The producers' ultimatum that all strikers return to work Wednesday or have their jobs filled by IATSE unionists had been met at an earlier conference. The Alliance is prepared to issue APA, charters to craftsmen to fill the ranks of the strikers, if the strike is broken.

Earlier in the week Herbert K. Sorrell, CSU president, said that failure of the conference between Walsh and William Hutchenhe, head of the carpenters' union, "strengthens our position materially." He termed the New York conference "a waste of time."

Following a letter by each of the major producers Wednesday a letter was sent by each of the nine major producers to every employee who has refused to return to work, except those working on Government films, notifying them that "your employment is terminated . . . because of your failure to report for work and perform services in accordance with your obligation to do so."

Son of Lassie's Tradeshows

MG&M will screen "Son of Lassie" simultaneously in all exchange centers on April 19 with the exception of Boston and St. Louis, which will show it on April 20.

The Horn Blows at Midnight

(Continued from Page 13)

blowing the trumpet at midnight. There are such gags as people hanging from the roof, top, one holding onto the other, and Jack's final breakup into a hill-poster advertising a cup of coffee. Besides the fine work of Benny, Miss Smith and Gardiner, there are the "twennial," created by Alec Shain, and John Alexander to help matters along. No director could have done better than Raoul Walsh, while Mark Hellinger deserves credit for the production as a whole.

Exploits 'Man of Navy' With Legion Benefit

(Continued from Page 17)

the benefit during two weeks preceding the showings.

Publicity stories, scenes from the picture, etc., began appearing in two newspapers in more than the usual number, following Mee's visit to local editors requesting all-out cooperation for the benefit.

The theatre front was decorated two weeks in advance of playdate with snipes, and the lobby was made up with special posters, show announcement announcements, etc. Front and both attraction panels of the marquees also carried title star, list playing and playdate two weeks in advance.

Radio announcements were made five times daily for seven days and were increased to seven times daily starting two days ahead and during the run. A gratis 15-minute program one day in advance featured Legion officials, dramatizing the work to be done by the organization with the funds to be raised from the benefit.

In connection with the benefit, the City Council set up 14x22 signs on all posts in the principal business section and 20 windows displays were obtained and maintained for two weeks. In addition, eight downtown street corners were stenciled, also with permission of the civic authorities.

The Good Year Tire dealer cooperated by showing a trailer in his window, using banners on his trucks and devoting part of his newspaper advertising to the picture and the American Legion Benefit.

Opening night ceremonies included a torchlight gasless parade from the Legion home to the theatre, led by the Legion Drum and Bugle Corps and accompanied by the Legion Color Guard; attendance at the by two general officers and other officers of Legion from Camp Dietrich. A highlight of the opening performance, which received considerable newspaper space, was the entertaining, as guests of honor of all Purple Heart winners from the nearby Naval Post.

Publicity, Advertising, Exploitation Men Named for Seventh War Loan

Members of the Publicity, Advertising, and Exploitation Committee who will serve during the Seventh War Loan were announced this week by John D. Hertz, Jr., National Director of Publicity.

Heading the Committee is Jerry Ziemand as Coordinator, with William Boley of Buchanan & Company as his assistant coordinator. Other members of the Committee: Bernard M. Kamber, United Artists, publicist and expeditor; Ernest Mull, Buchanan & Company, publications contact; Nat Strom, Buchanan & Co., director of radio; Jack Allesee, publisher of Film Daily, chairman for trade publications; Sam Rhien, 20th Century-Fox, in-trustry chairman; Walter C. Ament, Pathé News, producer of World War II documentaries; Alce Moss, Paramount directing national cooperative exploitation assisted by Ed Meirhofer, also of Paramount; Henry Spiegel, Columbia, field exploitation advisor.

Herbert Forster Dies at 47

Herbert W. Forster, 47, advertising manager of Western Electric Company, died suddenly Friday (March 30) at the Roosevelt Hospital following an acute heart attack. He was a resident of Rockville Centre, Long Island, and is survived by his widow, the former Greta V. Becker of New York, and two children, Virginia, 23, and Claire Ann, 14.

Back From Latin America

Joseph McConeville, president of Columbia Pictures International Corp., arrived in New York Monday (2) after a two-month business trip to the company's offices in Latin America.
The amazing success at Box-Offices of Re-Issues, released by FILM CLASSICS, is the NEW MERCHANDISING PUNCH being put behind every picture released. When you play a FILM CLASSICS picture you are getting an Old Record Breaker with a NEW RECORD BREAKING WALLOP!

CONTACT YOUR LOCAL FILM CLASSICS EXCHANGE FOR BOOKINGS ON THESE MONEY-MAKERS!

FILM CLASSICS Inc.
"Dillinger" has been banned in Memphis theatres by Lloyd Binford, chairman of the Memphis Board of Motion Picture Censors. Henry Frichard, branch manager of Monogram here, disclosed, "Mr. Binford declared that showing of the picture in Memphis would not be of benefit to the public," Frichard said. The picture had been scheduled for the Warner, and Col. Howard Waugh, Warner zone manager, had been making preparations for a heavy campaign.

Charles Shaw, formerly with the Florida State Theatres at Miami and with United Artists in New England, has been appointed RKO exploiter for the Memphis and New Orleans branches. He replaces Charles Underwood, who resigned.

Robert Bauer, Paramount salesman in Dallas, has been transferred to the Memphis branch. Jack Rhodes, owner of the Crittenden in West Memphis, has returned from St. Louis in connection with the opening of his new Negro house in West Memphis about April 15. Leon Roundy, exhibitor at Water Valley and Holly Springs, Miss, was a visitor on the Row.

Mid-South theatre operators, particularly in Memphis, who for the last six weeks have noted a sharp decline in box-office receipts, are expecting an immediate pickup. Income tax payments, larger than most persons expected, the observance of Lent and high water on many roads are believed to have contributed to the slump.

William Day, chief photographer of the Commercial Appeal and well known on Memphis Film Row where he has done much work, has resigned and entered the commercial photography field with Curly Bruner, former CA photographer and vaudeville pianist.

Benefit floor show and dance given here March 28 for A. B. Morrison, veteran theatreman, netted $3000, which will be used to clear the mortgage on his home and provide him with funds for an eye operation. On the night of the benefit it was announced that Jack Warner of Warner Bros. had ordered that Morrison be paid a pension of $30 a month.

Among exhibitors noted on Memphis Film Row last week were Bill Malin of Augusta, Ark., R. B. Gooch of Selmer, Savannah and Parsons, Tenn.; W. F. Ruffin, Covington, Tenn.; John Mohrstadt, Hayti, Mo.; Miss Ethel Lobdell, Rosedale, Miss., and W. R. Cntt, Tunica, Miss.

H. W. Brewer is opening a new theatre in Tutwiler, Miss., April 7 to be known as The Tutwiler and was in Memphis last week buying product.

L. E. Gvaltney, Mena, Ark., exhibitor who has been in the Army for more than a year, has received a medical discharge and returned to Mena to take charge of his theatres.

Louis Haven, Jr., exhibitor at Forrest City, Brinkley and Wynne, Ark., who has been awaiting his call to the Merchant Marine, has reported at St. Petersburg, Fla. His father, who has been practically retired, has resumed active management.

Letters received here by Harold J. Fitzgerald, head of Fox-Wisconsin, announce that former employees now in the armed forces and reproduced in Servicemen's, F-W's publication pool for its employees, are illustrative of the inspiration the boys on various fronts derive from it.

Walter Loehle, RM 3/c, writes: "I want to thank you of the Fox-Wisconsin organization for all that they have done for me while I have been in the service. I know that it is a small thing for a soldier or marine to have that kind of people back him up, but it sure made you savor that old hometown. And, I believe that I say this not only for myself, but for the other F-W boys also. I hope that I, nor they, in any way will not let you down." From the Pacific, Col. Kenneth W. Yeko writes: "I want to work a little, do a check and the swell booklet. It certainly makes a difference to a good soldier, knowing that back home in the armed forces, he is still remembered by his former employees, and certainly got a kick out of the booklet. I'm enclosing the card pertaining to post-war plans. With all the money I would like to get into a Fox Corporation. The work was very interesting and I feel that I would very much like to get back into show business..."

From the Philippines T.J. William A. Pearson writes: "The movie situation is much better than it ever was in New Guinea. Some of our recent showings were 'Rhapsody in Blue,' 'Hail the Conquering Hero,' 'Saratoga,' and 'Lost in a Harem.' Fresno later productions. I really ran after the most interesting production of 'Rhapsody in Blue.' I was very pleased. Started at 6:45, interrupted by four alerts, and also received a letter for a search at 12:15. Boy! What a show! I am exploring the post-war plans now and am interested. I want to come back to work for the company when the war is over. We have about four years with Fox-Wisconsin when I entered the service, and I don't want to leave the theatre business."
Exhibitors booking films on the Row included: W. C. Fischer, Camp Theatre, Campbellport; Floyd Alberts, Strand Theatre, Mt. Horeb; Tom Coffey, Marinette; Walter Baier, Fort Atkinson; Michael Lenelone, Hollywood and Lincoln theatres, Kenosha; Augie Geyer, Troy Theatre, East Troy; William Exton, Roosevelt Theatre, Kenosha; W. D. Washburn, Park Theatre, Waucoma; and Bud Bacon, who took over the Edward Hanns portable showings at clubs and lodges.

Harry Riskin, 20th-Fox shipping clerk, and Mrs. Riskin are the recipients of condolences as a result of the recent death of their infant son.

PHILADELPHIA

Is Perlin, manager of the Grand Theatre, Camden, has been appointed public relations chairman for the Southern New Jersey theatres for the 7th War Loan, and will attend the joint meeting in New York at the Hotel Astor called by the War Activities Committee April 10.

Jerry Logue, former Universal booker, who resigned several weeks ago, is on his way to the West Coast, with the intention of settling in Los Angeles.

J. Howard Smith, son-in-law of Edgar Moss, district manager for 20th-Fox, and a salesman for the company, has passed his induction physical.

Sam Gross, branch manager for 20th-Fox, has gone to Hot Springs, Ark.

Capt. Everett C. Callow of the Marines Corps who was reported last week on his way home from the South Pacific, arrived in Philadelphia and is hospitalized here at the Naval Hospital. Callow headed the Warner Theatres advertising and publicity department before entering the service.

William F. Brooker, Paramount exploiter, has been appointed motion picture division chairman for the 1945 campaign for the Greater Philadelphia Mutual Fund and War Work of the Salvation Army. Collections are not being taken in theatres but pledges are being sent to theatres, theatre owners, employees, projectionists, exchanges, and others in the industry, so that they may help in the campaign.

The Runnemede Theatre in Runnemede, N. J., has been taken over by Harold Thorpe, Woodstown exhibitor.

At Dallas, Mrs. Sam branch manager, bemoaned when he learned that his son, Lee, received his commission as an ensign after completing his training in Chicago.

William Goldman, is reported recuperating at the Warwick Hotel after being hospitalized.

Pvt. Jack Zagrans, son of RKO's Charlie Zagrans, is now at Fort Benning, Ga., after completing his training at Camp McClellan, Ala.

Pvt. Philip L. Hirsh, son of Harry Hirsh of the Hirsh Amusement Co., is now at Camp Blanding, Fla. With him are former Vine Streeters Charlie Goldfine and Melvin Fox.

Harry Gold, UA Eastern sales manager, was a visitor here last week.

Corp. Claude Schlanger, son of Ted Schlanger, Warner zone manager, was in on furlough.

Bob Pollard, RKO district manager, returned here upon the completion of his second tour around the country in the interests of the Red Depein drive.

Maxwell Gillis, Republic district manager, has returned from the West Coast.

Harry Weiner, Columbia exchange manager, has returned from Florida.

M. John Smith, father of Ulric Smith, Paramount branch manager, who died in the Episcopal Hospital, left an estate of $139,000. After various small bequests, the estate is to be divided equally among the widow, the son Ulric, and a grand-daughter, whose share is to be held in trust until her 25th birthday.

Larry Steckman is the new student booker at Columbia.

Si Freedman, 20th-Fox exploiter proudly showed his brother, an Army Air Pilot, around town.

RED CROSS CONTRIBUTIONS. In the absence of Harry C. Arthur, Jr., industry chairman of the Red Cross War Fund drive for Eastern Missouri, Albert Streiss (right), director of War Activities for Fanchon & Marco & St. Louis Amusement Co., presents to Walter Goehl, chairman of the drive in St. Louis, a check for $22,507.75, representing the total contributions to the 1945 drive from metropolitan St. Louis.

INDIANAPOLIS

The Red Cross War Fund drive went over the top. Theatre collections in all Indianapolis houses exceed $28,000.

Ward Scott, Mid-West district manager, Kansas City, visited the local 20th-Fox exchange.

George Dourola, joined the sales division of 20th-Fox here. He will work the Kentucky territory. He was formerly with the Cleveland, Ohio, office of the company.

Earl Dye has purchased the Palace Theatre, Kokomo, from Max Page.

William Rosenthal Enterprises has opened offices in the Illinois Building here.

Affiliated Theatres and the Y. and W. Circuit have contracted for the 1945 Vitaphone short subjects according to Claude McKeen, Warner Bros. manager here.

Earl Gingeley succeeds Cecil Clayton as manager of Warner Bros. advertising and sales department.

Charles Glosson is the new assistant shipper at the RKO exchange here.

Jerry Abrams, son of Sam Abrams, PRC manager here, has been inducted into the Navy. Abrams' son, Herbert, has returned to the South Pacific after a furlough of 30 days.

Film Row was saddened by the death of Mrs. Trueman Rembusch at her home in Tuscumbia, Ariz., last Monday. Death followed a long illness.

Gail Lancaster, who operates the Huntington Theatre, Huntington, has joined the Affiliated Theatres group.

Robert (Bob) Laenger, of the Universal exchange, Atlanta, Ga., was summoned to Indianapolis by the serious illness of his mother.

Eddie McEvoy, Universal short subject sales manager, was in the city several days last week conferring with sales and booking staffs.

OMAHA

Omaha theatre Red Cross collections totaled $17,000 last week.

Nat Steinberg, Republic's St. Louis district manager, was a visitor here last week.

Clet Coyer has reopened the Princess Theatre at Ocheyedan, Ia.

R. E. Brown, Neola, Ia., exhibitor reported that his Phoenix Theatre will be closed for 10 days while he takes a vacation.

Broken Bow exhibitor Fred Miller's mother, Mrs. Stella Miller, won an orchid during her visit here when she attended the Red Cross benefit at the Paramount featuring "Breakfast at Hollywood."

Fred Wisdon, 20th-Fox assistant cashier, is spending her vacation in Omaha.

The Hollywood strike has canceled the trip of Harry Lefsholtz to the Republic home office. The company called off the trip because there was little activity around the studio, and the purpose of it is to help branch managers become more familiar with its operations.

Marvin Rogues' State Theatre at Hudson, S. D., is closed following an explosion in the basement and will not be reopened until repair parts can be obtained.

Lt. Jack Goodrich, husband of Virginia Goodrich, 20th-Fox stenographer, is home on leave. Mrs. Goodrich has also taken a leave of absence to be with him. He is stationed in Panama with the Army.

Fred Aliano, former Republic shipper, has taken over the same job at Columbia, replacing Phil Mantell, the exchange's oldest employee. (Continued on Next Page)
who has been here 15 years. Columbia employees gave Mansell and Mrs. Mansell a party before their departure for the West Coast.

During Holy Week, leading ministers here delivered sermons, prayers and scripture readings daily at the Orpheum Theatre between 12 and 12:30. The Omaha Council of Churches and the Omaha Ministerial Union sponsored the services.

Douglas County reached its $305,000 Red Cross goal on the 24th day of the campaign, giving William Miskell, county chairman and Tri-States district manager, a record of which to be proud.

Joyce Ballantyne, daughter of Robert Ballantyne, owner of the theatre equipment company bearing his name, is the subject of a column by Betty Walker in the Chicago Daily Times. Miss Ballantyne, who did the murals at the Beacon Theatre here and the Fort Theatre, Kearney, Neb., now paints faces seen on the nation's billboards and in the top advertisements in leading magazines.

Patrons of three Grand Island, Neb., theatres contributed $3150.39 to the Red Cross in 1945 compared with $2434.00 last year.

Theft of $90 and $275 in war stamps from the Film Transport Company was reported to police by Frank Gartner, secretary-treasurer. Gartner told police the combination was knocked off the steel filing case.

Tri-States Theatres District Manager William Mansell is still ready to throw one of his largest houses open for a thanksgiving service when V-E Day arrives.

BOSTON

One of the largest delegations representing the industry here attended the funeral services last week of Hurray McDonald, New England director of advertising and publicity for Universal, in Springfield, Mass., who died as a result of a heart attack during a visit to Hartford, Conn., the previous week. Prior to his association with Universal he was division manager of RKO and Fox theatres here.

Twenty persons affiliated with the M & P Theatres increased the blood bank of the Boston Red Cross Center last week by donating 20 pints. Lt. Pearce Parkhurst, former manager of Graphic and E. Loew's Theatres, wants to hear from his friends in show business, and has asked that his address be published as follows: Hq, 125th Replacement Bn. USF, IBT, APO 883 c/o Postmaster, New York City, N. Y. Lt. Parkhurst is with the Army Air Corps stationed in India. He was formerly with a troop carrier group in Assam.

Sgt. Harold Rosenbaum, husband of Mrs. Rose Rosenbaum, WB inspectress, has been reported killed in action with the infantry in France.

Pvt. Malcolm Wolf, son of Ben Wolf, MGM office manager, has been awarded the Purple Heart. He was wounded in action during the Holland invasion.

John Deery, owner of the Empire and Paramount theatres in Salem, Mass., is in Florida.

Lt. J. R. Levenson, son of Max Levenson, head of the Levenson Circuit, has returned after 25 months in the Pacific where he was a member of the amphibious forces.

Arthur Morton, manager of the Fenway Theatre, received a draft board's receipt and will remain in his managerial post.

Regional—Continued

FLEDGE THEIR SUPPORT. Robert Lippert (left) of the Lippert Circuit, and William B. David (right), vice-president of Redwood Circuit, two of San Francisco's leading exhibitors, pledged their support to the Montague 20th Anniversary Campaign during a recent visit to the office of Rube Jackter, Columbia assistant general sales manager.

DALLAS

"Watchtower Over Tomorrow," a short subject produced by the State Department, was screened by Karl Hoblitzele, president of Interstate circuit, to a group of civic leaders, educators, and the clergy, in the Interstate screen room last Wednesday. Hoblitzele explained the organization of the WAC months before Pearl Harbor, anticipating the need as an industry measure in the defense of the country. Dr. S. D. Myres, Jr., Institute of Public Affairs, Southern Methodist University, in the 24th film of the documentary towards world unity, but cautioned that peace is not a static something, wrapped up in an agreement, but is evolutionary and requires constant attention, cooperation, and adjustments. Consensus of the guests was that the film will gain wide audience acceptance.

H. S. Leon, Leon Theatres, died last Friday in a hospital near several months of illness. He had a circuit of 14 houses in Haskell, Crowell, Albany, Bird, Graham, Amarillo, Brownsville, and San Angelo. He is survived by his wife, and his daughter, Mrs. Stanley H. Moore; also four brothers, one of whom, C. D. Leon, a partner in the circuit, will continue operations.

Lt. Comdr. Coles, Brent, USN, who has been released from service, is expected to rejoin the Plainfield circuit.

H. A. Daniels, Seguin and Crystal City, has acquired an interest in the circuit of Sidney Talty, centered at Pleasanton. The partners will watch for opportunities to expand.

COLUMBUS


Petty Officer Robert Lee Byers, Storekeeper 1/c, former assistant manager of Loew's Broad, is missing in action. The aircraft carrier Bismarck Sea on which he was serving was hit by a torpedo off Iwo Jima on Feb. 21. He entered the Navy more than four years ago. He had served in both the Atlantic and Pacific and took part in the invasion of Luzon.

Magic Hobby Club is staging its annual Ladies Night Dinner, magic show and dance at the Variety Club April 7.

Norman Phillips Cleveenger, student assistant manager of RKO Palace, is awaiting induction April 13. He has been succeeded by Ted Jones.

Frances Wallingford is the new office assistant at Loew's Broad.

Sgt. Roger Garrett of the Marines, former Loew's Ohio organist, is off for Pearl Harbor and other Pacific bases.

Johnny Flavin, former Ohio State Journal columnist and relief theatre editor, has returned here on an Easter furlough from his Navy assignment at Great Lakes Naval Station.

MONTREAL

"The Fighting Lady" and "Sunday Dinner for a Soldier," which opened last week at the Princess, and "Meet Me in St. Louis," at Loew's, are drawing well. Critics here recommended all three, and the public is taking them at their word.

It is learned that permission has been sought to build a new theatre on Greene Avenue, in Westmount, on property now occupied by Sherbrooke Street and St. Catherine. There is also a rumor that a new house is to go up on St. Catherine near St. Viateur Street and

The Verdun Palace, it is understood, changed hands in the interim between the recent cancelation of their license for allowing children
under 16 in the house and the issuance a few days later of the new permit.

One local paper published a feature on the Disney cartoon-documentary recently entitled "Stop That Tank!" The feature carried a personal interview with Peter Carter-Pace, who directed and wrote the script. According to the writer, it is a rather quite a bit out of this type of educational film as well as finding it one of the easiest ways to "catch on."

Canadian recently completed Red Cross drive went over the top. The objective of $10 million was topped. This means $1 for every man, woman and child in the Dominion. A large amount of this was subscribed by theatre goers, who contributed generously when the Red Cross girls swept down the aisles with their little boxes. Bob Katz, who was on the drive, pointed out the great need—although, it seems, most patrons realized the need even without the trailer.

An official announcement is imminent by the Provincial government that it intends at the earliest opportunity to amend the penalty for contravention of the law as regards to children and the theatres. A stricter observance of the Lord's Day Act has been requested by the Prime Minister of the province, who says it has been prevailed upon, in his capacity as Attorney General, to put "teeth" into the law.

LOS ANGELES

Natalie Solom has been appointed PRC booker here. Miss Solom was formerly booker for RKO in Chicago for 12 years.

Robert Abeles, RKO salesman in Minneapolis, has been transferred to the Los Angeles territory.

Charles Feldman, Universal district manager, is spending his vacation at Lido Isle, Calif. Ssgt. Jack Chasen, operator of the Rosebud Theatre in St. Paul, Minn., was killed in a plane crash early this month, Ssgt. Chasen is stationed in Fresno.

James P. Grainger, Republic general sales manager, left for New York after a four-week visit on the coast.

Lt. Basil G. Pantages, son of Mr. and Mrs. George S. Pantages of the Los Angeles Orpheum and Theatre, Orange, Calif., died as a result of injuries received in action on Oct. 2, 1944. Lt. Pantages was a cousin of Rodney Pantages.

Marjorie Burke, clerk in Hickey's office at the MGM exchange, is slated for a screen test in the near future. Mrs. Burke was a member of the cast of an upcoming production, and by coincidence Howard Harty, MGM exploiter, caught the show. Harty brought Miss Burke to the studio and arrangements have been made for the test.

Lloyd Katz has joined the local Film Classics office as booker. Previous to his new connection, Lloyd was booker at the Columbia exchange for two years.

WASHINGTON

Theatres of the District of Columbia participating in the Red Cross War Fund drive totalled $103,000, according to John J. Payette and Carter T. Barron, co-chairman of the War Activities Committee, who made the report to S. H. Kauffman, chairman of the campaign.

The total of $103,000 represents an increase of $1,000 over the last year's drive.

Hardie Meakin, former manager of RKO Keith's here and now assistant division manager of RKO Theatres in Cincinnati, was a recent Washington visitor.

The girls at Warner Bros. held a shower for Mildred Smith, switchboard operator, March 28. Miss Smith is to be married to A. W. Bernhardt, electrician, at the Earle.

The motion picture theatres in the District of Columbia are pledged to aid in the Paper Holiday drive which will continue through April. The pledge was made at a recent meeting of the Motion Picture Theatre Owners of D.C., of which A. Julian Brylawski is president.

All theatres are currently using lobby displays and trailers to bring home the message of "Paper has gone to war." The campaign was organized by a committee of civic and business leaders in cooperation with the War Production Board. Special trailers were prepared by NBC La Palce.

Universal district manager S. E. Applegate

(Continued on Next Page)
REGIONAL
(Continued from Preceding Page)

was a recent visitor from Philadelphia con-
fering with Max Cohen, branch manager.
Sid Hoffman and Earl Heatwole, former
managers of Warner Bros. theatres and now
in the Navy, were recent visitors.
On the RKO sick list are Jimmy Salvetti and
Rebecca White. Returned to their desks after
their illnesses are Mary Murray and Helen
Paulson. E. L. McEvoy, of the Universal short
subjects department, will spend a week in
Washington.
Harry Anger, manager director of the Earle
Theatre, spoke over Station WTOP in behalf of
the Washington Municipal Theatre drive.
He extolled the advantages of the project to
the youth of Washington, giving as one of the
reasons for the theatre the urgent need for a
theatrical group to cultivate the talent of our
boys and girls.
Capt. and Mrs. J. W. Kun, son-in-law and
daughter respectively of Universal branch
manager Max Cohen, are in Washington, prior to
Capt. Kun’s overseas assignment.
Harry Lohmeyer, Oswald M. Russler, De-
Forest L. Ormes, Ralph J. Daves and Claude
Ellis, veteran employes of Warner Bros. are
being showered with April congratulations to
celebrate their anniversaries. Lohmeyer, district
manager for the District of Columbia, has been
with the company 26 years; Russler 24 years; Ormes, 21 years; Daves, 19 years;
Ellis, 11 years.

CLEVELAND

Box-offices here showed unusually good takings
during Easter Week—a week noted for its dent
on theatre patronage. The weather was good
and the downtown section was crowded. “Na-
tional Velvet” opened Thursday (March 30)
to SNF business at Loew’s State, the strongest
attraction here.
Independent theatre owners of Cuyahoga
County will turn over approximately $30,000 to
the Red Cross, George W. Erdmann, county
chairman indicated. This is about the same as
last year. Circuits, It is reported, did a bang-up
job and on the basis of incomplete reports now
in will hit $100,000. Joe Krenitz, WAC dis-

tribute chairman is expected to have a com-
plete report next week.
A Milo DeHaven, with theatres in White-
house and Grand Rapids, Ohio, has announced
a new postwar building program for a recrea-
tion center in Waterville, located between Toledo
and Napoleon. The program calls for a 400-seat
theatre, a bowling alley and other recreational
facilities. Stores and parking space are also
included. Waterville, a town of 1150 population,
has no movie theatre.
Willoughby, O., will have two new movie
theatres. Messrs. Todd and MacMahon, who
used to own a theatre in the town, have an-
ounced their intention of going back into the
business. They have acquired property and
plan construction as soon as materials become
available. Scoville, Ersick and Reif are said to
be back of another theatre project in that
town.
Phil Smith of Boston was in town this week
to make arrangements for the opening of his two
local Drive-In theatres.
Jerry Steel, owner of the Apollo Theatre,
Oberlin, was a Film Row visitor last week. In
spite of having turned his buying and booking
over to Milt Mooney’s Co-operative Theatres of
Ohio, Steels says he’ll continue to be a regular
visitor.
Ray Schmertz, 20th-Fox salesman, and son of
I. J. Schmertz, the company’s branch manager,
was rejected after reporting for induction last
week.

SAN ANTONIO

Arrivals and departures: Johnny Dennis,
business agent for the local MPMO, and Martin
Villapaderna, State projectionist, visited the
home office in Dallas during the Lenten season;
L. J. Buttrom, Sr., has returned from New
Laredo, Mexico, and Francisco Lucches of the
Harlem Theatre, Austin, was in and out of the
Alamo City Monday (26).
Paul Garza of the new Alameda Teatro now
under construction in the south part of town,
have returned from a flying trip to Dallas, where
he purchased equipment and supplies for his
new house to open some time this month.
Among those on Film Row who were sworn
into the Texas State Guard recently, included
Pvt. L. J. Ketner, Pvt. Clyde Cole, (formerly
with KMAC and WOAI) and John Wesley
Ketner, now with the medics.
Interstate Circuit has several signs around
the city announcing the building of new the-
atres after the film fair. Some of the signs
are located out on North Main Avenue, Zarra-
mora Street, and near South San Antonio,
Texas.

PALM SPRINGS

The recent golf match between Bob Hope
and Bing Crosby on the Palm Springs Golf
Course here drew a record crowd of spectators.
Cheering from the side lines were Mrs. Hope,
the Jerry Colonna and Skinnay Emms.
“Western Week,” climaxied by a Rodeo staged
Saturday and Sunday also attracted many of the
film folk to the Village, among them the Alan
Laddis, Richard Dix and Randolph Scott.
Desert Inn dining: the Dennis Morgans, Alan
Haie, Alexis Smith and her husband, Craig
Stevens, and Jack Warner. The group came
into town objectively for the premiere here of
“God Is My Co-Pilot.” Bob Hope who came
here ostensibly for a rest acted as master of
ceremonies at the premiere.
Al Jolson and Mrs. Jolson are stopping at
The Lome Palm.
Checking in at the Colonial House the (three)

"Can anyone tell a lonesome bride what to do?"

"I've been married 3 weeks and
haven't even been kissed. Now my
husband's commanding officer has
declared me OUT-OF-BOUNDS!"
CINCINNATI

Film Row observed Good Friday by closing all exhibition and for the week. Warners' May Weller won two prizes in the Tunk-Star Bowling Tournament, carrying off the singles and doubles. Warners' Cherokees had a tribal meeting, April 2, starting off its Pow-Wow Drive. Cine Smok-Oom Akrose, presided. The sales force will be known as the Trail Blazers, all bookers will be scalpers, the ad-sales department takes on the title of Buffalo Hunters and George Daumeyer, newly appointed office manager, takes over as Medicine Man; girl bookers are Babbling Brook Keck, Pochontas Inkrot and Little Horn Lichtenstein.

George Kirby, KRO Pictures, has returned from the Coast where he attended a branch managers' sales conference.

Harry M. Pickoll, assistant manager for RKO Theatres, was summoned to Washington, D. C., as a result of the illness of Mrs. Meakin. Plc. Arthur Piccoli and Mrs. Piccoli are the proud parents of a daughter, Sandra. Piccoli, former manager of the KRO Lyric is now stationed in the European war zone. Mrs. Piccoli was formerly a cashier at the KRO Palace.

Exhibitors booking on the Row: Paul Holhen, Alpine Circuit; C. A. Metro, Portsmouth; Mr. and Mrs. Dave Venard, Jamestown; Ohio; J. C. Shanklin, Roncevert, W. Va.; and John Kaiser, The Royal, Chillicothe, Ohio. Many of this week's visitors came on for the open house of National Screen Service and spent several days here.

Max Tull, RKO Theatres, has been notified by the War Department that his son, Harold, was wounded in the action in Germany.

NEW YORK

The first attempt of New York film salesmen to form a union came a cropper and, until another try on another day at least, the whole movement collapsed at a meeting at which it was voted to pay Jacob Leff $130 for legal services rendered, divide the remainder of the funds on hand and disbursed. The union move was precipitated by the formation of the ITS buying pool; it was not without some accomplishment, because the salesmen and the film companies have worked out a gentlemen's agreement that sales forces would not be whit- tled down as the result of further circuit expansion and pool buying in the territory. The committee on organization had been negotiating with Richard Walsh, LATSE, for a charter, but it is understood that the committee was finally told that the salesmen should organize themselves with a view to joining a union rather than to organize on the basis of a charter issued in advance. At the last meeting, called for March 30, only one member showed up. Whether that showed a complete collapse in the union idea itself or merely the outcome of circumstances is not known. One circumstance is that one of the heads of the RKO exchange called salesmen into conferences, one at a time, and explained that while the firm had no objection to a union, the salesmen's concern over future security could be dispelled in light of the company's willingness to give each sales-

man a "gentlemen's agreement" virtually guaranteeing conditions which the salesmen might seek through formation of a union. Whether other organizations took similar action is not known. As to the gentlemen's agreement, salesmen pointed out that while the guarantee was a sufficient, the sufficiency was the "evil thereof," since such an arrangement could not be construed as binding upon any other official replacing the one who made the "gentlemen's agreement" between himself, as a head of the exchange, and the salesman employed.

The Independent Theatre Service, Inc., plans to extend its activities to embrace the South Jersey area and a branch office in Philadelphia might have been an accomplished fact this by this time but for the knowledge that there were enough members to sustain the cost of its operations. This was disclosed by David Snapper, ITS treasurer, who when informed that a group of exhibitors in that area was not known. As to the gentlemen's agreement, salesmen pointed out that while the guarantee was the "evil thereof," since such an arrangement could not be construed as binding upon any other official replacing the one who made the "gentlemen's agreement" between himself, as a head of the exchange, and the salesman employed.

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Continued

Blumenthal's theatres, has returned from Atlanta, Ga.

A Garson of the New York office of United Artists is in Charleston preparing for the opening here simultaneously with Charleston's "Home Front" week, April 8-14, of "Since You Went Away."

Members present when Miss Lucia Harding entertained the Motion Picture Council of Charleston were Mrs. Mary Siuoy Wallace, Mrs. H. C. Henderson, Mrs. Walter Gray, Mrs. S. Y. McAden, Mrs. W. L. Butt, Mrs. C. G. Lawing, Mrs. W. W. Johnson, Mrs. V. J. Guthery, Mrs. W. H. Seidelman, Mrs. Jack Alexander, Mrs. J. A. Yarbrough, and Miss Harding. "An American Romance" was voted the best picture seen here during his visit.

A total of 589 theatres in North and South Carolina participated in the recent Red Cross drive, the greatest number ever to take part in a campaign, it has been announced by A. F. Sams, Jr., of Statesville, president of the Theatre Owners of the Carolinas. Sams met with the board of directors 45 theatres and committee chairman in Charleston mainly for the purpose of getting reports on the campaign. Final cash returns have not yet been announced.

PITTSBURGH

Pete Dana, Universal branch manager, who has been confined at Mercy Hospital here for the past two weeks due to a back injury, left for Florida with Mrs. Dana and daughter. He is expected to be away there several weeks.

Sgt. Albert J. Redfoot, radio operator on a troop carrier unit, who has been in the service since July, 1942 and overseas since June, 1943, has returned from his mission, has returned to his home in Windber, Pa. He is the holder of a DFC and an Air Medal with two oak leaf clusters.

Mrs. Lewis B. York, secretary of the veteran exhibitor, Bert Redfoot, of Windber and Central City, and before joining the armed forces managed one of his father's theatres.

Betty Miller, office manager for 20th Century-Fox, who has been ill from a badly infected wisdom tooth, is now reportedly improved.

The marriage of F. E. McGillic, veteran exhibitor and real estate operator, to his former secretary, Miss Louise Schultz, has been announced. McGillic has operated the Lyric and Coropalis theatres, Coropalis, Pa., for many years.

Film Row and fellow exhibitors were profoundly moved by the death of Pet. William K. Jack, who was killed in action on the German front several weeks ago. He is survived by his wife and two children. He was the son-in-law of H. J. Thompson, owner of the Mid-State Theatres of Clearfield, Pa. Before entering the service, Jackson was general manager of the theatres.

CHICAGO

Ben Lamanisky, business agent for Film Service Employees Local 144, IATSE, met with David Halper, attorney representing the New York IATSE, and William Keets, representing the distributors and received assurances that the petition of the members for the 10 per cent wage increase retroactive to Dec. 1, 1942, would be granted them by the Sixth Area War Labor Board shortly, as the appeal had been approved. This agreement also applies to 92 members of the Milwaukee Union, B27, with 95 members. Minneapolis Union B31, with 104 members and Indianapolis Union B35, with 95 members. The Chicago union has 189 members. It was also reported at the meeting that the WLB's increase to F45, Front Office union members, of which Harry Bloomin is business agent and which was retroactive to Dec. 1, 1943, had been accepted by the Republic and Columbia exchanges, thus making the award acceptable to all the distributors. Columbia and Republic had some problems to work out before final acceptance could be effected. With this award, the labor picture here as it affects the amusement industry has been cleared up and harmony prevails in all departments.

Jack Flynn presided at an MGM branch managers' meeting here at the Blackstone Hotel. Current releases and trade conditions were under discussion. Present were Sam Shirley, district manager, "Doc" Bamford, Chicago; Harry Shumow, Milwaukee; W. H. Workman, Minneapolis; H. P. Kentmep, Omaha; D. C. Kennedy, Des Moines.

Sam Horowitz, Central and Southern division manager for Vanguard Films, opened his headquarters here at 33 North LaSalle Street.

Milton Levy, formerly with the H & E Bala Circuit and Miss Bess Hessler have taken over the Music Box from the LaSker Theatre Circuit. This is the last theatrical property in the LaSker chain and the circuit which is being liquidated owing to the demise of its founder, Ben Lasker.

Arbitration of the Norwalk Theatre has been postponed to May 8.

DES MOINES

The blackout on advertisements ended after a lapse of a full week when members of the mailing and composing rooms of the Des Moines Register and Tribune returned to work with the agreement of a working committee to iron out differences. During the strike, the newspaper published a photo-engraved paper containing no advertisements. In the last few days of the strike the paper carried in its news columns a list of theatres and current films. Theatres reported only the normal Lent drop-off in business and used additional radio plugs to inform patrons about the shows. The theatres are still trying to iron out a difference over loss of advertising space during the week with the newspaper wanting to continue the regular space rationing upon resuming publication. The theatres also want an additional allowance due to the loss of space for the week.

The Iowa legislature has set April 10 as the final date for adjournment and prospects are the lawmakers will attend home without passing any theatre or film legislation. A bill seeking to place a state two cent sales tax on film rentals is expected to die in the house without floor consideration. Previously the house killed a bill seeking to license theatres and establish new building regulations.

Wes Mansfield has opened the Mills Theatre at Tama which will continue to operate until necessary repairs can be made to the Iuka, recently damaged by fire.

David S. Nelson, manager of the Republic exchange, is en route to Hollywood for conferences at the Republic studios.

Clay D. Smith has purchased the Molo Theatre at Moulton, Ill., and took over the management April 1. Leach recently bought the house after many years service with the RKO exchange here. Leach did not disclose his future plans.

PORTLAND

A diphtheria epidemic with 39 cases recorded closed theatres in Molalla. Matinees in the adjoining town of Oregon City, Ore., were suspended.

Mr. J. Whitfield has been named manager of the Gaiety Theatre here.

J. A. Pike of the New Rex, Spokane, has been called by the Federal authorities for violating curfew regulations by keeping the theatre open until 6 a.m. to accommodate swing shift workers and servicemen.

A severe legislation threat to the industry in the form of bills pending in the legislature in the State of Washington failed to pass before the coming session.

Paul Mercy, theatre operator in Yakima, Wash., has entered an officers' school for training with the merchant marines in Alameda, Cal. Mercantile Shieldman, with the M-G-M staff, Seattle, has announced her marriage to Henry Smith.

Don Condon has joined Universal, Seattle, in the sales division.

DENVER

Theatre men here feel the curfew should be lifted marginally to allow theatres to give entertainment as usual after midnight if for no other reason than to keep the younger element off the streets. Managers think this would allow the youth their energy and that more of them would then go home instead of roaming the streets in pep-up autos. In one case recently a woman lost her life, having been run down by a school boy about midnight. Theatre men believe that entertainment is going underground, with one boy, a feature wherein a few of the boys and girls buy liquor and rent a cheap hotel room for the night.

Tom Berta, city manager Fox-Intermountain, Rosedale, Wyo., has returned from a stay at St. Luke's hospital, Denver.

Bill Agren, Fox Theatre city booker, has returned to his home following an operation at St. Luke's hospital.

C. U. Yaeger has reopened his Jewel Theatre after a remodeling and redecorating job.

The Rose Film Booking Service has added the Kerby, Worland, Wyo., to its list.

Margot Magone Berry, Fox-Intermountain auditor, has been on leave of absence awaiting the arrival of a baby, a young boy.

C. W. (Stub) O'Brien, Fox-Intermountain city manager at Montrose, Colo., has passed his Army physical and is awaiting induction orders.

Ethelyn Caragher, formerly cashier, has been named chief booker of the Bobbitt Theatre, Long Robert Ettor, who resigned. This is the fourth woman manager in the Fox-Intermountain circuit.

The Miners' Union at Hanna, Wyo., take over from Tom Love's theatre, the Hanna, every April 1, for a free matinee for the children.

The youngsters get a western and appropriate shorts, along with candy and other treats. The occasion is the anniversary of the inaugur-
20th-Fox Foxy Unit Concentrating on Action, Mystery, Exploitation Films

Bryan Foy will supervise a half score of productions assigned to 20th Century-Fox producers Robert Bassler, William Girard, Walter Morosco and Ben Silvey. The Foy unit will concentrate on action, mystery and exploitation specials, and each production will be based on a theme with melodramatic scope, although several will be of a comedy vein.


Alfred Drake's Film Debut

Alfred Drake, male lead in the original cast of the hit musical, "Oklahoma!" will make his motion picture debut in "Tars and Spars," the Columbia musical based on the Coast Guard review of the same title. Other leads in the production will be Janet Blair and Marc Platt. The latter also appeared prominently in the original "Oklahoma!" cast.

MGM Buys Two Stories

Motion picture rights to two new story properties have been acquired by MGM. One of these is "Image of Josephine," by Booth Tarkington, published in book form by Doubleday Doran and Company and later, in a condensed version, in the American magazine under the title of "Lovely Hellion." The other is "Flight from Youth," a Redbook magazine serial by William E. Barrett.

Double Chute for Seaton

"The Shocking Miss Pilgrim," which William Perlberg will produce for 20th Century-Fox, will be scripted and directed by George Seaton, who also doubled as writer-director for "Diamond Horseshoe." The picture, which will co-star Jeanne Crain and Dick Haymes, deals with the women's suffrage movement.

Curfew Scene in 'Scandals'

First film to incorporate the midnight closing law into a night club scene will be "George White's Scandals of 1945," now being filmed at the RKO Radio studios. In the scene, Gene Krupa will give a special drum roll announcing curfew in another 15 minutes.

Quaalen Added to 'Adventure'

John Quaalen has been added to the cast of "This Strange Adventure," scheduled to start production soon at MGM with Clark Gable and Greer Garson co-starred and Joan Blondell and Thomas Mitchell in the leading supporting roles.

Now It's Mark Stevens

Twentieth Century-Fox has changed the name of Stephen Richards, young contract player, to Mark Stevens.

DISCUSS THEIR CONTRACT. Burgess Meredith and Paulette Goddard, new producer-star team for RKO Radio, enjoy a pleasant discussion of their contract to make the screen version of Octave Mirbeau's novel, "The Diary of a Chambermaid." Jean Renoir will direct the picture, which starts in May, from a script by Dudley Nichols, and Frances Langford, with featured spots for Edwards and his "Truth or Consequences" troupe, Don Wilson, Skinny Ennis and his band, and Robert Clarke. Ben Stoloff produces.

Paulette Goddard to Star in RKO 'Diary of a Chambermaid'; Huston Signed for Selznick Film, an Unknown for 'Yearling'

Josephine Whitell and Grant Mitchell were added to cast of MGM's "Early to Wed," Technicolor comedy starring Van Johnson, Lucille Ball and Esther Williams. Eddie Buzzell directs and Jack Cummings produces.

Nestor Paiva has been signed for a featured role in "Main Street Girl" which will mark the debut of Joe Kaufman as a producer at Monogram. Co-starred in the picture are Robert Lowery and Doris Merrick, with Wanda McKay, Isabel Jewell and Constance Worth in important roles. Christy Cabanne directs.

Lynn Bari has been signed to co-star with Randolph Scott in "Smoky," 20th Century-Fox's Technicolor film, which Robert Bassler will produce and Lewis King direct.

Otto Kruger and Nancy Kelly have been signed for top roles in "The Web," which Walter Colmes will produce and direct for Republic release.

New Landers has been signed by Alexander Sieras to direct PRC's "Arson Squad," which will star Dave O'Brien in one of the first of a series of action pictures for this actor. Arthur St. Clair is handling the script.

Elmo Lincoln, silent pictures' first Tarzan, has been added to the cast of Columbia's "Over 21," Irene Dunne-Alexander Knox picture which Charles Vidor directs.

Lesse Goodwin will direct "Radio Stars on Parade," RKO's novelty musical which stars comedy team of Wally Brown and Alan Carney, and Frances Langford, with featured spots for Edwards and his "Truth or Consequences" troupe, Don Wilson, Skinny Ennis and his band, and Robert Clarke. Ben Stoloff produces.

Carmen Dragon, Academy Award winner, has been signed by International Pictures to create the theme score for Sonja Henie's "Countess of Monte Cristo," which William A. Seiter will direct and for which Walter Thompson is associate producer.

Director Clarence Brown has inked an unknown ten-year-old, Claude Harman, Jr., for the role of Jody in the MGM Technicolor picture "The Yearling," which Sidney Franklin is producing. Gregory Peck is the only other member of the cast announced to date.

Dane Clark has been given an important role in the forthcoming Warner Brothers' screen version of "The Hasty Hare." Broadway play by John Patrick. Other members assigned to the cast include Dennis Morgan, John Dall and Andrea King.

Paulette Goddard has canceled plans for her long-awaited vacation and instead, reports to RKO to star in "The Diary of a Chambermaid," which will mark Burgess Meredith's debut as a Hollywood producer. Jean Renoir will direct.

Walter Huston has been signed by David O. Selznick for a top role in "Duel in the Sun," bringing in six of the stars in the cast of the Technicolor western epic being directed by King Vidor. Others already signed are Jennifer Jones, Joseph Cotten, Gregory Peck, Lionel Barrymore and Lillian Gish.

Cornel Wilde will play one of the leads in the picture, "Enchanted Voyage," 20th Century-Fox's screen adaptation of Robert Nathan's book. Walter Morosco will produce, Lloyd Bacon to direct. Clem Bevans has been signed for the comedy lead.

Kim Hunter has been given the role of Elizabeth Scott's sister in "You Came Along," Hal Wallis production for Paramount which co-stars Robert Cummings and Elizabeth Scott under the direction of John Farrow.

Charles Arnt, Veda Ann Borg, Fay Helm, Richard Power, and others have been cast for "The Intruder," the PRC picture which Martin Mooney is producing. Vernon Keays will direct.

Joan Leslie, Robert Hutton, Edward Arnold and Ann Harding have been cast for the top leads in the second "Janie" picture to be called "Janie Gets Married." Warners have signed Vincent Sherman to direct and Alex Gottlieb to produce.

Wallace Fox has been signed to direct the sixth of the Charlie Chan mysteries for Monogram, "The Cobra's Fangs." As usual, Sidney Tolmer will play the title role. Mantan Moreland will be featured. James S. Burkett produces.
MRS. SHOWMAN'S GOOD STUDIO STROLLING

Dear Mr. Exhibitor’s Wife:

I’m taking you with me today to Warners where we’re going to meet Helmut Dantine and Andrea King, two of the studio’s up-and-coming young players who have their first film in “Shadow of a Woman,” which revolves around the doings of a fake doctor (Dantine), who uses hypnosis in order to make his patients believe in his methods. He is in reality, a nutty health food fascist, who causes a great deal of suffering and distress. Even his own brother becomes a victim.

We get our chance to meet the players immediately, for when we enter the stage we find them rolling around, waiting for the technicians to finish building a breakaway balcony for the next scene.

Our escort, Ann Del Valle, introduces us to Dantine first. He looks a little peaked, having just gotten over the flu, but he’s on hand and ready to do the “fight” scene which comes up next. Upon questioning him he admits that he likes the idea of being out of Nazi uniform for a change, but he still remains a “bad boy” in this picture.

After we’re introduced to Andrea King, we ask her to show what she’s wearing under the Lynn Jacket she has thrown over her shoulders. It turns out to be a little black hat and black, but the lip-length, princess style jacket has vertical orange chalk stripes and the new wide shoulders. An orange cloak covers her hair.

This picture is evidently a first for quite a few people, for when we meet Director Joseph Santley we learn it is his first directorial job at Warners. Getting away from pictures, etc., we discover that he’s a very happy father at the moment: his oldest son has just come home on furlough, after serving in the Calcutta.

When everything has been readied for the next scene, we all go traipsing up some stairs to watch the shooting. This takes place in Dantine’s home, which is supposed to be way out in the hills of San Francisco. Andrea, the unsuspecting wife of Dantine, has just learned the truth about his work, and Dantine’s crippled brother, John Alven, is there to get revenge.

Unlike most fight scenes, there are no doubles for these men. They fight it out themselves, rolling around the floor and over furniture. At one time Alven rolls down the stairs. The scene ends when Dantine is thrown through the balcony railing. He’s supposed to be killed in the sick fall but actually it’s a short distance and he lands on something soft.

We don’t wait until the end of the scene to leave, for they keep rehearsing it over and over again. Director Santley wants it to be “real.” So when there’s a full in the proceedings, we sneak out.

Until next week.

Ann Lewis

Mervyn LeRoy on Four-City Quest For Talent for Ross’ ‘The Robe’

Mervyn LeRoy, who will direct Frank Ross’ production of “The Robe,” to be released by RKO Radio, is making a four-city search for talent. His itinerary includes Denver, Salt Lake City, Chicago and New York, where he will interview candidates already lined up for the top male roles, Marcellus and Demetrius.

While the director is talent questing, the producers are working on the scripting of the Lloyd Douglas best-seller. In September camera work starts.

Paul Lukas Set to Star in Deadline at Dawn” for RKO

Paul Lukas has been assigned a starring role in RKO Radio’s “Deadline at Dawn,” William Irish’s romantic melodrama which Clifton Odets will turn into a screenplay.

In a striking change of pace, Lukas will play a philosophic New York taxi driver. Already announced is Sara Haden, who has been borrowed from Paramount for the feminine starring role.

“Deadline at Dawn” will be directed by Harold Churman, and produced by Adrian Scott under Sid Rogell’s executive supervision.

Bezzierides to Paramount

Paramount has closed a deal with L. A. Bezzierides, famous realistic novelist, for a year’s writing contract. Bezzierides wrote the Warner Bros. successes “The Great Gatsby” and “Dr. Jekyll and Mr. Hyde.” He will write for Paramount, and other stories subsequently produced on the screen.

Shumlin Preparing for ‘Agent’

Herman Shumlin, signed by Jack L. Warner, executive producer for Warner Bros., to direct the film version of the Graham Greene mystery novel, “Confidential Agent,” left New York on Friday (March 30) for the coast to start filming preparations. Picture will be produced by Robert Buckner.

Corrigan in ‘Sherwood Forest’

Lloyd Corrigan has been added this week to the cast of “The Bandit of Sherwood Forest,” Columbia Technicolor production. Other additions to the cast are the two leading girls Leslie Denison and Russell Hicks. The leads are being played by Cornel Wilde and Anita Louise.

Biggest Casting in Hollywood

Biggest casting in Hollywood took place when MGM signed Sheldon Jett, Audrey Betz and Jack Flynn for “Yolanda and the Thief,” starring Fred Astaire with Lucille Bremer. Jett weighs 250 pounds, Miss Betz weighs 200 pounds, and Jack, while only 13 years old, already tips the scales at 125.

1 OUT OF 6 ADULTS DIES OF CANCER

You May Be the One

Eminent scientists lack funds for experiment...cancer clinics are starved for equipment...money is needed to care for advanced cases.

Five million dollars a year might cut deaths from cancer. Might save you, one dear to you. Yet Americans give less than one million dollars. Do your part! Send us your ten cents from 10c to $1,000. Every bit helps!

If you are a resident of the Metropolitan area of New York, send your contribution to New York City Cancer Committee, 130 E. 66 St., N.Y. 21, N.Y.

AMERICAN CANCER SOCIETY
350 Fifth Avenue, N.Y. 17 N.Y.

Can’t Get It?
Joe Hornstein Has It

40 Scribes Busy on 32 Universal Stories

Looking forward to a heavy summer and fall schedule, as well as preparing for long range production plans, Universal now has the largest list of writers in the history of the company. Forty scribes are working on the screenplays of thirty-two stories, including four Irish musicals, super horrors, top budget Westerns, mystery stories, psychological murder plays and more.

Included in the list of screen stories are three each for Deanna Durbin, Abbott and Costello, Susanna Foster. Also, the start of two new characters in “The Spider Woman” which will star Gale Sondergaard and “The Creeper” starring Rondo Hatton.

Eleven of the 40 writers are producers as well as writers and work on their own scripts. These include Michael Fenster and Ernest Pagano, who have just finished “That’s the Spirit.” Their next is “Once Upon a Dream,” starring Susanna Foster; Robert Paige, Louise Allison and Rod Cameron; Val Burton is preparing “The Ghost Steeps Out”; Morgan Cox, supervisor of serials, starts production of “Secret Agent X-9” and is working on the script of “The Royal Mountain Ride.” Also, Jack Roton is scripting an Abbott and Costello story, “Hired Husband”; Edmund Hartmann is prepping the Alphonse Xunis production, “I’m Hypnotized.” Me, in preparation; Arthur T. Horan has “Run-around,” as well as an untitled A and G party. Gene Lewis is preparing “Flame of the Yukon” and Warren Wilcox “One Stage Beyond.” Eddie Blankfort is readying “Hear That Trumpet Call.”

Universal’s two women producer-writers are Joan Harrison and Martha Grimes. Joan Harrison has “Uncle Harry,” ready for production, co-scripting George Sanders and Gene Tierney in a suspense production planned by par-filming Eliza Bixby’s novel’s, “The Third Key,” for screen adaptation.杀菌

WILLIAM KSSNIE

"Sunbonnet Sue" Heads Three Monogram Films Starting in April

Three films are scheduled to start production at Monogram in April — "Main Street Girl," with Robert Lowery and Doria Merrick co-starred, started Tuesday. "Sunbonnet Sue," planned as one of the company’s most ambitious films, starts Thursday; "Triumph," directed by Phil Regan are co-starred. Third film of the month will be an untitled musical western starring Jimmy Wakely, with Dennis Moore and Lee "Lasses" White.

Christy Cabanne is directing "Main Street Girl" for producer Joe Kaufman, while "Sunbonnet Sue," a Scott R. Dunlap production, will be directed by Ralph Murphy. Oliver Drake will direct the Jimmy Wakely western for associate producer William Strubach.

"Gregory" Screenplay Completed

Charles Belden has completed the screenplay for "Gregory the Cat," forthcoming film to be produced by Louis Berkoff, and the script now goes to Myles Connolly for final revision.

Williams Gets Choice Role

Bill Williams, hefty blonde discovery, will co-star with Paul Lukas and Susan Hayward in RKO Radio’s "Deadline at Dawn." Studio officials consider him the biggest find of recent years.

Matrav Assigned to Cantor Film

Ernst and Maria Matray have been assigned by RKO Radio to co-create the dance numbers for the as yet untitled western musical starring Eddie Cantor.
SHOWMEN'S TRADE REVIEW

April 7, 1945

SHOW MULTI-A

A Monthly Feature Dealing With Practical Ideas for Booking and Exploiting

The Short Subject

SHORTS SHOPPING
Exhibitors Urged to Try Cartoon Shows as Business Stimulant; 'Springfield' a Salient Subject

That special short subject shows can attract both children and grownups was proved recently out in Grand Island, Neb., when a local exhibitor held an all-cartoon show and had such a large crowd he had to divert part of it to another house, and also filled that theatre.

Although we do not know the regular policy of the theatre, we can assume, because of the significance attached to the unusual success of the special show, that all-cartoon programs have seldom, if ever, been presented there. Yet on this tryout, the management found that he had a line on tap waiting to gain entrance even before the doors opened. He must have been greatly surprised and pleased. And we'll bet a cookie that many other exhibitors who still believe that shorts have no box-office value would also be very much surprised at the results if they took the trouble some time to put on a special short subject show.

In Grand Island, it so happened, the program consisted solely of cartoons. Yet if a theatre manager were dubious of the adult "draw" of an all-cartoon show, he could certainly arrange a program of diversified subjects calculated to appeal to both children and adults. However, most present-day cartoons do have family appeal; if anything, they seem to lean just a little more toward adults than toward the entertainment appetites of the juveniles. Not so many years ago adults tolerated cartoons, beamed with pleasure as their offspring giggled and jumped about the chairs in the sight of the animated characters. If it pleased junior, then mama and papa were thankful for a cartoon on the program. Nowadays, mama and papa get just as much pleasure from this type of short, perhaps even more as little junior.

Therefore, if you decide to have a short subject show for the entire family, don't assume finally and conclusively that an all-cartoon program would attract only the youngsters. Such famed "names" as Bugs Bunny, Donald Duck, Pluto, Woody Woodpecker, Andy Panda and others in your ads and on your marquee are very likely to loosen more adult laughter-watched than you think. Should you take "the fatal step," just remember that you must advertise and exploit your show if you would get satisfactory results. Now go to it, and be the best of luck to you.

At last the harassed bus drivers and passengers, as well as department store sales personnel will have "their day" in two subjects planned by Pete Smith along the "pests" line. You guessed it! They'll be titled "Bus Pests" and "Shopping Pests," respectively.

In advising us of a preview screening of short subjects, Warners' Manuel Tarshish places special emphasis on "It Happened in Springfield," which he describes as an "unusual film" meriting "great attention from every American today." At this writing we have not seen the short, but the very fact that

WINS ACADEMY AWARD. Jerry Fairbanks, twice winner of Academy Awards, once in 1942 and again last month (1944) for his Paramount "Speaking of Animals" single-reel subject, "Who's Who in Animal Land," is shown here with his latest award at his office in Hollywood.

Disney Cartoon Show Swells Red Cross Fund

A Walt Disney cartoon show for children was held recently at the RKO-Schine Eckel Theatre, Syracuse, N. Y., from which the entire receipts, less tax, were turned over to the local chapter of the American Red Cross.

According to Manager E. J. Kearney, the box-office was opened at 8 a.m. and by 9 a.m. 1400 tickets had been sold at 25 cents each. As a result of the special performance, a check for $294 was turned over to the Red Cross.

Editors extolling Keaney and the RKO-Schine management for staging the show and giving praise to the theatre employees for contributing their services gratis were printed in both the Post Standard and Herald Journal. And, of course, the editors urged that the public turn out in large numbers for the occasion and thus swell the funds for the Red Cross' great wartime humanitarian work.

Four radio stations contributed free advance spot announcements and trailers were run not only at the Eckel, but also at Keith's and the Paramount.

Harry Warner Writes Exhibitors on Short

Apparently marking the first time that Harry M. Warner, president of Warner Bros., has written a personal letter to exhibitors boosting one of the company's films, and also marking the first time that such action has been taken in the case of a short subject by Warners, exhibitors all over the country were receiving a personal missive this week urging early showings of the two-reeler, "It Happened in Springfield."

Filmed at Springfield, Mass., the subject's civic importance is stressed in the letter, since it shows the city's methods of teaching children the real meaning of democracy, racial tolerance and better citizenship.

Pointing out that Warners made the subject "as part of our effort to combine good citizenship with good picture-making," President Warner's letter continues: "This picture can do much good for civilization. It is good entertainment, and it is a timely subject of much interest. You will find the people in your community will welcome it. Church, school and civic groups will support it. It will earn goodwill for your theatre. I am sure you will want the picture. Since it is just a matter of booking it quickly, I am anxious that you give it your best possible playing time."

Last Rites Held in New York for Joseph O'Brien, Newsreel Editor

Funeral services for Joseph O'Brien, 45, editor of Universal Newsreel, who died Thursday (March 29) at the Harkness Pavilion after a long illness, were held Monday morning in New York. He was also producer of the short series, "Person-Oddities" and "Variety Views," as well as special features.

Mr. O'Brien started his motion picture career at 14 in kneepants as a developer for the old American Biograph Company. In 1927 he joined Pathe News as make-up editor and later worked for Fox Movietone News before joining Universal in 1932. He was appointed editor six years later. He photographed the annual target sessions of the United States Navy and turned in excellent pictures on numerous cruises. He also was one of the first men to work on sound newsreel production.

"Bus Pests" and 'Shopping Pests' Are Planned by Pete Smith

Pete Smith, Metro-Goldwyn-Mayer short subject producer, who has signed a new long-term contract with the studio, is preparing for early productions, "Bus Pests" and "Shopping Pests" in which he will dissect these types of everyday nuisances in the same manner he polished off the theatre audience pests in "Movie Pests."

The next Pete Smith special, scheduled for early release by MGM, is "Hollywood Scout," dealing with a typical day in the life of an animal talent scout.

Victory Reel Ready

Sealed prints of a special V-E Community Sing are in Columbia exchanges awaiting the end of hostilities in Europe. The reel features patriotic songs, played and sung by a brass band and a mixed chorus, and appropriate narration by Basil Ruysdael, noted radio announcer. Release date is, of course, V-E Day.

(Continued on Page 32)
Cartunes Schedule Is Revised by Lantz

Revision of Walter Lantz's Cartunes program for 1945-46 to permit concentration on his Woody Woodpecker and Andy Panda subjects has been announced by the producer following recent conferences in Hollywood with E. I. McEvoy, Universal short subject sales manager.

Under the revised schedule, Lantz will increase his Woody Woodpecker Cartunes from five to nine subjects, combine his Andy Panda Cartunes with his Swing Symphony pictures and star the famous Panda character in the series, which will total four subjects. All 13 Cartunes will be filmed in Technicolor.

Lantz's decision to focus his production attention on Woody Woodpecker and Andy Panda was predicated upon a national survey completed by McEvoy which indicated that these two series are the most popular on the Lantz program. In the Woody Woodpecker Cartunes the producer will team Wally Walrus and his star character, while in the Andy Panda Cartunes Milo the Talking Dog will be paired with the Panda.

Ralph Staub Making a 'Memory' Snapshots Reel on Mary Pickford

As part of his 25th Anniversary series of Screen Snapshots subjects, Ralph Staub will devote one of his Columbia shorts entirely to Mary Pickford, culling his material from the equivalent of nine full reels of informal shots he has made of "America's Sweetheart" over the past quarter of a century. The reel will honor the veteran star as one of the long-standing leaders of the film colony.

Cartoons Big Draw

When the Capitol Theatre, Grand Island, Neb., advertised an all-cartoon show for children and grounupes, the results exceeded the expectations of Tri-States City Manager Wally Kemp. By 7:30 p.m., the line extended several blocks. Before show time the house was packed, so Kemp shunted off the rest of the line to the Grand. It was packed, too.

Curfew Boon to Short Subject Sales—Morgan

Despite the extreme difficulties of raw stock and Technicolor print problems confronting shorts producers, Paramount is far ahead on production and the 1944-45 program of 64 subjects will be delivered as scheduled, according to Oscar Morgan, general manager of short subjects and Paramount News.

Morgan said that sales of his department reached a new high last season and are continuing the pace, assuring this wider distribution largely to the quality of the two-reel musical features and in color, the George Pal Puppetoons, Paramount cartoons "Little LuLu," "Popeye" and "Noveltoons," and Jerry Fairbanks' three series "Popular Science," "Unusual Occupations" and "Speaking of Animals."

Indications also point to additional increases in short sales because of the 12 o'clock curfew, with theatre operators rearranging their programs to conform with the curfew and in many instances reverting to single bills and supplementing second features with a program of shorts.

Exhibitors Notified of Magazines-Short Tieup

First tangible result of the tieup between Frederic Ullman, Jr., producer of RKO Pathé's This Is America series, and the publishers of This Week, weekly magazine distributed with leading newspapers, was enunciated in the magazine's issue of March 11 with the publication of a two-page spread dealing with the question, "Is the Army Breeding Criminals?" by J. Edgar Hoover, director of the Federal Bureau of Investigation. The tieup in this instance, was directly connected with "On Guard," a This Is America subject dealing with Nazi espionage in the United States and how the FBI is dealing with it.

To acquaint exhibitors with the tieup, a letter was sent to all theatremen on RKO Radio's sales promotion list apprising them not only of the Ullman article but also of another page story on Ullman under the heading "He Discovers America."

The letter pointed out that This Week has a circulation of 6,292,000; that eight or ten more were expected to be added, making an eventual total net circulation of between ten and eleven million. Also revealed was the fact that subsequent articles would appear on "Honorable Discharge, another This Is America two-reeler and others in the series.


Barber Shop Reel in Work

"The Great American Mug," a nostalgic story of that great institution of the 90's—the corner barber shop—latest in the John Nesbitt Passing Parade series, is now before the Metro cameras. Featured in the cast are Bill Phillips, Harry Barris, Arthur Space, Sondra Rogers and Charles Murray, Jr.
It Happened in Springfield (Maugham)'s full article and classified advertising.
ASTOR PICTURES

CURRENT 1944-45

Rel. Date Issue of

THE \(2507\) COLUMBIA

CURRENT 1944-45

Rel. Date Issue of

THE \(2507\) COMING

MONOGRAPH

CURRENT 1944-45

Rel. Date Issue of

THE MG

CURRENT 1944-45

Rel. Date Issue of

THE MGM
20TH-FOX

CURRENT 1943-44

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**NEW PICTURES STARTED THIS WEEK**

With the Hollywood studio strike on, as these lines were being written, production starting activities were just four pictures less than last year. In other words, whereas nine pictures entered production during the first week of April, 1944, five were given the green light this week. Here are the starters:

**MONOGRAM**
Main Street Girl—Principals: Doris Merrick, Robert Lowery, Wanda McKay. Director, Christy Cabanne.

**PRC**
Conco Pongo—Principals: Richard Fraser, Maris Wrixon, Egon Brecher, Jack Collins. Director, Sam Newfield.

**REPUBLIC**
Wagon Wheels Westward—Principals: Bill Elliott, Bobby Blake, Alice Fleming. Director, R. G. Springsteen.

**WARNER BROTHERS**

**TITLE CHANGES**
"Alter Ego" (MGM) now CRIME OF JEAN ELLIS.
"New Faces of 1945" (Rep.) now ANGEL COMES TO BROOKLYN.
"Her Last Mile" (PRC) now APOLOGY FOR MURDER.

**FML BUYER'S PRODUCT SUMMARY**
Features (not including western series pictures) completed and in production.

In Production
Fighting Guardian
Ten Cents a Dance
Boston Blackie Booked
Rhythm Round-Up
A Thousand and One
Our Villas Have
The Teddy Bears
Harvey Girls
Danjirou Partners
They Were Expendable
Easy to Wed
Better, Far Better
Diverse
Main Street Girl
Love Letters
Mildred"
Starman"
George White's Scandals"
Most Dangerous Gorgeous"
First Man into Tokyo"
Mano Love Page"
Bullets St. Mary's"
Back to Batam"
Tomorrow Is Forever
Magnificent Mr. M"
Sing of Mexico"
State Fair"
Jester Mine"
Draughtsman"
Don Juan Quilligan"
Within These Walls"
Two Little Indians"
High School Here
Bin Youssef"
Capital Eddie"
State Fair"
Fairfaxyoung"
Man From Oklahoma"
Tiger Woman"
Bin Youssef"
Capital Eddie"
State Fair"
Fairfaxyoung"
Man From Oklahoma"
Tiger Woman"
Bin Youssef"
Capital Eddie"
State Fair"
Fairfaxyoung"
Man From Oklahoma"
Tiger Woman"
Demand for Copies of Encyclopedia of Exploitation—accepted as the Standard Book of Showmanship by Theatremen Throughout The Country—Has Entirely Exhausted the Popular Priced Edition of This Great Aid To Bigger Profits At the Box-Office.


DE LUXE EDITION $3.50

Order Now--Tomorrow May Be Too Late As Supply Is Limited
WHEN JUDY GARLAND AND ROBERT WALKER COME TO YOUR TOWN IN "THE CLOCK"

This is for all the neighbors of America to see and sigh and sing about. It is glad and sad and funny all rolled into one great entertainment. We'd be very proud to have you tell your crowds that M-G-M made it!
THE PEAK OF ACTION MUSICAL ENTERTAINMENT!

You'll see stars... stars... stars of radio, stage, rodeo, screen and recording!

THE THREE STOOGES
Their first BIG feature frolic!

MARY BETH HUGHES
Beautiful but smart!

THE HOOSIER HOTSHOTS
Hits of radio's National Barn Dance Show!

JAY KIRBY
Watch this new action star!

THE CAPPY BARRA BOYS
Sensational harmonica quartet!

GLADYS BLAKE
Laughter and song!

TIM RYAN
Fast and funny!

 SPADE COOLEY, KING OF WESTERN SWING
Noted radio and recording artist!

COLUMBIA'S
ROCKIN' IN THE ROCKIES

9 rootin'-shootin'-rootin' song hits including:
"MISS MOLLY"
"ROCKIN' IN THE ROCKIES"
"ONE O'CLOCK JUMP"
"WAH-HOO"
"WABASH BLUES"

Screen Play by J. Benton Cheney and John Grey
Produced by COLBERT CLARK
Directed by VERNON KEAYS
The Honeymoon....
that leads to a love affair!

Every man who has loved and lost...every woman who has yearned for one man's adoration...will thrill to the ecstatic adventure of these two...who find an amazing secret in a strange old house!

Dorothy McGuire • Robert Young
the Lovers of "Claudia"
Herbert Marshall
in
"the
Enchanted Cottage"

with
Mildred Natwick • Spring Byington
Hillary Brooke • Richard Gaines

Produced by Harriet Parsons • Directed by John Cromwell
Screen story by DeWitt Bodeen and Herman J. Mankiewicz
Based on the play by Sir Arthur Wing Pinero

RKO'S FULL PAGE ADS TO 29,007,375 CIRCULATION!

"The Showmanship Company" backs up a great show with full page seat-selling ads in publications like WOMAN'S HOME COMPANION — McCall's — RED BOOK — COLLIER'S — LOOK — LIBERTY — WOMAN'S DAY—TRUE STORY—FAMILY CIRCLE and the ENTIRE FAN LIST. The ad reproduced here appears in Liberty and three fan magazines.
Seeing ‘The Enchanted Cottage’ gives one the feeling of having discovered some rare jewel. Only at the widest of intervals is the motion picture industry fortunate enough to produce a picture like this, a thing of such moving, surpassing beauty that its every element seems perfect. Here is presented one of the most touching and poignantly beautiful love stories ever brought to the screen, and done so outstandingly that it is difficult not to use superlatives concerning its every phase.

“A natural, both as to box office and entertainment.” —Motion Picture Herald

“Will play a merry tune at the box-office.” —Variety

“One of the month’s most noteworthy screen events.” —Boxoffice

“In the top bracket.” —Hollywood Variety

“Beats a path of its own . . . an attraction of some size.” —Motion Picture Daily

“Deeply moving . . . has tremendous appeal for women.” —Film Daily

“Timely . . . should prove beneficial to box-office.” —Showmen’s Trade Review

“Unusual love story will get the women’s vote.” —The Exhibitor

—HOLLYWOOD REPORTER
THE PRODUCTION STARTS...

The motion picture industry is as good as its great pictures. On February 20, 1945, perhaps the most ambitious of all screen projects began.

THEY WERE EXPENDABLE

From William L. White's story of daring days that wrote history, a mammoth production is under way with the biggest budget of the year.

The saga of the gallant men of the PT boats who were there at the fall of the Philippines, made possible General MacArthur's escape, and came back with the glorious invasion he led. The greatest of all stories behind the headlines.

The facts of its progress are of industry-wide importance and from time to time in coming months, M-G-M will record them in the trade press.
The Showmen's Seventh

The impending Seventh War Loan Campaign is going to put some sixteen thousand theatremen on their mettle.

The industry's slogan, "The Showmen's Seventh," is apt and to the point. The forthcoming drive is indeed a Showman's job.

YOU, and you, and you... all must send your best bond-selling ideas to the shop for refurbishing and freshening up in order that you may put on a six-week's campaign designed to top anything and everything done in the past.

There's no use kidding others or ourselves—theatremen during the past six drives probably have used everything in the showmanship bag of tricks. Even so, showmen are not only expected to, but certainly can, generate more and better showmanship and bond salesmanship in the Seventh campaign. That is necessary in order to reach the tremendous "E" Bond quota set for the country—a quota of seven billion dollars worth of bonds of this class.

You theatremen will have some tools that are far better than those supplied for previous drives. That's natural—experience teaches how to make better implements for selling Bonds at theatres.

One tremendously effective Bond Salesman that will be at the disposal of every theatre in the country during the Seventh War Loan campaign is that smash show and ace persuader, the picture titled "The All-Star Bond Rally." This short tops anything produced for any drive and provides an opening shot the like of which you have never seen. If you have not seen the reel, by all means do your best to have a look at it before the campaign. That way you will know how much you can do with this outstanding picture in selling Bonds. The reel also sells the industry, and does a wonderful job in telling the folks just how much you and your theatre have been doing and are doing for the country in connection with war efforts. This picture is a show, Brother, and you'll do yourself as well as a great potential Bond sales record incalculable harm if you don't arrange to put the picture on frequently during the day you book it for use in the drive.

You also have the assistance of some good organization to assist you in this Seventh drive. The National Committee, headed by Sam Pinanski, is most efficiently organized. The Committee has prepared a campaign that will make the task of the individual theatreman much simpler. You will have the benefit of the most successful ideas for Bond selling—ideas which have stood the test and which have proved their effectiveness. Take those ideas and tailor them for your local situation and you can really go to town as a salesman for the U. S. Treasury during this Seventh War Loan.

As in the past, the trade press will keep you informed as to constructive ideas and news and guidance as developed during the campaign. The Committee, headed by John Hertz, Jr., has a new idea in press books designed to make it easier than ever before for you to assemble the bond selling ideas best suited to your theatre and locality.

Coming up is "The Showmen's Seventh."
Can you meet the challenge by topping all past quotas? We know you can.

Get busy and perfect the greatest campaign of your entire career—and you will top everything you've ever done in the past.

Goldfish Bowl

Those tropical fish that live so publicly in their glass bowls have nothing, really, on the motion picture industry when it comes to being open to inspection on a sort of round-the-clock basis. When this industry ceases to get investigated (and there have been fleeting moments when even the legislators and bureaucrats had to take a breather from snooping into the picture business) when there is a pause in the average day's investigation, to repeat, there's usually some faction or group within the industry itself to oblige with a public outpouring of publicity releases and, upon occasion, even, advertisements in the papers.

The industry is doing fine and dandy right now, so far as being on exhibition and open to inspection is concerned. There's the Department of Justice action seeking an end to clearance and an interim decree pending the anti-trust trial which will get under way next Fall. (How many Falls later before there'll be any actual and tangible results from the trial is anybody's guess.) But the D of J hasn't any monopoly on investigating the film industry. The Senate committee on small business now jumps into the picture business. It promises to find out what's what and to go into the complaints of independent exhibitors whom members say have appealed to the Committee for assistance against monopolistic practices by distributors and theatre circuits. Not to be outdone by all this, there's an exhibitor outfit in Minnesota which promises to spend money—its own hard cash—for newspaper space and radio time in order to tell the public how the independent theatre owner is being gouged out of existence by the monopolistic film companies.

The picture business seems to be giving the public more show than it collects for at the box-offices.
Local 1421 Protests NLRB Strike Hearing

Telegrams directed early this week to the Screen Set Designers, the Warner and Paramount Motion Picture Service, the Screen Office, Employees Guild, IATSE and three attorneys representing the producers contained an invitation to the principals in the Hollywood studio strike situation to present their cases to the National War Labor Board in a hearing scheduled for April 26 in Washington.

Despite a new hearing on oral arguments in the dispute as requested by the IATSE, was wired to the NLRB by Attorney Frank Petsko, counsel for Screen Set Designers, Local 1421, who declared IATSE had not given 421 any notice of its petition to the NLRB and contended that IATSE had had ample opportunity to submit evidence during the recent two weeks' hearing conducted in Los Angeles. He asserted that "such dilatory tactics by IATSE and the producers have been the major factors in causing the present strike."

Representatives of the Conference of Studio Unions declared that the strikers would not return to work until members of Local 1421 had been heard by the producers. It was also announced that a list of all pictures being made under strike conditions will be sent to every labor organization in the country, with union members to use their own judgment regarding patronizing them.

Herbert K. Porrell, CSU president, charged at a conference on Sunday night that Richard F. Walsh, IATSE president, had received a portion of the $2 million IATSE two per cent assessment levied a few years ago. Re- plying to the charge, Walsh said: "So far as my personal record is concerned, I can assure Mr. Porrell that every cent I have ever received from IATSE, with the exception of my salary, has been spent in the interest of the alliance."

A movement to have international presidents of the motion picture strike appeal to the executive council of the American Federation of Labor to have Walsh disciplined and ousted for instituting a vertical union in the strike was led by Joe Cambiano, co-presidential of the carpenters union.

Rank Due in Canada May 1

Simultaneous with the arrival of J. Arthur Rank in Canada anticipated around May 1, the Odeon Circuit will start a sustained drive featuring kiddie shows throughout the Dominion with the exception of Quebec, where children are legally forbidden to movie houses irrespective of whether or not they are accompanied by their parents or guardians.

Fred Joyce With Cowan

Fred Joyce has been appointed Midwest exploitation representative of Lester Cowan Productions. Joyce will work out of Chicago under the direction of Albert Margolies, Eastern director of publicity and advertising.

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One Out of Six

The part that moves picture in entertainting soldiers, sailors and marines in New York is revealed in tabulations made by a conference with John O'Connell, head of Loew's theatres statistical department.

From Sept. 1, 1943, to Jan. 18, 1945— the period covered by Cleary's report—Loew's theatres alone in the New York area issued 4,600,359 cut-price tickets to men and women in uniform, representing five per cent of the total attendance.

In the Times Square area, the five Loew theatres issued 2,723,218 cut-price tickets from the above total, representing 18½ per cent of all admissions—or an average of one out of every six moviegoers in uniform.

No Change Indicated in WB Withdrawal From MPPDA

Despite Harry M. Warner's reelection to the board of directors of the Motion Picture Producers and Distributors Association at its annual meeting last month, he will serve until May 1, according to an announcement of Warner Bros. from the MPPDA becomes effective. Up to the weekend no indication pointed to the fikelihood of a withdrawal from the association; and Harry M. Warner, unless reinstatement is effected, will serve out the unexpired term.

Warner Bros. submitted its resignation Dec. 1, 1944, but under the constitution by-laws of the association the withdrawal is not official until six months after formal notice has been given.

O'Connell Loses Court Petition, Loop Now Closes at Midnight

With Common Pleas Judge Harvey G. Strath turning down Manager Jack O'Connell's application for continuance of a temporary injunction to restrain Local 288, operators, from interfering with operation of the house after midnight, Toledo's curb-defying Loop Theatre now closes at midnight.

Where the independent operator, Nor- man Stokes, left the booth one night last week, O'Connell's wife, Virginia, took over operations until 5 a.m. With the court action against him, John B. Fitzgerald, president of the IATSE, and Gerald of Cleveland, IATSE international representative, and local officials of the operators union, O'Connell reached the decision to suspend daily operations at midnight.

Schusel, Herman Join Classics

Seymour Schusel, long associated with Columbia in the greater New York area, has been appointed manager of the New York branch of Film Classics, and Leon Herman, for many years a salesman for United Artists in the upstate area, has been named manager of the Film Classics branch in Buffalo. Both appointments, to become effective April 16, were announced this week by Irving Warmser, Eastern sales manager of Film Classics.

Industry Plans Films For Security Conference

Daily motion picture showings for the exclusive audience of official delegates, the press, the theatrical and allied business and the NLRB, to the San Francisco Security Conference starting April 25 will be provided by the United States motion picture industry in a balanced program representing selections from the studios of participating countries. The Alacazar Theatre, donated by Charles Skouras, will be renamed the United Nations Theatre for the duration of the conference. The 1,100 seats will be held available for those possessing credentials.

Scheduling the first-run engagement of an industry committee composed of Claude Lee and Fay Reeder, who will be in San Francisco during the conference; Col. Jason Joy and Charles Einfeld in Hollywood, and Howard Dietz, Arthur DeBra and Glendon Alvive in New York.

In addition there will be a Conference Theatre for the presentation of films of a documentary nature. Barney Balaban, president of Paramount Pictures, is the executive chairman of the committee, representing the operators, while Howard Dietz, MGM vice-president, is chairman of the planning committee.

Motograph Volume Six Times 1941 Levels

Motograph's manufacturing activities continue at capacity recently while the company's Chi- cago factories with the increase in volume of production over pre-war levels indicated by the company's figures were up 402 per cent of those of 1941, it was said in Chicago last week by Fred C. Matthews, head of the company.

Matthews said that the company holds a back- log of orders over six months. The figure does not include substantial orders for sound and projection equipment for postwar use. Regarding the postwar projection model, Matthews announced that the machines are undergoing rigid tests and that the new model is so different from the present Model K Projector that only two parts of the new machine are interchangeable with the present model.

First-Run Issue to Be Aired
In Ball Anti-Trust Trial

The issue whether a run stays with the theatre and not with the former operators who open another theatre, is among others, the cardinal point which will be aired in the U. S. District Court in Pittsburgh, Pa., April 19, when the trial is scheduled to begin in the anti-trust action brought by James Norman Ball, operating the Penn Theatre, Ambridge, Pa.

The Penn was leased by the Nucleous-Paramount interests from Ball as a first-run house until the circuit built the State Theatre and the Penn went back to Ball, with the State becoming the first-run house. Ball seeks the restoration of first-run at the Penn.

SHOWMEN'S TRADE REVIEW

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Government to Examine Charges Of Producer-Exhibitor Monopoly

Terning a complaint received from an independent theatre owner in his home town of Butte, Montana, as “typical of charges made by other theatre operators throughout the country,” Senator James F. Byrnes announced this week that the Senate Committee on Small Business, of which he is chairman, is launching an investigation of the alleged “producer-exhibitor monopoly,” which he has instructed Dewey Anderson, executive secretary of the committee, to make a thorough survey of the problem. The committee has ordered it to conduct studies of the problems involved, and report its findings to the committee for action. If found necessary, he said, the committee will conduct open hearings of the issue.

Independent film theatre owners have represented to the committee that they are being subjected to relentless pressure by the majors to close their theatres, or else suffer absorption by the major producing companies and the large theatre chains. In the committee's view, it is charged that five theatre-owning producing companies give unfair preference to the theatres affiliated with them in respect to choice of films, playing time, price, and numerous other factors. It is also charged that the large chains of nonaffiliated theatres use their extensive purchasing power to squeeze the revenues of small theatre owners. According to independent exhibitors, these combinations and favors have made it increasingly difficult for them to survive.

"The vital importance of motion pictures as a medium for the communication of thoughts and ideas has made the theatre business a powerful influence," Senator Murray observed. "Any practices which result in restraint of trade, or prevent the exhibition of pictures at a time of their choice of public interest, or would infringe on the public interest in that territory."

Figures of the Hays organization, the senator asserted, show that during the past decade the relative importance of small independent theatres has declined sharply. Between 1933 and 1941, the total number of small theatres in the United States increased from 13,416 to 16,651. Independent theatres, which were 68 per cent of the total number in 1933, constituted 54 per cent in 1941. During the same period the number of theatres belonging to large unaffiliated chains increased from 15 per cent of the total to 28 per cent. The number of unaffiliated theatres also increased from 233 in 1933 to 357 in 1941. "The latest complaint from Butte," said Senator Murray, "charges that nine out of 12 theatres formerly existing in Silver Bow County, Montana, had been absorbed by the major companies or forced out of business by their competition until only three theatres remained in Butte in 1932, all owned by one major producer-distributor."

These demands are based on a policy of showing first-run feature films until an independent theatre was closed, and then releasing them to the affiliated theatres, then changing their pattern in order to be forced to absorb or close the independent house. Two of these theatres became second-run, showing 400 features in the year following the opening of the new theatre. During the previous year they showed only 360 features. It is also claimed that these theatres contracted for more features than they could use for the purpose of preventing the independent theatre owner from obtaining sufficient films to operate his theatre.

In conclusion, the senator charged producer-distributors.

2 New Du Pont Kinetic Chemicals Plants Now Ready to Supply Freon

Following receipt of the WPB ruling permitting suppliers to release Freon-12 fluorine refrigerant for air conditioning to 23 broad areas business opportunity on its approval of the use except under emergency conditions, Kinetic Chemicals, Inc. a subsidiary of the Du Pont company, announced today that two new plants for the manufacture of the refrigerant have now built up a backlog of production capable of meeting military demands and enough in the near future to boost summer to theatres, hotels, office buildings, restaurants, amusement centers and other places.

The WPB ruling, amendment of the unique refrigeration Order M-28, is conditioned in that use of Freon in systems for the preservation of food shall have precedent whenever local temporary shortages occur. Du Pont's two new Nitrogen chemical plants are at East Chicago, Ind., where production started last August, and Deepwater Point, New Jersey, where a new unit went into operation in April, 1944.

Haber Named Asst. Ad Director Of RCA Victor; Desfor Promoted

Appointment of Julius Haber as assistant director of the advertising and sales promotion department of RCA Victor Division of the Radio Corporation of America was announced this week by Charles B. Brown, advertising director. Mr. Brown also announced the appointment of Harold D. Desfor as director of publicity of the RCA Victor Division, the post formerly held by Haber with Desfor then his assistant.

Since joining RCA in 1923, Haber has handled the company's special advertising and publicity for many of RCA's varied activities. In 1930 he joined the Lord & Thomas advertising agency in New York to organize and direct publicity for RCA Victor and other clients. He rejoined the consolidated RCA Victor organization in Camden a year later. Desfor, who formerly carried the advertising and promotion and entertainment field in New York, joined the RCA Victor publicity department in 1941.

Buchanan in Washington

Barry Buchanan, United Artists director of advertising and publicity, is in Washington this week to give personal supervision to the Bud Allen personal appearance at Loew's Capitol, in Washington this week, to give personal supervision to the Bud Allen personal appearance at Loew's Capitol, in conjunction with the premiere of the Jack H. Skirvin, picture, "It's in the Bag," Thursday night.
Free Movie Day Set for June 6

National Free Movie Day will be held in the nation's theatres on June 6, the anniversary of D-Day which saw General Eisenhower's legions invade Normandy, National Chairman Leonard Weisberg has announced. The "Showmen's Trade Review" reported on June 3 that New York this week. On that day theatres will accord a free admission to each bond purchaser.

As a prelude, "Glenn Miller Day" will be staged on June 5 as a tribute to the band leader. On June 1, 1200 a.m., a "bigger-than-ever" show will be in showmanship and effort by everyone. The 'Showmen's Seventh' will be an overwhelming success if every individual gives his best to this major effort of all industry drives. It is up to the field more than ever before.

Attended by Exhibitor, Distributor and Publicity representatives from all parts of Columbia, the all-day meeting opened with a general executive session at which Tom J. Cogny, National Director of Publicity, outlined plans.

A feature of the day was a luncheon session at which Ted R. Gamble, National Director, War Finance Division of the Treasury, was principal speaker. Attendance at the luncheon was augmented by members of the Advisory Committee, of which Leonard Goldenson is chairman, and distinguished guests, many of whom were exhibitor and distributor leaders from out of town.

Declaring that the "Showmen's Seventh" campaign has been planned on a "grassroots" basis, the National Director stressed that campaign organization has been completely decentralized, with the responsibility placed on the local committees to carry the drive through to a successful conclusion.

"We cannot improve on the fine job that has been done in the field in past drives," he said. "The 'Showmen's Seventh' will rise or fall on what is done in the field. We ask you exhibitor, distributor and publicity chairman to weld more closely together into a single motivating force."

Teamwork was stressed by Connors. Distribution is the job it has to do but to do the job in industry drives, he declared, but because of Government travel restrictions, distribution's task in this drive is unprecedented. All national distribution is now more tightly compartmented against the drive, and all have agreed to the distributors' agreement making pictures available for Bond Promotion, Children's Observance and Free Movie Day, he said.

The "Showmen's Seventh" will be backed by the greatest promotion drive the industry has ever seen, Hertz told the meeting. It will contain numerous features that have been attempted on a national basis, but which have proved successful in the field and have been suggested from the field, he said. Spearhead of the drive to the public will be the slogan "Buy War Bonds at your favorite motion picture theatre." This slogan will be constantly used in newspaper, magazine and radio campaigns, and the creative effort will create a tremendous bond-buying force, Hertz declared.

The Seventh War Loan drive is the most important since the inception of war financing, Ted R. Gamble, chief speaker at the luncheon, declared.

Pointing out that the Government is asking more money in the Seventh—$14 billion, of which $7 billion is in sales of bonds to individuals—Gamble declared it is important to everyone in the country that the Seventh be successful.

He called on the industry for greater efforts to sell bonds to individuals, since bond buying has not kept pace with the increase in national income.

Although War Bonds have been purchased by 6 million persons since the war, increased purchases are needed to check the ever-present threat of inflation, to support prices and to stabilize the national economy, he declared.

Another program for increasing bond purchases is that war expenditures are mounting, he added, re- vealing how rapidly the mounting cost of the entire war. High war expenditures make it imperative that bond drives be mounted to a greater extent than during any previous period of the Seventh War Loan. The national income will be $14 billion, an all-time high.

Army Building Skilled Distribution Manpower

The Army is building up a great reserve of enthusiastic fans and a bigger-than-ever pool of skilled war publicity people for the American motion picture industry, according to Phil Reisman, vice-president and foreign sales manager for KKO Radio, who has just returned from the United Nations and a tour of inspection in Great Britain and France.

In a report to the War Activities Committee of the Motion Picture Industry, he said that he had found the UN was well aware of the movie industry's value, both for entertainment and recruitment purposes. They appreciated the entertainment they are given and the informational and morale problems would have been grave in their absence.

And I saw the way the industry's gift films are handled. I cannot speak too highly in praise of the uniformed personnel who see that our 16-mm. prints of the latest Hollywood features reach the fighting men of the Army and Navy. We are engaged in the commercial exhibition and distribution of films can have

The Showmen's Seventh

"The Showmen's Seventh" is the official theme designation of the industry's Seventh War Loan and will be emphasized in the campaign within the industry. John Hertz, Jr., National Director of Publicity, has announced.

In harmony with the theme, this slogan will be used: "One hundred per cent showmanship equals 99 per cent per capita and one per cent inspiration."

Although the Sixth War Loan national exploitation contest was designed to produce effective ideas for selling bonds to the public, rather than slogans, one of the contestans sent in this slogan for use within the industry. The Seventh War Loan Committee believes that it sums up the showman's task.

Double Print Order For Bond Rally Film

A supply of 1,200 prints will enable every theatre in the country to play a special Bond campaign reel during the Seventh War Loan drive. This was revealed by Frank Hertz, Fox vice-president in charge of distribution and Distributor Chairman for the industry's participation in the forthcoming campaign, following a press showing of the picture titled "The All-Star Bond Rally" at the 20th-Fox Home Offices on Friday (6). The distribution plans, as outlined by Connors, are to be handled by special handling of the remade at the 20th-Fox Studios under the supervision of Darryl Zanuck. The effort, Connors said, will be to effect maximum circulation for the reel during the Seventh War Loan, and to that end the film will be block-booked in every exchange territory with local plans worked out in cooperation with the distributor chairman and the exhibitor area chairman.

Discussions of those who saw the picture at the special showing was that "The All-Star Bond Rally" is perhaps the most potent bond-selling device that has been developed thus far. The film is a 12- and 16-mm. Educational film

The "All-Star Bond Rally" boasts of such names— and numerous special contributions by Bing Crosby, Betty Grable, Bob Hope, Harry James and his Orches- tral, the late Fibber McGee and his wife, Harpo Marx, Vivian Blaine, Jeanne Crain, Linda Darnell, June Havoc, Faye Marlow, and Carmen Miranda. It was produced by former bit player turned producer, Hartz in association with Van Trees, photography; Alfred Newman, music score; Fred Seren, special effects; Emily Newman, musical supervisor; Stanley Ralphsohn, film editor; Jimmy Mc- Hugh and George McManus, sound engineers; Harry Bond, a Bond; Tom W. Bally, production coordinator.

From the standpoint of entertainment values, as well as prestige for the themes involved, "The All-Star Bond Rally" is perhaps the biggest attraction of its kind ever offered by Holly- wood. The All-Star Bond Rally" is a compact bit of patriotic entertainment and sparkly show that compresses within the allotted running time of 19 minutes

V-E Day Observance Rules Set for Studios by AMPM

Because of the anticipated collapse of German resistance, the Association of Motion Picture Producers in Hollywood have issued rules and conditions for the observance of V-E Day in the major studios, according to a report received by the WAC of the Motion Picture Industry in New York.

If V-Hour occurs before 12 o'clock noon on any week-day, the report states, the studios will close for the balance of that day. If it occurs after 12 o'clock noon from Monday through Friday, the studio will close for the remainder of the day and all of the day following. If, however, the official announcement be received at any time on a Sunday, the studios will remain closed the next day. If V-Hour occurs at any time on a Saturday, work will be suspended as usual the following Monday morning.

The producers said that all employees who are at work when V-Hour occurs are guaranteed the minimum wage for which employees have not reported when the V announcement is made will be postponed until the remainder of the week.

Central Casting expects to close promptly when news of victory is received. The filing of studio calls for the next week will be postponed until the scheduled reopening day, when at 5 a.m. an augmented staff will resume filling the calls.
for the first time

SONJA HENIE

Skates Dances Romances

IN LAVISH, GLORIOUS, SPECTACULAR

TECHNICOLOR
The Wonder-Thrill Spectacle with G

... and All the Splendors and Excitements of a $6.00 Ice Show!

International Pictures Presents

SONJA HENIE
in
"It's a Pleasure!"

IN TECHNICOLOR

with

MICHAEL O'SHEA

MARIE MCDONALD · BILL JOHNSON

GUS SCHILLING

Directed by WILLIAM A. SEITER
Produced by DAVID LEWIS

SCREEN PLAY BY
LYNN STARLING AND ELLIOT PAUL
Serious Romance!
more proof that "good entertainment is International" and

It's a Pleasure!

everywhere!
BIGGER BUDGETS BRING THEATRE TEASER ADVERTISING TO FORE

The current prominence of theatre teaser advertising is probably due to the fact that generous advertising budgets create the need for wide variety in the general scheme of newspaper campaigns by the picture houses. However, the use of the teaser device as a ticket-selling medium has started many showmen thinking along different lines and they are asking themselves if it would not be a good idea to give more consideration to teasers as a good bet for the modest as well as the elaborate advertising campaign for a picture.

"Teaser" ads perform a definite function in advertising. In the picture theatre field, teasers usually are prepared in such a way that only a semi-teaser element is provided—but in every case they definitely arouse curiosity about a coming picture and at the same time do a certain amount of actual selling—which job is more fully performed by the larger displays placed in newspapers just before opening, and during the run of a picture.

Teaser ads in the pure sense simply present a simple direct question, such as "Who Is Josephine?" This can be repeated four or five times as run-of-paper advertising and might appear on pages 3, 9, 11, 18 or any page at all. Next day the teaser might be followed by a simple statement, such as "You'll Love Josephine," etc. By this time curiosity is sharpened so that when the sales messages about Josephine appear the reader, believing he has discovered something, becomes even more interested.

The motion picture industry's source is modified to some extent, by teleging in the teaser message directly with the theatre about to show the picture being advertised in teaser form. This is not based on thereater value of the "teaser," at least it need not, since smart copy writing can make the ads provocative.

Cases in point are the recent teaser ads prepared for "Colonel Blimp," "The Picture of Dorian Gray," "I'll Be Seeing You," "The Affairs of Susan," "A Royal Scandal," "A Tree Grows in Brooklyn," "A Song to Remember," "The Keys of the Kingdom" and many other recent productions. It will be noted that the pictures mentioned are all in the top drawer category and that the teaser campaigns are prepared by distributors almost invariably for only this type of picture, although there are occasional teasers set up to exploit pictures of mystery or orte that lend themselves to teasers because of the very nature of the title or production.

One factor particularly noticeable in all teasers is distinctiveness of layout, so that the ads simply cannot be buried by any type of make-up. They always stand out on advertising space. Recently three teasers for three different productions appeared on the same page of a New York newspaper. Each ad, instead of battling with the others for reader attention, complemented and aided one another so that the trio dominated display ads ten times their size on the same and opposite page. Remarkable as this may seem, it is not an unusual happening.

In viewing tear sheets from small and large cities all over the country, it has been noted that smaller theatres, as a rule have not used the teasers.

It may be true that employment of teasers entails a slightly larger advertising expenditure, but proper and intelligent usage always will bring more than repay in box-office returns. On the other hand, managers convinced of teaser advertising value can easily use them without any overall budget increases, simply by dropping a few of the minor lines in their plan such outlays. True, it requires a little more thinking, a little more far sightedness than just buying the same space each week, no matter what picture has been booked, but that extra effort, planning and far-sightedness invariably pays dividends in dollars and cents collected at the box-office.

A TREE GROWS IN BROOKLYN INSPIRES N. Y. WINDOW DISPLAYS

Tiling in with the New York playdate and setting the stage for similar displays throughout the country, leading Manhattan book and department store windows, through the efforts of the 20th Century-Fox exploitation department, featured windows devoted to "A Tree Grows in Brooklyn."

Most outstanding was Scrabiner's Fifth Avenue window. Another important window display was in R. H. Macy's with a centered credit reading "J. M. Hare, Manager" and a "A Tree Grows in Brooklyn" reader. "A Tree Grows in Brooklyn"—then see the 20th Century-Fox film.

Womrath's book chain featured "Tree" displays in 21 of its centrally-located stores, while Doubleday-Doran gave prominent display space in five of its stores. Several Whelan Drug Stores in midtown Manhattan, along Broadway, as well as Sixth and Seventh Avenues, carried window displays with emphasis upon the Roxy engagement. In addition to the above, scores of independent book stores all over the city carried window cards, posters and one-sheets.

PROLIFIC EDUCATORS CONTRIBUTE TO 'CORN IS GREEN' BROCHURE

Two prominent educators, Dr. Willard E. Givens, executive head of the National Education Association, Washington, and Mrs. Marion E. Hawes, head of the Educational Section of the Enos Pratt Library, Baltimore, and editor of the yearly list of 60 best books in her field, are contributing special articles to a brochure being prepared by the Warner Bros. educational bureau on "The Corn Is Green." Booklet, latest in the series of these popular brochures, will be distributed to schools, colleges, libraries, discussion groups and other channels.
Field Day in Tieups
For Morton on 'Song'

Radio, newspapers, store windows and bally-
ho were all given liberal attention by Harold
Morton, manager of the State, Syracuse, dur-
ing the recent showing of "A Song to Remember."

Working with Clarke's Amusement Store,
Morton arranged to have the store's spot an-
nouncements over WAGE and WOLF used three
time a day to plug the picture, giving play-
date and theatre in each case. In addition,
station WFLB played the Speth tune-tracking
transcription, again giving full credit to the local
playdate.

Morton had a field day in tieups for the pro-
duction. McKesson and Robbins' local distri-
Buton, V. N. Vademanconer, gave 15 windows in
prominent drug stores throughout the city to
the Max Factor tieup. The displays were 20x24,
and carried a still of Merle Oberon, with ex-
planatory copy crediting Max Factor and the
State playdate. In addition, Morris Distributing
Company, Victor wholesalers in the Syracuse
area, carried a tieup in each of the three local
outlets in the city. Clarke's, one of the outlets,
used as their background a 6 by 8-foot display,
made up largely of stills from the production.
In addition they used their bulletin board, which
is situated between two opposition theatres, to
call attention to the film. All of the clerks in
the store on seeing the bulletin, "Have you heard
the Chopin music from 'A Song to Remember?'" Four of the Victory outlets took ads in local
newspapers, advertising the Chopin records and
calling attention prominently to the playdate.

Edwards store used the Revlon tieup, running
ads in the local newspapers on two consecutive
days. A display was developed in the store to
the store to jewelry, cosmetics, etc., all tying in
with the picture.

Clarks worked out a twist on the picture's
ballyho title by arranging with the Johnson Food
Markets to distribute 5000 "Things to Remember" shopping lists, again giving full mention to the
State playdate.

Taking full advantage of Syracuse's large
Polish population, Morton arranged to have the
picture run in the local Polish Society devotee's
weekly radio broadcast to a discussion of the
film.

Although the Syracuse Board of Education
had just scheduled a Chopin recital in the past,
Morton managed to have the Speth record played in the six city high schools and in the
three local high schools as well. In addition,
the public library used a large display, placed
in a glass case at the entrance of the main
building. The display consisted of six
newspaper sample, scholastic award, etc.,
the complete display tying in with the local
showing. Also, the library distributed 5000 book-
marks carrying an ad mat, theatre and playdate
credit.

The hard-to-get street ballyhoo was worked to a
fair-thee-well by Morton, who had a boy and
girl walking arm in arm through the streets of
the city with a sign on their backs reading
"We're in Love With a Song to Remember now
at Loew's State." Five boys were spotted in the
busiest section of the city reading newspapers
which had printed in bold type on the back,"A
Song to Remember Is at Loew's State." In all
the attention was focused on the pressbook ideas, as well as several of the original
stunts worked out by Morton payed off in big
dividends at the box-office.

Women's Preview Aids Campaign

Don Shane, manager of the Paramount
Theatre, Omaha, Neb., and Jack Connor, MGM
expeditor, through the showing of "A Woman's
Marriage Is a Private Affair," held an advance
screening of the film to which representatives
of every woman's organization in that city were
invited.

LOOKING OVER CAMPAIGN. Lt.
Gov. Joseph R. Hanley is pictured here
with his grandchildren, J. Clayton and
Jeffrey H. Wilcox, looking over the
Warner campaign book in conjunction
with the forthcoming Buffalo premiere
of "God Is My Co-Pilot" at Shea's
Great Lakes Theatre on April 26. Stand-
ing behind chair is C. J. Latta, zone
manager of Warner New York State
theatres.

'Objective Burma' an
Aid in Manpower Need

U. S. Signal Corps regional Labor office in
Chicago, which has been cooperating with
Warner Bros. and exhibitors on special showings
of "Objective Burma," as a means of filling
manpower needs in various Midwest areas, has
augmented this cooperation by assigning overseas
veterans to demonstrate field combat radios
in theatre lobbies and on the streets during local
engagements of the picture, in which the
Motorola Handie-Talkie combat radio plays an
important part.

These demonstrations, according to Capt.
Robert D. Morgan, Signal Corps Labor Officer,
not only are attracting a great deal of attention
to the film, but are also creating the kind of interest
desired by the manpower office to fill the need
for additional dry battery workers and other
related firms.

In St. Louis, during the showing of the film at
the Fox Theatre, the tieup also took in National
Carbon Co., which makes the batteries for the
field radio. This firm, as well as Motorola,
ran large newspaper ads featuring Errol
Flynn in a scene from the film using the Handie-
Talkie.

St. Louis newspapers also cooperated with
stories and pictures of the veterans giving dem-
strations around the city. A trailer, in which
Col. John Niehaus of the War Department
made an appeal for workers, was run with each
showing of "Burma" at the Fox Theatre.

Suspense Angle Sells 'Woman'
In Scantlon, Wilkes-Barre

Cooperative ads and window displays in de-
partment stores in Wilkes-Barre and Scranton
were obtained by Bucky Harris, RKO field ex-
ploder, to promote "Woman in the Window"
at the theatres in both cities. Displays were in
addition to press book "suspense" angle at
which police departments of both towns viewed
screening where picture was stopped and police audi-
cences invited to write their versions of the
probable ending. Newspaper reporters present
also participated, in the stunt.

Newspaper and lobby campaign built up the
"please don't tell" angle, creating additional
suspense.

Intense Campaign Gets $500 Spending Spree Feature
Of 'Brewster' Premiere Flash

Highlighted by an effective "Brewster for a
Day" millionaire stunt in which a Marine was
selected from a nearby base to spend $500 in
day and then tell a radio audience how did it
he how he spent the $500. The entire local
campaign for "Brewster's Millions" started rolling in San Francisco where the picture opened at
the United Artists Theatre.

A series of stunts were arranged for the
Marine, including having him throw out the
first ball at a baseball game, putting in as an
attendant at a drug store, putting on as a
champion
at the picture in the downtown system at the ball park and photographing him with Governor Warren and Joe
B. Brown. He concluded his spending spree at the San
Francisco Bal Tabarin. The stunt attracted con-
siderable attention and the Marine was inten-
dently "sponsored" in detail via the coast-to-
seas Blue Network.

Extensive advertising exposition in newspapers
and an intensified radio teaser advertising pro-
gram also were features of the campaign.

500花钱的特色功能

"Brewster"的首映式闪光

"Brewster"被选中为一天的"Brewster for a Day"的millionaire stunt，其中一名海军从附近基地被选出来花费500美元在一天内，并告诉广播听众他是如何花费的。整个当地的活动为"Brewster's Millions"展开。在旧金山，电影在那里首映，随后是该活动的整个一系列创意。其中包括让他扔出棒球的第一球，当服务员，在一家药店当售货员，当冠军等。这部电影吸引了相当大的注意力，这个海军成为了新闻话题，通过海岸到海岸的蓝网被详细报道。报纸上还进行了大规模的广告宣传，提升了这部电影的知名度。
A Song for Miss Julie

featuring

SHIRLEY ROSS
BARTON HEPBURN

and

JANE FARRAR • ROGER CLARK
CHERYL WALKER
ELISABETH RISDON

ALICIA MARKOVA and ANTON DOLIN by courtesy of S. Hurok
Directed by WILLIAM ROWLAND • Screen Play by Rowland Leigh • Original Story by Michael Foster • Adaptation by Leighton R. Brill • Co-Producers: WILLIAM ROWLAND and CARLEY HARRIMAN
A REPUBLIC PICTURE

Another typical Republic novelty and money-making first
ALICIA MARKOVA • ANTON DOLIN
dancing sensations of Billy Rose's "Seven Lively Arts" • first time on any screen

KEEP YOUR BOX OFFICE EYE ON REPUBLIC!
Turner, Army, Wac Active In Capital 'Powder Campaign

Built around the personal appearance of Lana Turner in Washington and with the thorough cooperation of the U. S. Army and particularly the heads of the Women's Army Corps, Carter Barron and his associate, Henry Shields, assisted by Tom Baldridge of MGM, set up and executed a far-reaching exploitation campaign for "Keep Your Powder Dry," which had its Washington showing at Loew's Capitol Theatre. Newspaper reporters from Washington, Richmond and Baltimore, with representatives of the wire services, covered the events.

An advance screening resulted in representatives of the Wac contacting radio stations and the press for picture plugs. They promoted 72 free spot announcements on five stations with copy following the theme, "The Army needs you now—see 'Keep Your Powder Dry'—the story of the Wacs." National spots also were included in radio coverage in the regular MGM "Swingtime" program. Another screening was held for display managers of retail merchants which resulted in two department stores devoting entire windows to Wac uniforms, using tie-up stills and title and play-date posters. Four hundred half-sheet cards also were distributed and used in windows, counters and in government and civic centers.

Wac recruiting officials also persuaded the street car company to use gratis ISO outside dash cards one week in advance and during the run of the picture.

Lana Turner’s activities in Washington included a press reception, interviews with columnists, appearances at Red Cross mass meetings, luncheon at Capitol Hill with Vice-President Truman, Senate Majority Leader Alben Bark- ley, Admiral William Halsey, Senators Warren G. Magnuson, Elbert D. Thomas, Carl A. Hatch, Leverett Saltonstall, Thomas C. Hart and Barnett R. Mayhank. Luncheon next day with Brig. Gen. Wetzel was followed by luncheon the following day in the Generals’ Dining Room at the Pentagon Building at which Miss Turner gave an account of the filming of "Keep Your Powder Dry." Appearances at Camp Andrews, Walter Reed and Bethesda Naval Hospitals were sandwiched in between other newspaper interviews and were followed by dinner Thursday night preceding the opening with Under-Secretary of War and Mrs. Robert Patterson, Senate Ma- jority Leader Alben Barkley and Colonel Oveta Culp Hobby, commandant of the Wac. On Friday night there was a special assignment of a detail of 75 MPs as guard of honor and having 25 wounded servicemen and 25 medical Wacs as guests of honor. Eighteen uniformed Wacs served as usherettes for the premiere performance.

At the premiere showing and during the entire run of the picture a stage tableau was featured and included a group of uniformed Wacs and a song, The Gal Behind the Guy Behind the Gun, written especially for the occasion by Gene Ford, production manager of the Capitol Theatre.

Colonel Curtis Mitchell, Director, Pictorial Branch, Army Public Relations, thanked MGM for making the picture and cited "Keep Your Powder Dry" as a fine example of the Motion Picture Industry’s cooperation with all phases of the war effort.

Although originally booked for but one week, patron acclaim caused the management of the Capitol to hold over the film, even though the theatre is a vaudeville house.

Title Tieups Valuable For 'It's in the Bag' at Capitol

Use of the title "It’s in the Bag" enabled Washington exploiters to tie in the picture with the U. S. Employment Service when the Jack H. Skirball feature opened at the Capitol Theatre in that city.

More than 3000 cards bearing the legend, "Fred Allen says It's in the Bag but workers still are needed" were distributed throughout city and suburban areas. In addition 10,000 heralds with the same message were handed out on the city’s principal corners. A photo of Allen was used on both messages.

Another tiein of the title was established with the 7th War Loan Drive by distributing window cards, red, white and blue, bearing the message, "It’s in the Bag If You Do Your Part—7th War Loan." These cards were also placed on all factory and war plant bulletin boards.

The War Loan cards also are being dis- tributed in 17 cities where the picture will be seen within the next few days.

Street Bally Attracts Kansans

A street ballyhoo that attracted considerable attention was used in Kansas City by Russ Berlin, manager of Loew’s Midland Theatre, and Bernie Evans, MGM exploiter, in conjunction with the showing of "Marriage Is a Private Affair." The couple dressed as bride and groom ride through the city in an open carriage. Copy on the large banner around the carriage read: Who Says Marriage Is a Private Affair?

Klondike Atmosphere Helps 'Belle of Yukon'

The Broadway engagement or International’s "Belle of the Yukon" had the advantage of a typical ballyhoo advance campaign put on by Ray Connor, manager of the RKO Palace.

In keeping with the Klondike atmosphere of this Technicolor attraction released through RKO Radio, a 7-foot giant was engaged as barker and dressed in a flashy outfit suggesting an oldtime showman.

The Alaskan angle was added further by a display of old maps of that territory supplied by Fred Tracy, assistant manager, who was the first to exhibit films in the lush Alaskan gold country. The time Tracy chummed around with Robert W. Service, the bank clerk writing poems as a side line, and Alexander Pantages, who left his job as a waiter to become eventually a theatre tycoon.

A double envelope was used to select the girl most nearly resembling Gypsy Rose Lee, star of the picture. These extra stunts, aided by an impressive outside display, resulted in over-average business for "Belle of the Yukon."

'Experiment Perilous' Boosted by Radio Contest in Orlando, Fla.

A radio contest was used to good effect in the advance campaign on RKO Radio’s “Experiment Perilous,” staged by George Hunter, manager of the Beacham Theatre, Orlando, Fla.

The "Sincerely Yours," program, conducted by Mrs. Frances McGuire, offered prizes in theatre passes for the best letters sent to her on "The best hunch I ever played." It was announced on the Monday preceding the Thurs- day opening and further plugged that day, the contest closing the final day of the showing, thus permitting contestants to see the film before writing their letters. To draw attention to this, a puzzle was printed in teaser copy about the picture and distributed in advance of the opening.

Theatre Pass for Best Letter

In conjunction with the showing of "Experiment Perilous" at RKO Keith’s, Washington, D. C., a tieup was arranged with station WWDC offering a six-month pass for the best letter on the contestant’s most "perilous experience." — WA
See Trend Toward Small Producer Groups

A well defined trend toward small producer groups, bound together in a loose business arrangement, is appearing in the British film industry and is beginning to be noticeable in America, it was stated by Michael Powell and Emeric Pressburger, the British producer-director team known as The Archers, during a trade press interview last Friday.

Stating that the British motion picture industry has fallen behind Hollywood only because of war conditions, making facilities for production most difficult, Powell and Pressburger expressed the opinion that a development of native young craftsmen under these conditions would soon place the British industry on an equal footing with the United States. They added that British production costs have risen steadily, to the extent that "Colonel Blimp," for instance, would not be produced now for less than an approximate increase of 30 per cent in cost. The three-film color process, rather than the recently developed one-film, is still being used in England.

"Well satisfied" with the American reception of their two queen performers of the week, "Irene" and "The Silver Fleet," the producers are here to discuss a new technique with a group of newsreel men and to promote the services of an American actress and actor for their new Technicolor production, "A Matter of Life and Death," which they intend starting in June.

Powell and Pressburger left for Hollywood over the weekend to discuss with current quota papers with Garson, J. Arthur Rank west coast representative, and will be entertained at Pickfair by Mary Pickford.

Suggests Daily 'Reatre' in Theatres During Bond Drive

Plans for a huge pageant, culminating on the stage of Radio City Music Hall as the feature of a bond premiere on Broadway during the Seventh War Loan, were outlined by Bob Weitman, chairman of the Seventh War Loan committee in New York this week. The Paramount will be sold out to bond buyers and the event will be marked by a parade down Broadway to take us as many theaters in the midtown sector of Manhattan as possible. Other theaters on the Main Stem will feature the Paramount's bond premiere via trailers and displays.

Weitman suggested as an idea applicable to all types and sizes of towns and cities, a daily ceremony, the bond parade, that will take place at army posts and camps, with lowering of the colors. This idea, Weitman said, could be carried out daily during the bond drive under the leadership of the theater. Band music and other features of entertainment following the Retreat ceremonies could be a prelude to a daily bond sale rally.

Columbia Offers $1000 in Bonds In Serial Exploitation Contest

Theatre owners from coast to coast are expected to compete for ten prizes totaling $1000 in war bonds in Columbia's nationwide exploitation contest as the spearhead of the campaign on "The Monogram of the United States" in the company's serials. First place winner will receive a $500 bond; second place, $200 in bonds; third place, $100 in bonds; and fourth place, $50 in bonds. Those winning fifth to tenth place will each be awarded a $25 bond.

All exhibitors booking the subject are eligible to compete to be named punishment are required to register in advance of their first date, and on finishing the run submit completed campaigns to the Columbia office. Preceding the campaign in New York. Final judging will take place sometime around Nov. 16, 1945.

Thrivl of Romance' Tradeshow

MGM will hold a tradeshowing of "Thrill of Romance," starring Van Johnson and Esther Williams, in New York and Los Angeles on May 22. No release date has been set.

ALBANY COLLECTIONS. Turning over the check of $14,050 for the Red Cross collections which took place in Albany, N. Y., theatres is C. J. Latta (center), zone manager of Warner Bros. New York State Theatres and War Activities Committee Red Cross Area chairman, to Reuben Clarke, local Red Cross Chapter chairman (right). Also seen in photograph are Joseph Shure, representing Paliban Theatres, and C. A. Smakwitz, War Activities Committee public relations chairman for the Albany area.

Print Order Is Doubled for War Loan Bond Rally Film

(Continued from Page 10)

as much glamour, eye, name and personality appeal as frequently is found only in the most ambitious longer musical attractions. The master-of-ceremonies job is done with that glib, able and infectious comedy which Bob Hope brings to a show. A swell eye-and-ear number is composed of lookers—and steppers—with a Harry James musical accompaniment for a production piece with real show values. Bing Crosby and Frank Sinatra each do a song number; Harpo Marx does a specialty with a blonde and the harp he plays so tunefully; Fibber McGee and Molly introduce their informally amusing humor, and some neat tricks showing Jeanne Crain; Vivian Blaine, Carmen Miranda, Linda Darnell, June Haverv and Fayve Marlowe as young girls touch up the show with a clever admixture of heart and comedy appeal.

The picture gives a great boost to the theatre—man—the man who manages the very theatre which the picture will be shown. It's a great prestige builder for the exhibitor and the industry—but most important is the fact that "The All-Star Bond Rally" will help the exhibitor sell lots of Bonds during the Seventh War Loan—and plans should be made now to utilize the show for that purpose.

Goldenson Heads Advisory Committee for Loan Drive

Leonard H. Goldenson, Paramount vice-president in charge of theatrical operations, has accepted appointment as chairman of a National Advisory Committee for the "Showmen's Seventh War Loan," Samuel Pi-nusinski, National Chairman, announced this week.

The Advisory Committee will include an extensive list of prominent leaders in War Activity work from every branch of the industry. Goldenson said that the committee members will be available for consultation with the National Advisory Committee and the State and area committees.

Skilled Distribution Manpower Being Built by Army—Reisman

(Continued from Page 9)

no real concept of the difficulties which confront the film handlers of the Army Pictorial Service. "They never know from day to day where their fighting units will be located," he continued. "It’s possible that a single circuit may have to be completely rearranged because a film has been destroyed by enemy action. We worry about ‘bicycling’ of prints. They worry about the enemy缺点, but most important is the fact that the Army film industry is the motion picture industry. Many others, probably a majority of them, are not in the film business before they entered the Army.

'Escape in Desert' Release Set

Warner's "Escape in the Desert," which has been set for general release May 19.
The Valley of Decision

MGM

Drama

118 mins.

AUDIENCE SLANT: (Family) A not-to-be-missed picture that will be long remembered, for Greer Garson again proves her worth as a fine dramatic actress and Gregory Peck will receive the swooning plaudits of the feminine contingent.

BOX-OFFICE SLANT: The name draw and the possible interest of bringing a large number of patrons, but be prepared for extra playing time, for most people will come back to see it several times.


Plot: Saga of a steel mill family, which starts in 1871 and goes through much of the happenings during their ownership. It relates the story of the love of the son of the owner for the young girl who became a servant in the household, and the disapproval of that love because of the bitterness between the two fathers.

Comment: This picture does something that rarely happens to a best-seller. When a best-seller is adapted for the screen, it brings in a large audience and the critic is forced to be complimentary. This means that, although moviegoers will come in to see the picture because of the name draw, they'll be so absorbingly entertained they'll come back again and again. Most of the credit for this unusual interpretation of the story is due to the excellence of the cast and the masterful and understanding direction of Tay Garnett. There will be no doubt in anyone's mind as to who is top queen in the world of pictures and audiences see Greer Garson's portrayal. She is superb, giving Mary a charm, humor and sincerity that makes the character breathing in other than a "glamorous" way. No one, especially her fans, will want to miss this performance. Exceptional casting marked the selection of Gregory Peck for the role of Pod. He is perfect for the part and a personality with irresistible appeal for the feminine contingent. It's difficult to enumerate here the perfection of each and every player, but suffice to say that they are all excellent, particularly Gladys Cooper, Donald Crisp, Reginald Owen and Lionel Barrymore. Like all MGM productions, this has been given the very finest by Edwin H. Knopf, who handled the producing reins.

Salome, Where She Danced

Universal

(Drama)

90 mins.

AUDIENCE SLANT: (Family) Such entertainment elements as the colorful locale, action, plot and lighting will please average audiences, although discriminating patrons may chuckle in the wrong places.

BOX-OFFICE SLANT: Intriguing title and Technicolor can concentrate exploitation to get satisfactory returns.

Cast: Yvonne De Carlo, Rod Cameron, David Bruce, Walter Slezak, Albert Dekker, Marjorie Rambeau, J. Edward Bromberg, Alber Elberman, John Littl, Kurt Katch, Arthur Hohl, Nestor Paiva, Gavin Muir, Will Wright, Joseph Schildkraut, Man M'cough and Salome Girls. Credits: Screenplay by Lawrence Stallings, original story by Mynors Phillips. Produced by Walter Wangler. Directed by Charles Lamont. Associate Producer, Alexander Graham; Hal Mohr and W. Howard Greene. Technicolor director, Natalie Kalmar; Associate, William Fritsche. Plot: At the end of the Civil War, newspaper man Rod Cameron goes to Berlin where he enlists the aid of Viennese dancer Yvonne De Carlo to "scope" the world on Von Bismarck's contemplated sneak attack on Austria. Obtaining the information from German Count Albert Dekker, Cameron scores his scoop and he and Yvonne are forced to flee to America. Here they embark on a dance tour. While performing in a small town they are held up by a notorious bandit (David Bruce) and his gang. Yvonne, now known as Salome, from her dance, falls in love with the bandit and talks him into returning the plunder and going straight. A disastrous dance, a love duel and a bullfight puts in another appearance and is killed in a sword duel with Bruce. The lovers are reunited.

Comment: Several old melodramatic situations have been revived, dressed up and made to fit, as nearly as possible, into a script which, although illogical and occasionally inapplicable, is laughable and provides enough entertainment and excitement for average audiences not too particular about their screen fare. The picture has been photographed in gorgeous Technicolor, lavishly produced by Walter Wangler and capably directed by Charles Lamont. Yvonne De Carlo, in the new Universal discovery, is beautiful, dances well and shows promise of dramatic talent. Rod Cameron, David Bruce, Walter Slezak and Albert Dekker perform adequately in their respective assignments. The others are competent. Only strictly class audiences may find fault with the screenplay; others, especially those in average communities and neighborhoods, are likely to find the film adventurous and exciting sarcasm in the taste of the day. No amplification of exploitation should get satisfactory returns. It should be borne in mind that the special publicity that attended Miss De Carlo's selection for the principal role in this picture will have already created strong public advance interest. The smart showman will "follow up" in carrying out his own campaign.

The Bullfighters

20th-Fox

Comedy

61 mins.

AUDIENCE SLANT: (Family) One of Laurel & Hardy's better efforts with plenty of action, production and laughs for average audiences.

BOX-OFFICE SLANT: Good comedy support for a heavy feature. Might do well in its area where this team has a strong following.


Plot: Laurel and Hardy, a pair of private detectives, arrive in Mexico looking for a flower planted for a bullfight promoter they had sent to prison for twenty years and who has threatened to skim them alive if he ever caught them. Laurel is mistaken for a Spanish toreador by the promoter and is forced to impersonate the Spaniard to escape vengeance. The real toreador, comunità and Diosa Costello delivers a good night club song and dance number. Where Laurel and Hardy have a follow- ing this comedy should do nicely and should fill the lighter side of a double bill.

Billy Rose's Diamond Horseshoe

20th-Fox

Musical

101 mins.

AUDIENCE SLANT: (Family) For youngsters and oldsters, a lively eye-catching show with Betty Grable as audiences love her and Dick Haymes singing several songs in the romantic lead decided to the ball but the promoter discovers the L & H hoax, squaring accounts in the final scenes.

Comment: This is definitely one of the better Laurel and Hardy films despite the injection of numerous well-worn slapstick comedy gags. The bullfight sequences provide good production value and the dialog action for average audience enjoyment. The film is well mounted and Diosa Costello delivers a good night club song and dance number. Where Laurel and Hardy have a following this comedy should do nicely and should fill the lighter side of a double bill.
A Medal For Benny

Paramount --- Drama --- 77 mins.

AUDIENCE SLANT: (Family) An entertaining story of simple people, their lives, loves and ambitions.

BOX-OFFICE SLANT: Dorothy Lamour and Arturo de Cordova on the marquees, with the several exploitable angles the picture presents, should account for satisfactory business.


Credits: Associate Producer, Paul Jones; Directed by Irving Pichel; Produced by Fred

Plot: Benny's father (J. Carrol Naish) is to be presented with a posthumous award of the Congressional Medal of Honor by a dramatic mob. The whole town, including all of whoops, the Pantera (California) chamber of commerce can cook up. Benny has been promised to Benny but is in love with Arturo de Cordova, who works only when he must. Enclosed in a fine house beautifully furnished, Nadia discovers that the house and furnishings are loaned only for purposes of the coming ceremonies. He returns to his humble shack, is visited by the most important person of the town, and is told by his family, in order that he can be a bigger hero than Benny and win Lamour for his own.

Comment: Benny (Naish, who never is seen on the screen, by the way) is the axis around which the plot revolves. Benny was a ne'er-do-well, a very feminine lovable type who could fight; he did everything well in the eyes of the simple villagers and particularly in the eyes of his old father. His virtues consistently are thrown before Dorothy Lamour, who has promised to marry him when he returns, and by Dorothy to Arturo de Cordova, who loves Nadia (Lamour) and is an ardent admirer, regardless of her promise to Benny. Performances by Naish as the old man, Lamour and Cordova are top-drawer, even with the pseudo-Hollywood production values. The direction, however, is exceptional in the romantic lead, though he may disappoint some because he does more acting than singing. The number he presents several times, I Wish I Knew, looks like definite hit. Plot: played in varying keys of farce, comedy and melodrama, this picture never quite succeeds in telling its story with the desired uniformity of purpose. The direction flounders in trying to make plausible a story line which indicates that the action is impeded by the necessity of having to explain itself time and again to sustain its premise. Be that as it may, however, the picture should appeal to not-too-discriminating audiences in small towns and neighborhoods. It will probably need extra support, with Arturo de Cordova's role as the Haley name should help attract patronage.

Murder, He Says

Paramount --- Mystery-Comedy --- 91 mins.

AUDIENCE SLANT: (Family) A mystery-comedy filled with many old gags, but played in a slicker way which will attract even the most fastidious moviegoer. May prove disappointing to Fred MacMurray fans.

BOX-OFFICE SLANT: Sell the MacMurray name, but also sell the "different type of vehicle for him" slant. Without his name, it is just another program offering.

Cast: Fred MacMurray, Helen Walker, Martha Scott, Jean Heather, Porter Hall, Peter Whitney, Mabel Paige, Barbara Pepper and others. Credits: Produced by Sydney Franklin; Directed by William A. Wellman; Screenplay by Louis Brouwer from a story by Jackultis, Photography, by Henry Makin; Photofinishing by George P. Morgan; Associate Producer, Josephine Johnson.

Plot: Fred MacMurray is a successful columnist, the wife of a famous murderer, etc., is used in this picture, produced with a small budget and skimpily directed. A newspaper reporter, Richard Lane, at the behest of an editor, leaves the city for a hot story. He is bursled interpretation of the newspaper reporter on the prowl in an attempt at comedy. Conway and Ann Rutherford make the most of the material, and Jean Brooks, Bette-jane Greer and Lester Matthews are adequate. Suitable for action houses and the lower half of double bill situations.

Sagebrush Heroes

Columbia --- Western-With-Songs --- 54 mins.

AUDIENCE SLANT: (Family) Brought up to date because the story deals with youth problems, this, nevertheless, is just another "Sagebrush" for the entertainment of the fellows.

BOX-OFFICE SLANT: Should bring in average western returns.
JERSEY CITY

Harold Molloy, formerly assistant manager at the State, has been promoted to the managerial post. Mrs. Gloria Marsh is a new assistant manager.

Jack Sales, former doorman at the Stanley, who was in boot training at Sampson, N. Y., has joined friends at the theatre from a new address in the South Pacific.

George Dumond, veteran manager of Loew's Jersey, now on leave of absence, writes friends at the theatre that he has been fishing off the Florida Keys.

Larry Deegan, chief usher, Stanley, has passed his physical examination and is awaiting induction into the Navy.

Tony Iarussi, manager, Tivoli, is giving benefits periodically for the War Munitions Telephones Fund, sponsored by the N. Y. Daily Mirror.

Notts A. Komunens, North Jersey zone manager of the Skouras' chain, is preparing for benefits at his house Mother's Day, to aid the Wounded Heroes' Telephone Fund.

David Friend, formerly poster artist at Loew's State, dropped in at the theatre while awaiting his call to go overseas at the Port of Embarkation to take the Special Service Branch of the Army.

Jack Cuff, son of Mrs. Mary Cuff, telephone operator at the Stanley, will leave next month for his training camp of St. Michael's football team.

Arthur Egberts, manager of Loew's Jersey, announced total Red Cross collections in his house as $482, topping all previous records and exceeding last year's collection by $86.

Martin Maher, former assistant manager at the Lincoln, Union City, is one of the new assistant managers at the State.

M. Cobelton, former assistant chief of staff at the Stanley, and because of his physical known as "The Ox," is now in the Navy.

INDIANAPOLIS

Quinby Theatres, Ft. Wayne, Ind., are negotiating for a 10-week leave on the Shrine Theatre Building effective May 1, and at the same time have taken a 15-year extension on their lease of the Palace Theatre, it has been announced by Mrs. Helen Quinby, president of Quinby Theatres. The lease extension on the Palace Theatre Building was consummated with the Palace, Ft. Wayne, and stage activities at the Palace will be moved to the Shrine. The Palace will be used only for first-runs and will operate on the same policy as the Embassy and Paramount, also owned by Quinby. Quinby Theatres now operate the Jefferson, but the lease on this property expires Dec. 31, 1946. The only motion pictures to be shown at the Shrine will be the roadshow films which will not exceed more than two or three in one year.

Joe Milton's Out-Door Theatre, just west of Indianapolis on the National Road, will be opened April 29.

H. L. Zimmerman, who operated the Shawnee Theatre, Louisville, Ky., was struck by an automobile, March 29, directly across the street from his theatre, and died from injuries two days later in the Louisville Hospital.

Albert Collins, father of Kenneth Collins, manager of the Circle Theatre here, died as a result of a heart attack last week. He was 84 years old.

Morris Reinking, Terre Haute exhibitor, has returned following a month's vacation in Florida.

Articles of incorporation have been filed by Film Classics of Indiana. Harry Mandell, Julian Bamberger, Josephine M. Leath and Ralph Bamberger, are the incorporators.

Pic: James R. Newton, Jr., who before his induction in the Air Force was assistant manager at the Fountains Square Theatre, was reported wounded Feb. 21, while operating a radio in a foxhole at the north end of the first air strip taken on Iwo Jima. He is now recovering at a hospital in Montana.

Florence Izsak, with PRC and Spt. Marcus Rosensteil, stationed at Ft. Harrison, Ind., were married April 8, in Bethel Temple here.

George Pappas, manager of the Circle Theatre, was host to 30 orphans from the Lutheran Orphanage Home who saw "Thunderhead—Son of Flicka," at the theatre last week.

Film Row visitors included: W. C. Kohlharust, Napanee; T. J. Arrington, New Haven; Joe Scilling, Connersville; D. J. Abbott, Crossville, and Pete Mallers, Ft. Wayne.

L. J. McGuire, chief Barker of the local Varsity Boys, raises the following committee of chairman, Foster Gauker, welfare and charity; Milton Krueger, sick visiting; Don L. Hamm, entertainment; George Landis, golf; Russell Bunting, membership; Art Landes, legal; Bower Sparror, publicity; Sol Greenburg, shows for shits; Joe Cantor, promotional.

John H. Anderson, of Indianapolis, Ind., grandfather of movie starlet Sharyn Moffett, was a visitor to the City Opera House, Frederick, Md., recently.

A. P. Frank, general manager of the Bernstein Theatres, reports the following changes in personnel for the circuit: H. C. Shyar re-assumed the management of the Times Theatre, Waukegan, Ill., which he left following induction into service; Leonard Hirsch manages the Brandt Theatre, Harvey, Ill. William Sigeroos manages the State Theatre, Elkhart, Ind., and also supervises the casino room and its concessions. Fred Winor has been transferred from the Lake Theatre, Gary, Ind., to the Hoboman Theatre, Hammond, Ind., Vincent McKelski of Elkhart has been put in charge of the new Lake Theatre, Gary. Nat Bernstein, president, announced completion of negotiations for the construction and operation of a new theatre at Miami Beach, Fla., to seat 1100. Bernstein is a pioneer in the Miami field having erected the Tivoli in Mizma, the Dania in Dania, and the Hialeah in Hialeah.

REGIONAL NEWS INDEX

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HARRISBURG

Theatre patrons in local theatres which participated in the Red Cross campaign contributed approximately $700 according to a preliminary report issued by Sam Gilman, chairman of the WAC and head of the drive. The Senate took in $1715; State, $1714.50; Loew's Regent, $1706.21; Rio, $1597.49; National, $888.70; New Star, $32.04; Penray, $257.18; Grand, $306.27; Broad, $140.20; Roxy, $129.73; Budd, Lykens, $124.09; Collumade, Millersburg, $214.20.

The Saturday search for talent at the Rio, with Henry L. Marshall as master of ceremonies, continued with more than 100 young men and women from Hummelstown High School presenting a variety entertainment. Harry Goldberg, host of WSPY in Harrisburg, says the programs will continue into the summer. At the same time, he has lined up a series of re-issues to run the first three days of each week. The re-releases are requests by fans.

Mark Rubinsky, owner of the Capitol here and the Rubinsky chain is awaiting a call to report for induction.

Miss Patsy Walker, daughter of Paul Walker, former local movie reviewer, and now with the Washington Examiner, a Columbia Pictures newspaper, has been transferred to the Vitória Picture Press.

The documentary film "Watchtower Over Tony" which opened in downtown Harrisburg houses last week, while a Thursday "Fury in the Pacific" was expected in the same theatres.

MILWAUKEE

A 17-year-old youth formerly employed at the Astor Theatre here and knowing the combination of the safe, broke into the theatre with a 15-year-old confederate early Monday (2) and removed the safe and removed $429.44 including Edward Milt Larussi, theater manager, who discovered the theft and called the police who arrested the boy. The corn rolls were "too heavy," for the thief to carry, the boys said, and subsequently cached them beneath a nearby porch. The balance of the loot was found in the home of the older boy. Both culprits were sentenced to the detention home.

The Better Film Council of Milwaukee held its meeting at the Varsity Theatre here last week to which members of the Milwaukee County Council of Church Women and the Milwaukee County Federation of Women's Clubs were invited.

Confidential Reports have opened offices here in the Plankinton Building under the management of Lou Soffer.

The most vexing problem facing management of motion picture services in this area is manpower. Truck drivers are working a six-day week delivery schedule, and are constantly going into overtime. With 15 trucks in operation, they are doing an efficient job under the circumstances. Worn parts and the need for replacement parts are a definite concern, as are tires. In spite of these handicaps no trucks have been out of service.

Milt Ellis, Beloit theatre operator was a visitor on the Row as was John Schuyler of the Delt Circuit.

Sheldon Grange, Hollywood Theatre, Milwaukee, has purchased a summer home.

Irving Vincent, Grand Theatre, Oconto Falls, has reported for induction.

S/Sgt. Robert L. Breck, husband of Mrs. (Continued on Page 25)
BIG COUNTER-ATTACK
A VERY GREAT SPECTACLE OF HUMAN COURAGE AND ADVENTURE

Columbia Pictures presents

PAUL MUNI

in

Counter-Attack

(Adapted from the BROADWAY STAGE SUCCESS)

with MARGUERITE CHAPMAN • LARRY PARKS

Screen Play by John Howard Lawson • Directed by ZOLTAN KORDA
La Verne Le Breck of the MGM office, who holds the Air Medal with two oak leaf clusters, has been awarded the Distinguished Flying Cross.

The Own Theatre, Burlington, has been sold by Mr. and Mrs. Harry Day to Harry Melcher and associates of the Skirvin Circuit.

The contemplated Universal exchange building here is a postwar project.

Al Kopolus, manager of the Venetian Theatre, Racine, has reported for induction.

G. Churchman has succeeded Bob Quick, former MGM booker here. The latter is now booking films for Army camps and recently was appointed to a new assignment embracing the New Orleans territory.

The Temple and Soo theatres at Sault St. Marie, Mich., and the Oak and Cedar theatres at Manistique have appointed the Delft Circuit buyer and booker.

Walter Heliman, owner of the Strand Theatre, Sheboygan, left for Indiana in response to a summons from his draft board.

Exhibitors booking product on Film Row included E. Alfrey, Plainfield Theatre, Plainfield; Jerry Burrell, Falls Theatre, Sheboygan Falls; Lawrence Burkitt, Classic and Sparta, Sparta; Walter Heliman, State, Sheboygan; Irving Vincent, Grand, Oconto Falls; M. Miller, Mayville; Frank Eberhart, Jefferson, Jefferson; Angie Geyer, Troy, East Troy; Charlie Braun, Hartford, Hartford; Mrs. Anna Clark, Lyric and Tomahawk, Tomahawk.

COLUMBUS

Columbus liquor establishments and amusement places must observe the curfew at 12 midnight Eastern War Time or suffer sanctions of the War Manpower Commission and other government agencies. The action was precipitated when Palm Gardens, a North Side night club, closed at 1 a.m. EWT, which is midnight by state time. Robert Sollingen, state liquor director, said that the state can enforce the curfew only by state time. All local theatres are observing the midnight curfew under EWT, which was adopted locally on Easter Sunday for the summer.

William H. Elder, manager of Loew's Ohio for the past year, is slated to join Uncle Sam's forces May 9.

Local theatremen are watching with interest several postwar projects now shaping up, including erection of a giant General Motors plant on West Broad Street near Westgate and a reported new automobile body plant in the Southeast section near Groveport Pike. The General Motors plant, to be operated by the Terr鬣sted division of GM, will ultimately employ 8000 workers. Theatre sites on West Broad and Sullivan Avenue are being inspected by local theatre interests. The Southeast section at present having few theatres, also is reported to be under scrutiny by theatremen.

Ferne Buergel, former office assistant at Loew's Ohio, was married recently to Lt. Gilbert Nicholson, Conneautville, Pa., stationed at Lockbourne Air Base.

Bob Morrell, MGM booker in the Cincinnati exchange, and Bill Reisinger, manager of Loew's Theatre in Dayton, were in town for pre-induction physical examinations at Port Hayes. Both were rejected.

Ohio's longer wartime work hours for women and children are back on a legally established basis, following approval of the Cory-Reiner emergency amendment by a vote of 113-17. The bill was immediately signed by presiding officers of both houses and rushed to Governor Lausche for signature. It became operative at once. The new law means that women in war industries legally may work an unlimited week if permission is given by their employers from the state director of industrial relations to exceed 50 hours a week. In other establishments, including those employing women is a 10-hour day, a 50-hour week.

Hunt Carlisle, who conducted the Inquiring Reporter radio show daily at Loew's Ohio over WCOL, is on a six months' leave of absence for his health in Arizona. George Ackors is substituting.

Dorothy Marland is the new cashier at Lou Holleb's Majestic Theatre. Miss Marland was formerly with the RKO Grand and the Red Cross drive, Lloyd A. Pixley, drive chairman, announced. The check was presented to Pixley by William H. Elder, manager of Loew's Ohio.


PORTLAND

James Everett, former associate of John Hamrick, and part owner of four theatres in Tacoma, Wash., died at his residence in that city April 6.

William Belkoff, operator of the Parrot Theatre in Seattle, has sold his interest to the Forman Circuit operating a chain of theatres in Oregon and Washington.

Word has been received here of the death of Lt. Basil G. Pantages, 21, nephew of the late Alexander Pantages.

Exhibitors looking on Seattle's Row included Ray and Dorothy Ackles, Spokane; Harry Blew, Bremerton; H. A. Gillespie, Spokane; O. J. Doy, Baraboo, Wis.; Harry Doern, Evergreen; Rex Thompson, Port Townsend; Mrs. Norman Clyde, Langley; Lynn Petersen, Bremerton; Bill Evans, Chehalis; A. G. Ball, South Bend, Dyer and Mrs. Bonallie, Friday Harbor.

Morris "Hap" Smith has joined the Monogram forces.

Al Finke left for Seattle for the Hamrick-Evergreen conference.

Jerry Ross has been named general manager of the Snow Box, Seattle.

Vete Stewart, WB manager, has returned following a regional managers' convention in Hollywood.

Evergreen's new theatre at Manette, Wash., is scheduled to open April 14.

A special preview of "The Three Caballeros" was held at the Fifth Avenue, Seattle, under the auspices of the Camp and Hospital Committee for the benefit of the Red Cross.

H. E. Tilly of the MPIDC was a visitor in Portland and on Seattle's Film Row.

NEW YORK

Thirty-nine additional theatres were officially listed with exchanges here as members of the Independent Theatre Service, Inc. With the exception of one, the Park Lane, in New York City, the new ITS houses are in New Jersey. The list: Ktsato, Ridgefield Park; Savoy, Bloomfield; Strand, New Brunswick; Capitol, South River; Empire, South Amboy; Strand, Keyport; Rex, Irvington; Cameo, Jersey City; Colonial and Strand, Seaside Park; Lavallette; Lorraine, Bayhead; Grove and Arnold, Pt. Pleasant; Algonquin, Manasquan; Rialto and Rivoli, Belmar; Palace, Bradley Beach; Plaza, Linden; Lido, Oranget; Court, National, Lyric, Rivoli, and Treat, Newark; Strand and Palace, Lakewood; Liberty, Freehold; Studio, Boonton; Liberty, Plainfield; Ford's Playhouse, Fords; Manville, Manville; Denville, Denville; Mayfair, Hillside; State, Woodbridge; Forum, Mentiche.

While plans for a Broadway showcase by Columbia Pictures categorically may be "a consummation devoutly to be wished," a postwar dream, it may be authoritatively stated that correspondence has been submitted by the City Investing Co., offering for consideration its properties on Broadway between 45th and 46th Streets now housing the Astor and Vic-

(Continued on Page 28)
Capacitin Busine is

At the Gotham, New York,

Among the all-time best movies!—N.Y. Post  Impressive at

Excellent!—N.Y. Journal-American  Magnificent, spectacular

Stunning production!—Showmen’s Trade Review  One of

Top-notch entertainment!—N.Y. Daily News  A fin

G.C.F. presents COLONEL BLIMP  Starring ANTON WALBROOK • DEBORAH KERR • ROGER LIVI
A production of the Archers • Written, directed and produced by MICHAEL POWELL and EMERICH PRESSBURG
The proof!

Magnificent!—The Independent

And always entertaining!—M.P. Herald

The season’s delights!—N.Y. Sun

Not to be missed!—N.Y. PM

So, Gentlemen, Take a Bow!

Roger Livesey as Colonel Blimp
Michael Powell Co-producer
Emeric Pressburger Co-producer

Blimp in Technicolor

...Another U.A. Hit!
SHOWMEN'S TRADE REVIEW
April 14, 1945

REGIONAL—Continued

Victoria theatres, and on the side streets respectively on which are located the Bijou and Morocco theatres and the Fulton Theatre. The depth on 44th Street is 314 feet, and on 46th Street, 216 feet. Two 400-seat theatres can be constructed on the proposed, provided store fronts on the Broadway side are eliminated; but if a Broadway entrance is planned with stores, then only one theatre is feasible.

The Motion Picture Associates will bestow its own type of "Academy Award," on George J. Schaefer, for outstanding work performed in a patriotic endeavor, in conjunction with its dinner and dance scheduled for either May 24 or 25 at the Waldorf-Astoria Hotel. The award is a forerunner of an annual award in the future and will center around a personality in the industry who has either accomplished the job in connection with the war, if the war should continue into the following year, or in the event of its termination, bestowed on a member of the industry for outstanding achievement in humanitarian endeavor. While this year's award is the result of a ballot taken among its own members, future ballots will be distributed to approximately 1000 in the industry in the metropolitan section.

It remained for a letter received by Moe Rose, MGM booker here, from Capt. Harold Rosen, former Universal booker now stationed in France, to illustrate again how small a world it really is. Capt. Rosen, conducting a 10-piece orchestra for the Army's entertainment and citizens on a furlough in Paris, met a resident who is a sister of Adolf Weiss, operator of the Gorney Theatre here.

CIO Local 1, comprising office employees of Loew's, United Artists and 20th-Fox held a meeting Tuesday for job classification. Gustave A. Gerber, New York attorney, will again serve as chairman for the United Jewish Appeal of Greater New York, it has been announced here by Monroe Goldwater, chairman of the 1945 campaign. Gerber is head of the speakers bureau for the UJA since 1941, and is a director of the Saratoga Springs Foundation, and impartial chairman of the Residency Clubs. Executive committee members will hold their first organizational meeting on Thursday, April 19, at 12:30 at the Hotel Astor, according to the co-chairmen of the division, David Bernstein, Major Albert Warner and Barney Balaban.

Moe Silver, Pittsburgh zone manager for Warner Theatres; James Tooman, his assistant; C. J. Latta, Albany zone manager, and Charles A. Smith of the New York office, will be here this week for conferences with Joseph Bernhard, Harry M. Kalinine, Harry Goldberg and other home office executives.

T. J. Ward, familiar to Broadway purchasing and maintenance executives as counter clerk in National's N. Y. branch, has weathered a experience at the front such as happens only to a few. Sgt. Ward stepped on a land mine— and lives to tell about it. His friends at National's home offices received the following information about it in a letter that arrived this week: "This damn war," Ward wrote, "has caught up with me. My buddy and I were carrying signal equipment for a special job and had nearly arrived at our destination when BANG! Something threw us into a tree. We had stepped on a land mine. If I could tell you in this English hospital that the broken leg will be healed in no time and there isn't any cause for you to worry as I'm getting the best of care and all I have to do is to lie here and wait for the leg to heal. Pretty lazy, huh?"

BOSTON

Bernard H. H. Stevens of the Hampton Theatre, Hampton Center, N. H., has filed a clearance complaint with the American Arbitration Association tribunal in Boston naming 20th-Fox RKO and Warner Bros. Under the existing clearance, the theatres in Newburyport, Haverhill and Amesbury, Mass., and theatres in Exeter and Portsmouth, N. H., have from seven to 30 days over the Hampton Theatre. The complaint claims that all clearances are unreasonable with the exception of the clearance held by the Joks and Exeter and asks that they be eliminated.

According to a report here Loew's will build a large theatre in the center of Norwich, Conn., immediately upon the availability of materials. John Sullivan, James Sargent and Robert Quealy have been added to the staff of the Lynn Paramount Theatre.

The E. M. Loew and the Phil Smith Drive-Ins will open early in May. Mr. and Mrs. Ted Saunders have announced the birth of a daughter.

Bucky Levin has been promoted to a captaincy according to a letter received by Abe Barry of Columbia.

Sam Israel of the Capitol Theatre, Lowell, Mass., donated the opening day's receipts of the Park Theatre, Nashua, N. H., to the Red Cross.

S. R. Lapham, son of the owner of the Fryburg Theatre, Fryburg, Me., has entered the Chelsea Naval Hospital for an operation on his eyes, necessitated by an injury received in overseas' duty with the Army.

Mickey Daytz, a brother of Al Daytz with Warner Bros here will join the WB sales staff in Albany.

Lt. A. Vernon Macanlay Theatrical Post of the American Legion on March 31 dedicated the Maurice J. Tobin Canteen to Governor Tobin, who was present at the ceremony. New elected to the Stedman Theatre, Joseph M. Cohan, David L. Schoolman, George R. Spivack and Miss Ruth Holmes, an ex-Wave and the first woman only war bond drive. A fund was raised by the post recently for late Patrolman Frank B. Callahan, well known on Film Row, who died of bullet wounds in the line of duty, and was presented to his family.

The Lyric Theatre, Fitchburg, Mass., was damaged by a fire recently which started in the elop.

Morris Pearlstein, former proprietor of the Modern Theatre in Brockton, Mass., and the Randolph, Randolph, Mass., which were leased to the Interstate Circuit recently, is vacationing in Florida.

Lt. Leon Task, owner of the Ideal Theatre, Millford, Mass., and the Kent in Brockton, Mass., has received a medical discharge and is on the inactive list.

A fire which started back of the screen at the Uptown Theatre, Lynn, Mass., was quickly extinguished but necessitated the presence of two police officers to quiet the audience. The fire remained unaccounted for after a limited interruption.

The Capans Amusement Co., will move to the Colosseum Building.

Several hundred people in the Capitol Theatre, Fall River, Mass., left in orderly fashion when a fire recently was discovered in a projection booth. Ushers and management were commended for their alertness by civic authorities.

CHICAGO

Some 32 employees of B & K theatres and Columbia Pictures Circuit, who have been discharged from various branches of the service have been reinstated in their former positions here to date.

Larry Stein has resigned as advertising manager of the Warner Theatres after 14 years' service with the organization. He expects to go into advertising agency work.

Abraham Teitelbaum, attorney, has purchased the Fine Arts 10-story building on Michigan Avenue housing the Studleber and World House theatre. He reported consideration of $650,000. Willoughby Bros., who were to continue to manage the property for the new owner.

Sam Epstein, attorney, disclosed that the Shubert Theatrical Enterprises paid a long lease on the 2000-seat Majestic Theatre from the Monroe interests which bought the 14-story building early in 1943. This gives the Shubert five loop theatres. Tentative plans call for modernizing the theatre when priorities can be obtained.

Joe Kaufman, former B & K head film buyer, is directing his first film for Monogram in Hollywood.

Haeck Flynn, MGM Western manager, announced that the company's Chicago exchanges here so far have met all theatre demands despite the print reduction. Each week here requires 22 prints, C week, 45; first day, 66 prints; second week, 65; third week 45 prints.

Harry Wood, Marbro Theatre stage manager, and Mrs. Wood have announced the birth of a son.

Mc Eugene L. Hayden, former Senate Theatre service expert, has been reported missing in action overseas, according to word received from the War Department.

The Mata Redone Theatre have announced the addition of Jim Chrisitis' New Rex and Owl theatres to its chain.

While Edwin K. Lanceham, former associate of the Parasites Palace Theatre, Chiloicothe, Ill., is in the Army, Mrs. Lanceham will replace him as manager.

Sgt. Theodore A. Daum, formerly with the (Continued on Page 31)
"Brilliant performance ... vividly moving."
- HOLLYWOOD REPORTER

"Shows she's a top-ranking performer."
- SHOWMEN'S TRADE REVIEW

"Further cements her claim to stardom."
- BOXOFFICE
“TEN MILLION RADIO LISTENERS HEARD JIMMIE FIDLER SAY:

“IT’S A GLOWING WARMING MOVIE!”

“A major production with an outstanding cast that rates top spot.”
—SHOWMEN’S TRADE REVIEW

MONOGRAM PICTURES presents

“Forever Yours”

starring

GALE STORM

with

SIR AUBREY SMITH • JOHN MACK BROWN
FRANK CRAVEN • JOHNNY DOWNS
CONRAD NAGEL • MARY BOLAND

Produced by Jeffrey Bernerd  Directed by William Nigh
Screenplay by William Nigh and George Wallace Sayre

Original Story by William Nigh, Neil R. and George Wallace Sayre
REGIONAL—Continued

United Artists Theatre here, has been awarded the Distinguished Service Medal for bravery in action over Austria.

Capt. Ben Feldman, former B & K manager, is now Assignment Officer at the Army Ground Station at Fort Houston, Tex.

Charlie Walsh, formerly with the Convent Theatre, is with the Army station in Iran.

Plc. Alvin Schiff, formerly with the Chicago Theatre, is now a patient at Barnes Hospital, Vancouver. He has been awarded the Purple Heart.

P. J. Dec, president of the Alliance Theatre Circuit, has returned from Palm Springs, Calif. Lawrence Stern, president of the American National Bank and a large stockholder in the Alliance Circuit, has appointed F. C. Rashje, presently manager of the Paramount, president of the organization.

Joseph Kusnel, chief electrician of the Tivoli Theatre, has been notified by the War Department that his son, Pvt. Joseph Rodger, formerly the electrician in charge of that house, was killed in action in the Philippines.

Sgt. Jim B. Daughterty, former assistant manager of the Madison Theatre was killed in action in France. Daughterty has been informed by the War Department.

Ted Tod, Chicago publicity director for Warner Bros. exchange will be transferred to the Washington office of the organization. Stanley Kramer and Miss Lucia Perring will handle the Warner publicity in this area.

NEWARK

Adam A. Adams, owner of the Paramount and Adams theatres, again has been chosen to head all theatrical activities in Essex County for the 7th War Loan by Internal Revenue Collector John E. Manning, State War Bond Administrator. First of the theatre events was an Army Bond show at the Mosque yesterday (13). Tickets were purchased in advance for one-half of the capacity of the 3500-seat house, and it was expected that the SRO sign would be in evidence for the event. Orchestra, orchestra circle and balcony were filled, and there were $100, $50 and $25 bonds respectively. All downtown theatres, which are bond-selling agencies, are cooperating with Mr. Manning. One committee on his committee were: "Smiling Bill" Phillips, manager of Loew's State; Harry Weiss, manager of Proctor's, and George Kelly, advertising manager, North Jersey. Another committee which supervised stage activities for the show at the Mosque, and other subsequent special events, is headed by Ben Griefe, manager of the Paramount and Adams, and Frank Dailey, proprietor of Frank Dailey's Terrace Room. Three other shows have been lined up. One is a Navy presentation, the other motion picture premieres.

Louis Kaufman, former business agent of Local 244, Motion Picture Operators of Essex County, convicted of extorting more than $1,000,000 from the motion picture industry, has again failed to appear before the U. S. Supreme Court and consider his conviction as a violation of the antitrust-collusion act. The court declined to review the seven-year jail sentence and fine of $100,000 imposed on Kaufman in the Second District Court of New York. It took the same action in the cases of six Chicago alleged underworld characters, including Emanuel, Saul and Brothers Kaufman, who will be free in $25,000 bail—the amount set when he was convicted in December 1943—until the New York court issues a mandate confirming conviction. After receipt of the mandate U. S. Attorney Kostelanets, who prosecuted the Government's case against the seven men will set a date for the prosecution to start serving his term.

H. D. Perry, of Warners' maintenance de-

PHILADELPHIA

Jacob Fox, whose theatre in Burlington, N. J., was destroyed by fire some months back has been granted a permit for the reconstruction of the building.

William Gabriel, MGM booker for the last 24 years, is resigning. He has been in the industry over 35 years, and is one of the pioneers of Vine Street. Dave Titleman will take over Gabriel's duties.

Bill Brooker, Paramount exploiter, who is in charge of the motion picture division drive for the Salvation Army, has had the campaign posters placed in all the film building elevators.

Local No. 307 Motion Picture Machine Operators Union, IATSE, announced last week that the union has purchased the property at 1315-17 Vine Street. The price was $28,500. The union will occupy the second floor, formerly the site of the defunct Showman's Club, after extensive alterations are completed. Film Classics exchange will continue its tenancy of the first floor.

D. Y. Bradshaw, associate producer for the March of Time, was the speaker at a Motion Picture Forum luncheon held last week at the Bellevue Stratford Hotel.

M/Sgt. Albert Blumberg, former manager of the Midway Theatre, has been awarded the Croix de Guerre with Bronze Star for exceptional services during the liberation of France by the Provisional Government of the French Republic, and was also awarded the Silver Star for these services by the United States Government.

Ray Lipschutz, manager of Jack Greenberg's Star Theatre in Camden, N. J., and Mrs. Lipschutz, announced the birth of a daughter, Joie. Stanley Green, son of M. J. Green PRC, has been appointed a captain and promoted to ordnance battalion officer of the 26th Bomber Command in India.

Benjamin H. Kolber, 73, of the National Flag and Banner Company, died in the Jeane's Hospital recently after a long illness. Surviving are his wife, four sons and four daughters.

Robert Glatz, son of Benny Glatz, MGM projectionist, has been promoted to second class, somewhere in the Pacific. Another son Charles, was home on leave from the Brooklyn Navy Yard last week. The third son, William, is also with the Navy in the Pacific.

Mori Magill attended the New York wedding of United Artist district manager Harry Gold's daughter at the Waldorf-Astoria in New York recently.

Localities in the Warner Pow Wow which got under way last week, are known as the Nanticoke Tribe. Bill Mansell, exchange manager, has been named Chief Rain-in-the-Face.

CHARLOTTE

H. B. Meiselman, owner of an expanding chain of motion picture theatres in this area, has purchased a site on South Tryon Street and South College Avenue, in the heart of the city, at a cost of $25,000. Meiselman intends building a theatre immediately after the war which will be called Radio City. If and when the theatre is constructed it will be the only West Coast in Charlotte other than those controlled by the Wilby-Kincey Circuit. Meiselman also has another building project for a suburban theatre to be built on Providence Road.

Miss Georgianna Bannister, recently signed by Universal in New York, is a member of a prominent family here.

Vernon Gray of Paramount's Atlanta office was a recent visitor here.

Jack Tenen, assistant manager of the Tryon Theatre, who was badly burned by an explosion of the air conditioning unit two weeks ago, has been dismissed from the hospital and is convalescing at his home.

The Charlotte Public Library has acquired six new silent and two new sound films which are available to individuals and organizations for private showings. The silent films are entitled "Health Heroes," and depict the work and discoveries of Pasteur, Curie, Jenner, Koch, Trueman, and Florence Nightingale. The films which were produced by the National Industrial Council, are "Men and Machines" and "America, You've Earned It.

J. E. Moore, Granite Falls, has sold the Stone Theatre at Stony Point, North Carolina, to John DeLong, of Greensboro, North Carolina. DeLong will have active management of the house.

MEMPHIS

All of Memphis first-run theatres now have established a Thursday opening-day policy. The Malco, managed by Myron Meyer, and Loew's State, heretofore managed by Arthur Groom, have had the Thursday policy for years. Loew's Palace, managed by Cecil Vogel has shifted back and forth between Thursday and Friday opening. The Warner, under the direction of zone manager Howard Waugh has had a Friday opening-day policy. Theatre managers here say that a Thursday opening is about $100 better on a week than a Friday opening. Yet the fact that all Memphis retail stores are open Thursday days. For some reason the managers do not have handicap, a Thursday night closing on a picture usually is poor.

Arthur C. Bromberg, president of Monogram Star, exchanged the exchange here last week before training for New Orleans.

Norman J. Colquhoun, Dallas Republic district manager and former Memphis branch manager, has closed the exchange here last week.

A. Burch, Reeves, Mo., exhibitor, was forced to close down last week because of high water, the second time within a month that his business has been cut off by flood waters.

National Theatre Supply Co. and R. M. (Buster) Hammond, United Artists Memphis (Continued on Next Page)
REGIONAL — Continued

CROWD WELCOMES HERO. A record-breaking crowd of Paris, Ark., citizens were on hand at the K. Lee Williams Logan Theatre recently to welcome home their hero, Marine Cpl. Dennis Rainwater, Jr., son of Mr. and Mrs. Dennis Rainwater. Cpl. Rainwater was one of over 500 prisoners of war liberated from Japanese prison camp in the Philippines. The Logan's manager, "Vic" Farrar, is shown here extending greetings to the young Leatherneck.

here and who has been in the RCAF for the past four years, has been appointed assistant general manager of the Canadian Air Force Canteen in the Philippines.

Paul Nathanson, president of the Odeon Circuit, speaking at a district managers' meeting here disclosed that the circuit's postwar plans call for 100 new movie theatres to be constructed throughout the Dominion, 50 of which are expected to be completed two years after the war at a cost of $7 million. The Odeon building program, he added, would include the latest technological developments in use in English theatres which are closely associated with the J. Arthur Rank interests. Nathanson also announced that Howard Boothe, formerly district manager, will succeed Dave Graham, who resigned; and Earl Hayer, present district booker and theatre manager has been promoted to supervisor of Vancouver suburban theatres. Frank Sollic, manager of the Circle Theatre, will become district booker.

"Thunderhead, Son of Plidra," proved its worth at the Grand Theatre last week where it broke a 14-year record. All theatres did excellent business over Easter.

J. D. Gillum, Man., has bought the Grand Theatre, Melfort, Sask., from Mrs. A. Assally. S. T. Baldwin, a brother, is operating the house on which alterations and improvements are planned after the war.

Frank Vaughn, former Universal manager of the Variety Club last week.

The Variety Club, whose chairman is Herbert Kohn of Malco Theatres, Inc. The committee has voted to open support of the Milk Bank to the general public and will accept memorial gifts for the fund. The Variety Club has received national commenda- tion for its financial support of the Bank.

Among exhibitors booking in Memphis this last week were C. J. Collier of Drew, Ruleville and Shaw, Miss.; Clydie Browning, Ecu., Miss.; W. R. Wringer, Lettsville, Ark.; Cliff Peck, Covington, Tenn., and Henley Smith, Pocahontas, Ark.

Hilman Pingeon, Army combat photographer who helped film the invasion of Leyte for the Army Signal Corps, is on 30-day leave in Mem-

Los Angeles

National Theatre Supply had a fire (April 3) of undetermined origin. Although the damage has not been estimated, it is believed it will reach the $25,000 figure.

Alex Cooperman, booker at Exhibitors' Ser-

vice, has entered the real estate brokerage field, but will continue his duties with the firm.

The Pico Theatre, operated by Mrs. Goldman, has been reported sold.

Film Row visitors included: Lou Kolvin, of the Unique, L.A.; Bob Dunning, Rio Theatre, Blythe; Mr. and Mrs. Lemucchi, Bakersfield; Lester Perkins, Mesa Theatre, Victorville; Mario Pierucci, Buttonwillow, Buttonwillow, Ariz.; Ernie and Glen Harper, Corona Theatre, Corona; Mrs. Foster Jackson, Elsinore Theatre, Elsinore; Mr. and Mrs. J. Menard, Norwalk Theatre, Norwalk; Harry Rakin, president of Exhibitor Service, Inc., left for a 10-day business and pleasure trip to Phoenix, Ariz. He was accompanied by his brother, Louis, of the Grand Theatre, Douglas, Ariz.

Mr. and Mrs. Pete Simos, Virginia Theatre, Bakersfield, have announced the engagement of their daughter, Joy, to L. Nelson, not of the trade.

N. A. McGaugh, the new booker for Col-

biuma, formerly was booker for the Vicuino Circuit.

Foster Blake, Universal branch manager left for convention and vacation.

J. Stillwell has sold his Grizzly Theatre at Big Bear Lake to Earle Strebee, who has theatre interests in Las Vegas and Lake Arrowhead.

George Hickey, MGM Western division manager, has purchased 960 acres of land near Palm Springs with an eye to future subdivision.

T. Carr, who is building a theatre at Lamont, Calif., was observed on Film Row buying product.

VANCOUVER

Harold E. Lombard has been named branch manager of Confidential Reports here. Field supervisors include George Northouse, Jr., and W. H. Hoffman; Mrs. Ruth Spaulding, secre-
tary, Mrs. Gail Coulter, accountant.

William Miskell, Tri-States district manager, will be in charge of theatre activities here in connection with the United National Clothing Collection.

Benjamin Hahn is the new student manager at the Brandeis Theatre. He comes from the RKO house at Davenport, Ia.

Mildred Williams, 30th-Fox office manager, has returned from a visit to Mason City, Ia.

Morris Safier, PRC Western sales manager, spent a week in the territory.

Don V. McLucas, WAC chairman, has ap-

pealed to exhibitors in this area to get their Red Cross drive going. Cpl. William Miskell, care of the Orphenian Theatre here.

Jack Connor, MGM exploiter, will leave April 17 for a conference in New York with B. R. Ferguson, head of the exploitation de-

partment.

B. C. Marcus, Columbia, Kansas City district

manager, was a visitor last week.

Elmer Dana, Columbia salesman for the past eight years has resigned due to poor health.

L. H. B. Johnson, Jr., son of Harold John-

son. Universal branch manager, returned here on a 30-day furlough after a long period of service in the Mediterranean.

Libby Fishberg, with the WB exchange, was married to Irving Lincoln, a veteran of this war in April.

Robert Ballantyne, theatre equipment company owner here, was among the members of the family who recently observed the 92nd birth-
day of their father, J. A. Ballantyne, Sr., in

Norfolk, Va.

The name of the Brandeis Theatre will hence-

forth be known officially as "Brandeis." the word meaning it is now in complete possession of RKO-Radio, Pictures Corporation.

Joe Jacobs, Columbia branch manager, has recently returned from a trip to Japan. Harold Garber, former accessory manager now stationed in the Pacific theatre. Made entirely of shell casings, it has a model plane, as an ornament, on top.

E. G. Gammon, Schuyler exhibitor, has re-

modell ed his Avon Theatre and reopened for business.

OMAHA

The Easter Parade here led straight to the downtown theatres. The weather was clear until evening when showers dampened the streets but not the demand for screen entertainment. All first-run houses reported overflowing attendance.

RKO district manager Bernard Kranze boomed pride when his son, Don, came home on leave wearing newly acquired wings and his insignia as Flight Officer.

Ogilvie Carter, former manager of the Rialto Theatre here has been reported a prisoner

(Continued on Page 35)
PARAMOUNT Rings The BELL AGAIN!

In 58% of its popular priced engagements, where it has not played before at advanced admissions

"FOR WHOM THE BELL TOLLS"

has topped or equalled such terrific grossers as

"THE STORY OF DR. WASSELL" and

"GOING MY WAY"

THE PRICES ARE REGULAR... BUT

THE BUSINESS IS SENSATIONAL... And here are...
5 REASONS WHY

"FOR WHOM THE BELL TOLLS"

Is One Of The Greatest Box-Office Attractions Of All Time!

1. GARY COOPER — NO. 2 MALE BOX-OFFICE DRAW!
2. INGRID BERGMAN — ACADEMY AWARD WINNER FOR 1944!* 
3. ONE OF THE BEST-SELLING NOVELS OF ALL TIME! 
4. SOLD TO THE PUBLIC BY A MILLION DOLLARS' WORTH OF ADVERTISING!
5. TECHNICOLOR — Spectacular outdoor action — the most electrifying climax the screen has ever known — in breathtaking color!

*THE PICTURE WITH TWO ACADEMY AWARD WINNERS!
Katina Paxinou also won an Academy Award in 1943 for her performance in "FWTBT"
REGIONAL

Continued

of war since Dec. 16. At the time he was listed as missing.
E. Stutz has announced a policy of foreign films for the Metropolitan Theatre which recently suspended playing colored shows.
William N. Skirball, head of the Skirball Brothers Circuit, will arrive here April 18 from California.
Confidential Reports here opened its offices last week in the Keith Building. Herman Schacht is its manager.
The Cleveland Cinema Club, under the direction of its president, Mrs. Ethel Conrad, has launched a contest in cooperation with the Cleveland Public Library, which is contributing space for a display of stills and advertising material from which the contestants will guess the titles and stars of 50 pictures. A perfect answer will be rewarded with a $10 cash prize.
The display is attracting city-wide interest.
From the west coast comes news that Marty Friedman, former Warner booker, now a sergeant in the Marines, is en route to active duty in the Pacific.

WASHINGTON

The Glaucoma Clinic of the Episcopal Eye, Ear, Nose and Throat Hospital has treated 126 patients in the past six months, according to Rudolph Berger, chairman of the Welfare Committee of the Washington Variety Club. The clinic, sponsored and supported by the club for the prevention of blindness, has made a conscientious effort to acquaint local residents with the symptoms of glaucoma and the importance of treatment. Berger recently was elected to the board of trustees of the Society for the Prevention of Blindness.

Fifteen thousand free tickets to the Glen Echo Amusement Park have been tabbed for servicemen in this area, according to an announcement of the District of Columbia WAC and the War Hostpitalities Committee of the Community War Fund, co-sponsors of the Free Tickets to Servicemen Hunt. Leonard Schloss, veteran manager of the Glen Echo, has been contributing free tickets for a number of years.
Frank La Falce, director of advertising and publicity for Warner Bros. received a V-Mail card from Lt. Edgar M. Jones, formerly of Billboard, and now with the Army in the Philippines.
Tom Baldridge, MGM publicist has been named drive director of Virginia theatres for the 7th War Loan by State co-chairmen Hunter Perry, Dominion theatres, Charlottesville, and Frank O'Brien, Fabian-Wilmer and Vincent theatres, Richmond. Baldridge has been active in bond drives since the industry's participation in the E Bonds promotion in the 2nd War Loan. Upon appointment, Baldridge made plans to hold regional 7th War Loan meetings with exhibitors throughout the state, at Richmond, Fredericksburg, Norfolk and Roanoke.
Dorothy Pfluger, MGM cashier, was unanimously elected president of the Washington MGM Pcp Club. Other officers elected were: vice-president, Ann Hanover; secretary, Rose Frank; treasurer, Hazel McCarthy; and sergeant-at-arms, Dorothy Small.
A large group of Warnerites turned out for the marriage of Mildred Smith, switchboard operator, and A. W. Bernhardt, chief electrician of the Earle Theatre, April 5, at the St. Paul Lutheran Church.

CINCINNATI

Lee Bagie, 20th-Fox local branch manager, and J. J. Grady, district manager, are pleased over the results of 20th anniversary drive. All theatres in this area are cooperating 100 per cent in showing 20th-Fox films this month.
The Cincinnati Cinema Club was scheduled to hold its annual dinner April 14.
Anna Niethe is now in charge of the Andalus Theatre.
James Wilson has reopened his Riverside Theatre which was closed by the flood.
David Kearney, Universal's new office manager, and Mrs. Kearney, are now established at the Kemper Lane Hotel.
Mardell Maxey, Schine's short subject booker, spent the weekend in Lexington.
The Drive-In Theatre, Montgomery, will open April 20, by which time all outdoor theatres in this area will have opened for a summer season despite the gas shortage.
Exhibitors booking on the Row this week were John Gregory, Roy Wells, Herb Ochs, Drive-In, and Fred Cream, Dayton, Abe Hyman, Greater Huntington Theatres, Leo Yassenoff, and A. A. Abel, Columbus, and Mr. and Mrs. Joseph Emmick, Germantown, Ohio.
Joe Oulahan, Paramount, has returned from Washington, D. C., where he attended the funeral of his sister.

DES MOINES

T. J. Markley has sold his theatre in Arlington, Iowa, to V. E. Dahl of Fayette, Ia., who also owns the theatre in the latter city and took over operation of the Arlington house, April 1.
David Gold has joined the sales force of 20th-Fox here. He was formerly ad sales manager and booker at the exchange in Des Moines before entering the service, and recently was given a medical discharge by the Army.
William Shirley, Columbia exploiter, is working here on "A Song to Remember."
Miss Shirley Westland, cashier at the Paramount Theatre, has been named Iowa's Pinup Girl of the Year. She is also a booking girl at the Paramount.
Miss Middle Hugel, formerly with Central States accounting department, is now the cashier at the 20th-Fox exchange. Mrs. Carrie Favor has returned as assistant cashier.
Fred Danico, former manager of the Esquire Theatre, Davenport, has received a medical discharge after 14 months in the Navy.

DENVER

The first theatre project announced in the post-war period here will be built by J. P. Dikeou, wholesale candy and tobacco merchant.
The house will represent an investment of about $500,000 and will be built at 1629-41 Welton, a block from the Orpheum, Telenea, Denver and Paramount. Dikeou said construction will start as soon as the government releases material. Dikeou will welcome back Chet Bell, who will return as manager of the Paramount exchange, after spending some time in Los Angeles as manager there, and will be sorry to lose Harry Hasz, who is being sent to Charlotte, N. C., as manager.
Ronn Salazar is opening a theatre in Espanola, N. M.
Lou T. Fieler, Monogram franchise holder, (Continued on Next Page)

AT LAUNCHING OF INDUSTRY'S WAR LOAN DRIVE. Here's a panoramic view of the luncheon meeting which featured the all-day conference in New York this week of the Eastern and Southern districts of the film industry in preparation for the Seventh War Loan campaign. Among those present were the members of the National Committee, exhibitor, distributor and publicity state chairmen from Connecticut, District of Columbia, Georgia, North Carolina, South Carolina, Maine, Maryland, New Hampshire, Northern New Jersey, Southern New Jersey, Metropolitan New York, Albany, Buffalo, Eastern Pennsylvania, Western Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia and Eastern Missouri. Details of plans outlined at the meeting will be found on page 10.
SHOWMEN'S TRADE REVIEW
April 14, 1945

REGIONAL

For the second year in succession a Toronto business men's association has sponsored a theatre night at the West End Theatre to raise funds for the Y.W.C.A.'s summer camp. Although this year's figures are not available, this medium raised enough money in 1944 to enable 85 girls to have a five-week daily program of fun and recreation.

Germany's war guilt will be brought home forcibly to the people of that country and no punches will be pulled in their new educational fare, said to consist of specially made films which will show the German people their mistakes and our foresightedness, according to an American radio report. The aim of the foreign film interests in England. The films will be news reel and documentary in nature.

The problem of locating the relatives of John Charles Strong, 65, described as a discharged veteran of the Army who died last week at the Imperial Theatre, were unaware of the incident. Miss B. Corber of Regal Films has returned following a visit to New York.

 chassis. This was also a problem of the relatives of Mr. Besser. Miss Cote, who occupies the position at the Imperial Theatre, St. Johns, Quebec.

The Sagebrush Heroes (Continued from Page 21) entertain the children in a Boys' Home. One of the boys contrives to lead the top man of the troupe know about the bad conditions going on within the Cabin, which will make considerable trouble for him. By playing the part of a mysterious masked rider, just like his radio impersonation, this man discovers the information about the crooked activities.

Comment: This is program western fare aimed at the usual "sagebrush" spot. A little truer to the original than the majority of these offerings, for it deals with youth problems and the rehabilitation of unfortunate youngsters, it nevertheless has enough riding, shooting and fighting, and Dub Taylor's type of comedy to satisfy the action followers. Jimmy Wakely and His Saddle Pals and Ozie Waters and His Rhythm Aces give the show a full program. Girls on Kline have the qualities that westerns require, just keeping the picture on a middle track for average fare.

Eadie Was a Lady
Columbia
Musical
57 mins.
AUDIENCE SLANT: (Family) Fairly satisfactory entertainment with dancing and singing by Ann Miller.
BOX-OFFICE SLANT: Regular program offered.

Plot: When the college work of one of the top dancers in a burlesque show suffers, and her Boston family are about to uncover her burlesque affiliation, she quits the show. But the producer interested in her and in his investment finds a way to make everything appear on the up-and-up for the college, the family and the girl.

Comment: Ann Miller's dancing and singing and Joe Besser's comedy routines comprise the entertainment elements in this program picture. For the story is routine stuff about a "society" girl trying to live a double life, and there it stays, without having had enough to squirm out of home ownership in exchange in plot for the average theatregoer. All honors for whatever enjoyment the picture carries go to Ann Miller; it is her singing and dancing that keep the show going, and Joe Besser comes in for a little of the glory with the laughs he draws. Satisfaction for the youts are turned out by William Wright, Jeff Donnell and Douglas Wood. Michel Kraike has given the production several nice dance sequences, the one called 'Eadie being particularly good. Direction is by Arthur Dreifuss.
Celebrate in April with this—and many other smash hits!
PRODUCTION NOTES FROM THE STUDIOS

**John Payne Gets Romantic Lead in 'Enchanted Voyage'; 'Night and Day' to Feature Thirty Tunes by Cole Porter**

- James Craig was assigned one of the top roles in MGM's forthcoming Technicolor picture "The Yearling," which will star Gregory Peck, with Harry Davenport and Margaret Wycherly in important featured roles. Clarence Brown will direct and Sidney Franklin is producing.
- Milton Feldman was set by Columbia as assistant director on "The Gay Senorita," new musical romance based on Olivera Street, in which Arthur Dreiffuss will direct Jinx Falkenburg, Jim Bannon and Steve Cochran. Film will be produced by Jay Gorsney.
- Edward Lilley has been signed to direct "Gregory The Great," Monogram story of a magician which will mark the first production effort of Louis Berkoft, owner of a chain of Southern California motion picture theatres.
- Lucy Knoch, young Paramount player, was cast for a part in "The Blue Dahlia," which stars Alan Ladd, William Bendix and Hugh Beaumont. Direction of George Pruett is John Houseman, director is George Marshall.
- John Cromwell was signed by 20th-Fox to a long term director's contract. He will direct "Cluny Brown" for Ernst Lubitsch as his first assignment. Jennifer Jones will play the title role.
- One hundred and fifty Negro extras will be used for the African village sequence in "Congo Adventure," starring Alan Ladd and directed by Howard Hawks.
- Charles Dingle drew a featured role in David O. Selznick's "Duel in the Sun," which stars Jennifer Jones, Joseph Cotten, Gregory Peck, Lionel Barrymore, Walter Huston and Lillian Gish. Victor Wong also was signed for a role in the Technicolor production which King Vidor is directing for United Artists release.
- Conrad Nagel and Margaret Lindsay were signed by Columbia to play the adult leads in "Rusty," tale of a boy and his dog which will star 11-year-old Ted Donaldson. "Rusty" will be the first feature-length directorial job for Paul Bunnell.
- Thirty of Cole Porter's tunes will be featured in Warners' "Night and Day," dealing with the life of the composer and his music. Michael Curtiz will direct and Arthur Schwartz will produce.
- John Loder has been signed by Walter Colmes to co-star with Nancy Kelly in "The Web," Phillip Yordan original which he is producing and directing for Republic.
- Myra Nelson and Marion Lesing have been signed for the roles of salesgirls in the Bing-Crosby-Ingrid Bergman starrer, "The Bells of St. Mary's," Leo McCarey's first Rainbow Production for RKO.
- The largest outdoor prison set ever constructed on the lot at 20th-Fox has just been completed for Producer Ben Silvey's "Within These Walls," a penitentiary melodrama co-starring Thomas Mitchell, Mary Anderson and Eddie Ryan. Cast includes Roy Roberts, B. S. Pully, Stephen Richards and John Russell, with Bruce Humberstone handling the directorial reins.
- "Idea Girl," an original story property, was assigned to Associate Producer Charles Barton to develop, produce and direct for Universal. Story is a musical comedy and concerns a girl song pluggler. Several name bands will be featured.
- George Coulouris has been given one of top roles in Warners' "The Adventures of Don Juan," Errol Flynn starrer which Robert Florey directs, Jerry Wald produces.
- Geraldine Fitzgerald reports to Universal for costume fittings prepared by Travis Banton for her picture next, "Uncle Harry," in which she co-stars with George Sanders and Ella Raines. Robertcmdak will direct for Producer Joan Harrison.
- Clark Gable, Thomas Mitchell and John Quaalen report to MGM studios for a series of tests for their roles in the forthcoming "This Strange Adventure," which Victor Fleming will direct and Sam Zimbalist produce. Starring Clark Gable with Greer Garson, the picture is scheduled to start this month.
- John Ridgely and Virginia Sale have been given roles in "Danger Signal," the Faye Emerson-Clyde Scott starrer now in production at Warner Bros. Robert Florey is directing, with William Jacobs producing.
- Ted Tetzlack, noted fashion designer, was inked by Mutual Productions to design the elaborate wardrobe which Marguerite Chapman will wear in "Pardon My Past," Fred MacMurray starring comedy which Leslie Fenton produces and directs for Columbia release.
- Pat Phelan, Roland Dupree and Billy De Wolfe have joined the cast of "Our Hearts Were Growing Up," Paramount picture which William Russell is directing with Brian Donlevy, Gail Russell and Diana Lynn.
- John Payne gets the romantic lead in "Enchanted Voyage," 20th-Fox picture which Lloyd Bacon will direct and Walter Morosco produce. Others signed to date are Cornel Wilde and Clem Bevan.
- John Hoffman has been signed to direct "Hear That Trumpet Talk" for Universal, by Associate Producer Henry Blankfort. Noah Berry, Jr., and Danny Morton are set for the two male leads, and Lois Collier and Claudia Drake have important feminine roles.

**Wood Gains Complete Control of 3 Story Properties From Columbia**


Wood has been conferring with the State Department on the possibility of going to Paris to arrange for the filming of "Tatania" as soon as raw stock is made available for independent production. Since the story's background is laid in France, Wood feels he could serve a two-fold purpose by filming the picture in its natural locale. He will attempt to borrow Ingrid Bergman for the leading feminine role.

**Goetz Buys 'Dark Mirror'**

William Goetz has purchased the screen rights to "The Dark Mirror," murder mystery melodrama by Vladimir Pozner which Norma Johnson will produce and write for the screen as his next International Pictures production. Distribitorial and cast assignments will follow completion of the screen treatment, with production to start in early Fall.

**Overseas Hit Set for Film**

The most popular song Frances Langford sang during her overseas tour with Bob Hope, "I'm in the Mood for Love," will be sung by Miss Langford in the William Pine-William Thomas Paramount picture, "People Are Funny," being produced and directed by Sam White. Others in the cast are Jack Haley, Rudy Vallee, Helen Walker, Ozzie Nelson, Phil Reed, Bob Graham and Art Linkletter.

**D. A. Doran Joins Paramount**

D. A. Doran, production executive at Columbia for the past five years, will join Paramount about May 1 in a production capacity, it was announced this week by Henry Ginsberg.
SEIZE REICH
GOLD HOARD

There's more here

HOTEL BERLIN

Typical Warner Stuff
SHOWMEN'S TRADE REVIEW

April 14, 1945

Mrs. Showman Goes
Studio Strolling

Dear Mr. Exhibitor's Wife:

When I learned that Judy Garland and most of the cast in the MGM Technicolor picture, "The Harvey Girls," were working today, I arranged for us to visit the set. It sounded particularly inviting, for not only would we see Judy again, but we would be able to attend an old-fashioned Ice Cream Social, which the Harvey Girls were giving. Of course, our attendance would be somewhere outside the range of the camera, but we'd be there to watch the proceedings.

The set is that of the restaurant which the Harvey Girls run, shooting takes place inside the dining room. All the tables and chairs have been moved to make room for the dancing. In a corner of the main room stands a table with quite a spread. There's chocolate and marble cake and a huge bowl of punch. The ice cream is evidently going to be served at the bar, which is up a few steps to the right.

Story is about the founding of the Harvey Restaurants, particularly about the two sets of women, "The Harvey Girls," quiet and demure young ladies, and "The Alhambra Girls," who are just the opposite and who work in a gangster's place across the street.

Their individual costumes stamp them for the group to which they belong. The Harvey Girls wear simple, long dresses of their hair is combed away from their faces. The Alhambra Girls, who show up at the party to break it up and steal the men, wear short, very showy chorus costumes with their hair piled high on their heads and lots of feather trimmings.

The same contrast can be noted between the costumes of Judy and Angela Lansbury. Judy has on a lovely, heavy white silk, full-skirted dress and Angela is wearing a snug-fitting, strapless fuchsia silk, with feathers cramped onto the bosom.

As we stand checking the costumes, a call comes through for "all girls in position." So the girls come forward, "All the Harvey Girls and Boys" are called next. Director George Sidney, who has been standing in front of the camera planning details for the next scene, has the Harvey Girls stand at the entrance to the dance floor, where Judy must also stand. She is the hostess and must approve the invitations handed out, although she'd rather they didn't enter.

With such a large set to be filled, constant changes have to be made. Backgrounds have to be adjusted and each individual person's position has to be marked. This takes considerable time, so after one or two tries, we find that so much time has elapsed that we must leave before they really get going.

No chance to visit with Judy, but we wave to her as we walk out.

Until next week.

Ann Lewis

Four Edwards Songs in Musical

Four songs by Gus Edwards have been set for use in "Sunbonnet Sue," Monogram musical to co-star Gale Storm and Phil Regan, with Ralph Murphy directing for producer Scott R. Dunlap. In addition to the title song, other numbers in the score will be School Days, See Saw and By the Light of the Silvery Moon.

Two Cast for "Yearling"

Don Gift, young son of a Los Angeles war worker, has been signed for a role in MGM's "The Yearling," which will star Gregory Peck and Chill Wills has also been cast for the film. Producer Clarence Brown is already in Florida planning background sets.

Finishes 'Chicago Lulu' Screenplay

Oliver Cooper has completed the screen script for RKO Radio based on Wayne Wington's "Saturday Evening Post" short story "Chicago Lulu."

DeSylva Buys Mystery Tales

Marking his first purchase of story property since he formed his independent producing organization at Paramount, B. G. DeSylva has bought "After Dinner Story," a group of novel mystery tales just published, and is making preparations for adapting the material to the screen. Author of the new book is William Irish, equally well known as Cornell Woolrich. DeSylva has Alan Ladd in mind in connection with production plans on "After Dinner Story."

Alice Faye Back to Screen

Induced to come out of retirement, Alice Faye will return shortly to play the major feminine role in 20th Century-Fox's "Fallen Angel," a dramatic love story which Otto Preminger will direct and produce. She will play her first straight dramatic characterization, and Linda Darnell will play the other feminine role in the film.

Starts Work on Original

Richard Sale, famed short story writer, who recently joined Paramount as a contract writer, has started work on an original, "The Forgotten Friday," which deals with the adventures of a young man who loses consciousness on Thursday afternoon and wakes up on Saturday, and his efforts to find out what happened during the lost 24 hours.

POWELL CONTINUES DRAMATIC TREND

Branching out into straight drama with "Murder, My Sweet," Dick Powell will continue in the acting role from former "crooner" roles as the star of RKO Radio's "Coronered," an original story by Ben Hecht, Czenzi Ormonde and Herman Markowitz. Powell will have the role of an honorably discharged RCAF flyer tracking down a war criminal in South America.

From 24th to Sixth Place

Latest fan mail tabulation at the Warner Bros. Studio reveals Lauren Bacall as having jumped from 24th to sixth place, an unprecedented rise for any newcomer in only one picture, "To Have and Have Not." Miss Bacall recently completed her second role with Humphrey Bogart in "The Big Sleep."

22 Stories Being Prepared

For Filming at Paramount

Despite a record backlog of completed pictures, Paramount currently has 13 stories being prepared for filming by Henry Ginsberg and his staff of producers, in addition to nine others being readied by the B. G. DeSylva and Hal Wallis production units.


Starring Role for Fitzgerald

Plans to star Barry Fitzgerald, who won the Academy Award for his performance as the old priest in "Going My Way," in "Third Avenue," a story of modern New York, have been announced by Henry Ginsberg, Paramount studio head. "Third Avenue" is being written by John McNulty and Anne Froelick.

RKO Signs Frankie Carle

Frankie Carle and his Orchestra have been signed to a long-term contract by RKO Radio, thus insuring the appearance of the pianist and his new musical group in forthcoming film musicals from that studio. Carle is the composer of "Sunset Serenade," "A Little On The Lonely Side" and "Carole Boogie."

Youngster Signed for 'Bells'

Edna May Wonacott, 13-year-old grocer's daughter discovered by Alfred Hitchcock, has been signed by producer-director Leo McCarey for an important role in "The Bells of St. Mary's," which RKO Radio will release. She will be seen as one of Ingrid Bergman's pupils.

AMES' TWO TECHNICOLOR FILMS

Stephen Ames, who functioned as associate producer under Robert McGowan in the Technicolor feature, "The Spanish Main," has been signed by RKO Radio to produce two new Technicolor specials, "Sinbad the Sailor" and "The Fabulous Invalid."

NEILL'S TWO HOLMES FILMS

Roy William Neill, producer and director of the Sherlock Holmes pictures for Universal, has selected "Terror by Night" as his second Holmes story to be made this year. "Red Dawn" will be the next on his schedule to star Basil Rathbone and Nigel Bruce.

MISS DE WIT SIGNS 'U' PACT

Jacqueline De Vit has been signed to a long-term contract by Universal. First assignment under the new deal is a role in Deanna Durbin's "Lady On A Train."
Films that helped our boys prepare for the toughest of life's jobs... today are being matched by a wide variety of "rehabilitation films." These special pictures are shown before appreciative audiences in hospitals and convalescent centers.

Because of the part played in these new films by men who were themselves hurt in mind or body, they prove that, with pluck and patience, handicaps can be overcome to a remarkable degree.

These "rehabilitation films" help to lift the spirits of boys who have been eating their hearts out in hospital beds... make them say to themselves: "I can do it, too." They help smooth the rough road back—to an extent that we whole ones can never fully appreciate.

Eastman Kodak Company, Rochester, N. Y.

J. E. Brulatour, Inc., Distributors
Fort Lee Chicago Hollywood
The Returning Veteran (Interesting)  
20th-Fox—March of Time 17 mins.

To the nation's profound and stirring problem of the returning veteran, the editors of March of Time have sketched in dramatic and pictorial terms some of the examples in the cross-currents of life as these men return to civilian ranks. In addition to the Government's agita set up in Washington to iron out the interlocking complexities of the problem, the film depicts various phases of the soldier in the transition period between separation and total demobilization and return to his former home environment. In one of its more intensified episodes it takes the case of a man condemned by his community as "mental" and illustrates the degree of assiduousness with which the local psychiatrist has to reeducate this man to his former employer to overcome a deep-rooted prejudice. The fact that in this instance the object of local prejudice finally makes good and surpasses himself, betokens, however, an iota of its universality on the overall picture. It depicts, too, the type of disgruntled veteran who had in Army life achieved rank, and yet with his return is unable to adjust himself and becomes foil for a destructive organization. Against this in rebuttal are scenes showing a veterans' meeting uninfluenced by rabble rousing, determined to link itself with the pursuit of constructive work. There are also scenes depicting promises made and broken by the girl left behind, of the counsel of fathers to their sons who a quarter of a century back were confronted with a condition not dissimilar from the present, and also scenes of the boy who had seen action and who no longer is content to remain fettered to the ties of small-town life. The film omits any reference to the anti-discrimination law recently passed in New York state as a possible link with the solution of the problem. The men who wrote the law, agitated for it and helped pass it, had the problem of the soldier and others well in mind.

Men to Remember (Excellent)  
Col. (8657) Screen Snapshots 9 mins.  
A biographical tribute to Tom Mix and Will Rogers, this sketches events in their lives. The narrator traces their early careers and they are shown with famous personalities of their day. Good for any program.

Rough and Tumble (Very Funny)  
Col. (8606) Sport Reel 9 mins.  
A screamingly funny portrayal of the wrestling game as it may be seen almost anywhere in the country. Four wrestlers in the ring at once battle as teams of two with all of the mock ferocity, grimaces and occasional technical skill the pachyderms use to entertain. Narrated by Bill Stern, this will add a fillip to any dramatic program and won't suffer by contrast to really fine comedy.  

Are Animals Actors? (Good)  
WB (1106) Featurette 20 mins.  
The question the title asks can definitely be answered in the affirmative. How much of a part they play in the making of motion pictures needs no substantiation here. But it is interesting to see who trains them and how. The film opens in Hollywood where Renne Renfro's kennels are located. Highlights are the amazing abilities of some of his capable performers, including Daisy the terrier, and her family. After Renfro demonstrates how he puts the dogs through their paces before the camera, the film follows in rapid succession with a troupe of Doberman Pinschers, performing bears, dancing stallions, seals, monkeys, lions and tigers. Separate shots of the outstanding animal actors of all time, one of Rin Tin Tin, and the other of Tom Mix's horse, Tony, conclude this 20-minute short.

Behind the Meat Ball (Good)  
WB (1704) Looney Tunes 7 mins.

The scarcity of meat underlines the humor of this cartoon in Technicolor when a dog, dreaming of meat, becomes disgusted with his 6-cent meal consisting of a compound of vegetables. He begins to see mirages of—imagine it—juicy steaks. After being fooled several times, he finally passes up a real steak. The better realization becomes more embittered when a bulldog enters the action in a contest for the meat, while a smaller dog carries it off and eats it.

Screen Snapshots No. 6 (Good)  
Columbia (6856) 9 mins.  
The last War Loan drive in Los Angeles must have proved a tempting morose to the Screen Snapshots cameraman, for Errol Flynn, Roy Rogers, Hoot Gibson, Wild Bill Elliott, Leo Carrillo and Andy Clyde are some of the identities on horseback in western attire who led the parade. A fashion show at Ciro's in which Hollywood's feminine personalities are dominant is another highlight. The piece de resistance, however, is an articulate recording of the Rudy Vallee and Fred Allen radio show that really registers.

Birthday Blues (Average)  
RKO (53,703) Leon Errol 17 mins.  
Leon Errol's stature as a comedian needs no recommendation from this department. Even the best comedian, however, cannot produce the laughs without desirable material. The vehicle hangs heavily on Errol's shoulders and those

THE ALL TIME CHAMP—

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Baton Rouge—Astor
Boston—Astor
Buffalo—Pom-O
Chicago—Emmon
Cincinnati—Popular
Cleveland—Imperial

Book it TODAY—

ASTOR PICTURES are Box-Office FROM ANY ANGLE!
of a cast who try to make most of a situation in which the husband forgets his wife's birthday. To make up for the omission he buys her a fur coat on the swing which has been stolen from a neighbor. The ensuing complications are patterned in familiar lines of farce. As a whole it will not hog the laughs. Produced by George Bilson, and directed by Hal Yates.

Newssreal Synopses

(Released Wednesday, April 11)

MOVITONE NEWS (Vol. 27, No. 63)—Eisenhower hands bastogne to Bastogne: Prime Minister Churchill and General Eisenhower watch as Allies begin final drive into Germany.

NEWS OF THE DAY (Vol. 16, No. 251)—Most brilliant parachute army of the war is filmed in action by "E. S. and British combat cameramen during spectacular sky jump over Wood; Yanks back in Coblenz; Eisenhowser salutes heroes.

PARAMOUNT (No. 64)—France reveals hidden plane; Secretary of Okinawa; British capture city of Mandaya as populace hallows defeat of Java; MacLeish explains the San Francisco press program; Ship named in honor of woman launched at Panama City, Florida; Riding surf in Australia.

UNIVERSAL (Vol. 17, No. 387)—Air Army invades Germany; Coblenz, key to Saar, captured; New French sky giant; 11th Airborne Division honored.

ALL-AMERICAN NEWS (Vol. 3, No. 129)—Negro tank crew advances in Germany; Men, 102, tells how he cast his first vote; OPA fights inflation; Grandad London in Easter Parade; Train bombers at Freeman Field, Indiana.

(Released Saturday, April 14)

MOVITONE NEWS (Vol. 27, No. 64)—Terrible naval bombardment paves way for landings on the strategic isle of Okinawa; British capture city of Mandaya as populace hallows defeat of Java; MacLeish explains the San Francisco press program; Ship named in honor of woman launched at Panama City, Florida; Riding surf in Australia.

NEWS OF THE DAY (Vol. 16, No. 252)—First films of Okinawa invasion with famed war correspondent Errol Pyle; Modern V. S. Rocket gun Germany; British capture famed Mandaya; Big four confer on world security; Gulf lessons for wounded GIs.

PARAMOUNT (No. 65)—Army reveals new rocket; Prelude to San Francisco Security Conference; Latest films from West Front that document the great push toward Berlin; Russia serves notice on Japan; Victory in Mandaya as the British pour into the historic city.

GOYO NEWS (Vol. 16, No. 67)—Prepares for San Francisco meeting; British win Mandaya; Invasion of Okinawa.

UNIVERSAL (Vol. 17, No. 388)—Landings on Okinawa; Mandaya recaptured; Allied net tightens on Germany; Air Force prepares for security conference; Goliath entertain GI wounded.

ACTOR TURNS DIRECTOR. Remember when Noel Madison played menacing roles in features, usually a gangster? Well, he's now a director, and a darn good one, if one is to judge by the reception the Paramount Musical Parade featureettes directed by him have received. Here he is describing the action he wants for a scene in "Bombalera," which Paramount released recently. Others above are Frank Faylen, Grace Gillern and Stan Johnson.

SHOWMEN'S TRADE REVIEW

CLASSIFIED ADVERTISING

Ten cents per word (10 words minimum). No cuts or borders. No charge for name and address. 5 insertions for the price of 3. Money order or check with copy instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York 18, N. Y.

AIR COOLING EQUIPMENT

PLACE YOUR ORDERS RIGHT NOW FOR NEW AIR WASHERS, Rotary Spray Mf: Type to Work With Any Blower.—Easily Installed—5,000 cfm, $15.50; 7,000 cfm, $14.00; 10,000 cfm, $10.70; 15,000 cfm, $200.00; 20,000 cfm, $250.00. Recirculating Pump slightly additional. New Prever Blowers, starting at $165.00 for 5,500 cfm; also Diffuser Grilles, from $21.80; AA-S MRO Priority required. Send for Air Conditioning Catalogue. S.O.S. Cinema Supply Corp., 449 West 42nd St., New York 18, N. Y.

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THEATRE BUILDING; Brick, 25 x 75; corner: Main street; College town. Mrs. M. D. Tyler, Mt. Carroll, Illinois.


HELP WANTED

WANTED: MANAGER for modern theatre in coal mining camp. Also two operators for other towns. These positions permanent with excellent opportunity for advancement. State age, draft and family status, experience, references, salary expected. Boosers, drifters, and chasers need not apply. Cherokee Amusements, Inc., Evens, Tenn.

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ARMY SURPLUS CRYSTAL MICROPHONES, $13.50; Angle Iron Horn Tower 8' high, $62.50; Sound Protectors, 16-mm.; screen, from $175.00; Sound...Man's Complete Testing Outfit, Just Released, $28.40; Sound Optical Systems, $15.95; S.O.S. Cinema Supply Corp., 449 West 42nd St., New York 18, N. Y.

THEATRE GAMES

DIE CUT BINGO CARDS—$25.00 in 10,000 lots Smaller quantities, $2.25 per 1,000, 1-75, 1-100. IMMEDIATE DELIVERY. S. Klous, c/o Showmen's Trade Review, 1501 Broadway, New York City 18, N. Y.

FOR YOUR BINGO GAMES. Buy your cards from controlled or uncontrolled, dye cut, play right, priced right—service supreme. Samples on request. Premium Products, 354 W, 44th St., New York 18, N. Y.

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MORE THAN 12,000 CHAIRS AVAILABLE—LOOK—600 American Fully Upholstered Velour Back, Squab Springless Cushion Chairs, good as $55.95; 575 Heywood Wakefield Heavy Panel Back, Squab Cushion Chairs, steel tubular standards, excellent condition, as is, $4.55; 500 Heywood Wakefield Panel Back, Box Spring Cushion Chairs, excellent condition, $5.95; 760 Irwin Rebuilt newly upholstered fully padded back, reupholstered box spring cushion chairs, like new, $8.95; 300 Solid Oak Auditorium Chairs, refinished, $3.95; Wire now for stock list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.

USED EQUIPMENT


16-MM. STUDIO RECORDING PRODUCTION OUTFIT—Brent-Maurer. Model D Recorder, Amplifier, Power Pack, 2,400 Ft. Magazine, All Cables, 4 Cases, 2 Film Projectors, Transformer. Mike Boom on Wheels, 17 Ft. Extension; Portable Dolly with Seat and Tripod; 1000 Watt Bell & Howell Sound Projector, Separate Amplifier; 12,000 Watt Fresnel Lights, Cables; Spider Boxes, Complete, Ready for Work. Double 78 RPM Turntable In Cabinet. Cameras 70, West 45th Street, New York, N. Y.

POWERS REBUILD REAR SHUTTER MECHANISMS, heavy duty gears. $247.50, Simples Rebuilt Mechanisms, $250.00; Kliger 50A Arcspot on stand. $64.50; Seven Compartment Candy Machine, $76.50; Heavy Duty Vacuum Cleaner, $150.00; Brandt Cold Changers, Candy delivery, $75.00; Side delivery, $95.00; Low Intensity Arclamps, $75.00; Complete Simplex Sound—Projection Outfits Available, Ready for Showing, $150.00. Spring Bulletin Ready. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.

COMPLETE BOOTH EQUIPMENT—Simplex projectors; Molegraph lamps; Ritter Generator; Rexon Sound Screen. J. P. Lannan, West Point, Neb.

COMPLETE COOLING EQUIPMENT—$5,000 CPM Fan with 10101P motor and speed control; air washer complete with pump and motor. J. P. Lannan, Rivela Theatre, West Point, Neb.

WANTED TO BUY

POWERS 6 SB Heads, Arcs, Rectifiers, Lenses, Projectors, Portables, etc. Give age, condition, first letter. Box 864, c/o Showmen's Trade Review, 1501 Broadway, New York 18, N. Y.
NEW PICTURES STARTED THIS WEEK

Last year at this time, a dozen pictures went into production. This week, just half that number received the green light. Such a wide divergence might have been due to the strike, but if any studio wants to blame the spring fever, don't blame them, because it got us too and we were only half as ambitious as we usually are. This week's starters:

COLUMBIA
Rust—Principals: Ted Donaldson, Conrad Nagel, Margaret Lindsay. Director, Paul Burnford.

PRC

RKO

UNIVERSAL

METRO-GOLDWYN-MAYER

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

Completions—Release Date Not Set

In Production

Fighting Guardsman
Ben-Cuts a Dance
Boston Blackie Bound
Batman

Dawn of a New Day

Rhythm Round-Up

Anchors Away
Jingled Follies
Greta Annis
Perfect Strangers
Held High the Torch
Without Love
Crime of Jean Ellis

Two O'Clock, Cafe

Two Years Before the Mast...

Undersea

Under Western Skies

Undercover Girl

Wagon Wheels Westward

Wagon Wheels to50

Waves of the Wreck

Weird Woman

Willa Dean Bride

West of the Rails

West of the Pen

What a Blonde

What a Woman!

What Every Woman Wants

Woman

Woman's Club

Wrong in the Night

Wuthering Sketches

Wing and a Prayer

Within These Walls

Woman in Green

Woman in the Window

Womp of the Tum, The

Wonder Man

Yafida & the Young

You Came Alone

You Can't Do Without Love

Your Youthful

Z

Ziegfeld Follies

Zebras on Broadway

PATRONS OF THE MOVIES—CHEVRON

April 18, 1945

SHOWMEN'S TRADE REVIEW
Congratulations

20th CENTURY-FOX

TRAILERS and ACCESSORIES

A TREE GROWS IN BROOKLYN
NOB HILL
A BELL FOR ÁDANO
BILL ROúa DIAMOND HORSESHOE
THE KEYS OF THE KINGDOM
A ROYAL SCANDAL

30th ANNIvERSARY

"KEEP SELLING BONDS!"

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY
REVIEWED IN THIS ISSUE
China Sky 18
Fashion Model 13
Flame of Barbary Coast 18
I'll Remember April 13
Patrick the Great 18
Son of Lassie 13
The Phantom Speaks 18
Zombies on Broadway 13
Zoya 13

★ Complete ★ Every Week ★
PRODUCT GUIDES
Begin on Page 36

Vol. 42 No. 14
April 21 1945

C-o-m-i-n-g . . .
THE SHOWMEN'S SEVENTH

Harry H. Thomas (See Page 9)
A GOOD GUY TO KNOW!

Spencer Tracy and Katharine Hepburn delight Radio City Music Hall crowds in "Without Love."

More stars than there are in Heaven in M-G-M's Technicolossal "Ziegfeld Follies"—the last word!

"All this and friendliness too!"

Keep Selling Bonds!
Ginger Rogers, Lana Turner, Walter Pidgeon, Van Johnson in "Week-End at the Waldorf." Another "Grand Hotel!" It's box-office! Hedy Lamarr, Robert Walker, June Allyson in "Her Highness and the Bellboy."

That romantic Van Johnson and Esther Williams in "Thrill of A Romance" with Technicolor and plenty more!

A Big One! Frank Sinatra, Kathryn Grayson, Gene Kelly in the Technicolor Musical, "Anchors Aweigh."

"Our Vines Have Tender Grapes" co-stars Edward G. Robinson and America's darling, Margaret O'Brien. Terrific!

Judy Garland tops her "St. Louis" fame in "The Harvey Girls." Big cast. Technicolor too!

"Hold High the Torch" brings Elizabeth Taylor to her "National Velvet" millions. Lassie too and Technicolor.

"Yolanda and the Thief!" another Big M-G-M Technicolor romance with Fred Astaire, Lucille Bremer and more.

Watch "They Were Expendable," the greatest production project of our time! Robert Montgomery and Big Cast!
"A rugged and hard-hitting espionage picture. Easily takes rank as a top-line production in its field."

—Hollywood Reporter

"Swift, turbulent and exciting melodrama of Jap espionage. Calculated to fire audiences against the race which planned war against the U. S."

—Hollywood Variety

"Moving at a neat pace, and with good performances, it is a good entry for the top half or as a single where exploitation can pull it through."

—The Exhibitor

TRADE PRESS
RKO's New Explo
BETRAYAL

KEEP SELLING BONDS!

A DOUBLE-THRILL SENSATION
—bringing to the screen that famous and fearless radio commentator and newspaper columnist—
DREW PEARSON
“This potent melodrama of Jap espionage in U. S. will jar fans out of complacency. Authenticity is imparted by Drew Pearson.” —Film Daily

“Powerful, well-paced drama of Jap treachery . . . Will hold its own . . . Forceful, suspenseful and believable.” —Motion Picture Daily

“Drew Pearson’s introduction... gives a sobering air of authenticity. Good melodrama with satisfactory suspense.” —Motion Picture Herald

“Exploitable... timely and intensely melodramatic... Should do good business generally and clean up in action spots!” —Film Bulletin

GOES BIG FOR

Station Special!

FROM THE EAST

THE TRACY • NANCY KELLY

WITH RICHARD LOO

REGIS TOOMEY

PRODUCED BY HERMAN SCHLON

DIRECTED BY WILLIAM BERKE

SCREEN PLAY BY Kenneth Gunet and Aubrey Wisberg
Each new WHISTLER picture grows bigger and bigger in the startled eyes of MILLIONS OF MYSTERY FANS!

COLUMBIA PICTURES presents

Richard DIX

in The POWER OF

the WHISTLER

with JANIS CARTER • JEFF DONNELL
LOREN TINDALL • TALA BIRELL

Suggested by the CBS Radio Program entitled "The Whistler"
Original Screen Play by Aubrey Wisberg
Produced by LEONARD S. PICKER • Directed by LEW LANDERS

KEEP SELLING WAR BONDS!
The motion picture industry, which developed and serves that most eloquent of all mediums of expression—the screen—has voiced its grief at the passing of President Roosevelt in terms so fittingly lofty and with such soaring sincerity, that a journal serving that industry can, at this late date, add nothing to a great tribute to one of history's greatest figures.

In living up to their important responsibility as a medium of information as well as entertainment, the screens of the industry's theatres throughout this country glowed with a pulsing story as newsreel companies achieved an astonishing record for speed and efficiency in pictorial reporting of the death and obituary of a great, and greatly loved, President.

There was more than just efficiency in the outstanding job done by the industry's newsreel organizations. There was put into that sad job of work for the screen reporters the heart throb which echoed through the entire body of this industry. For the motion picture industry recognized in Franklin Delano Roosevelt a friend.

The industry's deep appreciation of President Roosevelt's understanding of it, its resources for service and its record for public spiritedness, was implicit in every word of the many, many messages mourning the shockingly sudden death of the Chief Executive. These messages issued spontaneously from all quarters of the industry and represented the views of men and women in all branches of film business.

Theatres from one end of the land to another were darkened last Saturday in mourning for the loss sustained by freedom-loving people everywhere in this world when death came to President Roosevelt.

A motion picture fan, a man whose personal intelligence and understanding permitted him to know the value of the motion picture; whose official knowledge of the industry's readiness to serve induced his respect for it; whose belief in freedom of expression for the screen was courageously voiced and officially recognized; who liked the warm, friendly, human traits which are so characteristic of people in "show business," and who entrusted to the industry a major assignment for a work very close to his heart (the "March of Dimes" fund for the relief of infantile paralysis sufferers)—that was the President this industry affectionately knew and will remember as F.D.R.

The Task Ahead

The tragedy which overtook this nation with the death of President Roosevelt, has had the effect, within this industry at least, of sharpening the will to do faithfully and well the task immediately ahead. That task, of course, is the important assignment given to the industry in connection with the Seventh War Loan.

The National Committee is giving great prominence to a statement which was submitted by an exhibitor in the 6th War Loan Contest—not with a view to receiving a prize for it—but for the purpose of helping other exhibitors carry on with their jobs in the next Loan campaign. The statement goes like this:

100% Showmanship equals 99% Perspiration plus 1% Inspiration.

There you have it. The campaign that will put your theatre over the top in this forthcoming War Loan campaign will not be something dreamed up in a moment of great inspiration. It will be something that results from hard work. The bright ideas will help—no doubt. But you can't do a job like this by waiting for inspiration. This is a job that calls for pitching in with a will to sweat, to work, to keep at it from opening gong to final bell in the long campaign.

Next week the trade papers of your industry will present special features concerned with The Showmen's Seventh. There will be information about the campaign as developed up to that point.

Backing a Winner

Backing a winning idea is good business. MGM apparently is well aware of that fact, because, as outlined by MGM's Bill Rodgers to trade press representatives in New York this week, there is a continuing effort to further the policy of friendly relations with the customers.

Rodgers told how he and his colleagues at MGM had worked out details of a plan under which additional district managers will be appointed in order to permit closer contact between the company and its exhibitor customers.

MGM started its "Friendly Company" policy years ago—has steadily backed that policy and in a series of moves has furthered the idea in many practical ways. Just what the policy means in terms of business efficiency was very sensationally demonstrated recently when MGM sales forces, by telephone and telegraph, in a period of 8 days, wrote over 11,000 contracts with exhibitors for the new block of three pictures.
Theatres Close in Tribute to President

Theatres throughout the nation were closed Saturday in reverent memory of the late President Franklin D. Roosevelt, whose sudden death Thursday afternoon (12) shocked and stunned people across the industrial world. Some houses remained closed until 6 p.m., while many others did not open until the following day. All Warner theatres were ordered closed by the company's president, Harry M. Warner, to remain closed from Friday night until the customary opening day on Tuesday or Monday.

In issuing the closing order, Warner paid tribute to the late President in the following statement: "Franklin Delano Roosevelt has always been the living embodiment of our history as a great statesman and humanitari-an, and a man whose passing comes when his chee-erful desire for a just peace was almost be realized. Let us hope, on the eve of a momentous international conference, that we in America and all the world will stand united to carry out the ceaseless aspiration of this great man for a just and lasting peace."

Skeleton crews were on duty at all film exhibitor's headquarters Saturday, with the usual Saturday minimum force in some cases pared as much as possible to enable workers to observe the national day of mourning.

As a mark of respect to the late President, all Famous Players theatres across Canada observed two minutes of silence at four o'clock, hocket noon, for the services.

Following complete coverage of rites in both Washington and Hyde Park over the weekend, the newsmakers edited the films for immediate release. All priorities were arranged through the White House to permit air shipment of 22,000 pounds of film to points throughout the nation. In less than 24 hours after the President's death, a special 700-foot newsreel devoted to pictorial highlights of Mr. Roosevelt's career and the swearing in of his successor, Harry Truman, was being seen on screens in this country, Canada, Latin America and Europe. As part of its program Thursday night, Friday, Saturday night and Sunday, the Radio City Music Hall included an organ tribute, Abide With Me. Other theatres marked the national day in other ways.

All Hollywood studios remained closed all day Saturday. On Sunday night (7 p.m. to 9 p.m.) a presentation of pictures was held at the studios' Pic-ture Producers, the Hollywood Victory Com-mittee and the National Broadcasting Company announced a broadcast to President Roosevelt from the NBC radio studios. Personages appearing on the program included Joe E. Brown, Jack Benny, Eddie Cantor, Bing Crosby, Dinah Shore, Gunne Simms, Dick Powell, John Charles Thomas, Amos and Andy and many others. (See Regional News.)

Waive Allied Spring Board Meet

Spring board meeting of Allied's board of directors has been canceled because of congestion on railroads and in hotels. The executive committee will meet, however, and order developments affecting the members warrant such action.

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Industry Mourns Loss

Expressions of profound sorrow were forthcoming from leaders of all branches of the motion picture industry following the sudden death last week of Charles B. Warner, whose passing was seen not only as a casualty of war but also as the loss of a great leader and a great humanitari-an.

Howard Dietz En Route To Security Conference

Howard Dietz, MGM vice-president in charge of advertising and publicity, left Thursday (19) for San Francisco to attend the United Nations Security Conference in his capacity as chairman of the planning committee of the motion picture industry. Dietz together with Claude Lee, public relations director of Paramount, and Fay Reeder, of Fox West Cost Theatres, will advise on the operations of the United Na-tions Theatre with the selection of Améri-can pictures produced by the Allied nations exclusively for the delegates and those with credentials.

With one sound and one silent camera crew each, and with all sharing the cost of lighting, the five newsreels, the CIAA and the Overseas Original Film Bureau will have camera crews at the Conference.

Interviews with Latin-American representa-tives selected by the CIAA, while the OWI plans to cover interviews with those of other countries. Government photographed scenes will be made available to the newsreel through the United Newsreel. While units will work independently of each other, all will cooperate and share costs.

St. Louis Exhibitors and Stage Hands Appear WLB Directive

Both the St. Louis Theatre Exhibitors Com-mittee and Stage Hands Union Local No. 6 this week appealed to the National War Labor Board for an increase in the direct ore of the regional board at Kansas City reducing the number of workers by six, charging work scething during the past eight months to base pay 15 per cent retroactive to Jan. 15, 1944, with paid vacations. Theatre owners want reduction of workers also retroactive to Jan. 14, 1944, while the union members want reductions based upon the matter of wages and vacations and that the arbitrator, Jules Kohn, Kansas City attorney, selected his authority by reduc-ing the number of workers and changing the hours of work from seven to eight.

The theatre owners claim that the union agreed in writing that these matters should be dicided by Kohn and that the contract with the local always provided for an eight-hour day even if workers have not been working that long. The stage hands have made it their practice, it is said, to leave their jobs when the houses closed for business at night.

Fabian Buys Site for Drive-In

Estimated to cost $250,000, a Drive-In theatre will be built by Fabian Broadcasting Corporation on property purchased near Weldon Estabrook, 5207 on the Albany-Schenectady road, it is announced by Saul J. Ulman, manager of the upstart in-terests of the chain described as a "unique" amusement center project, completion of the open-air theatre is expected in early summer.

Depicting Back in May

Recovering from an illness which bolded him in Arizona, former RKO Radio presi-dent, is expected back in New York around May 1.

Walsh Says ATSE To Keep Jurisdiction

A letter informing them that resources of the IATSE would not aid them in the recent agreement made by IATSE with the producers, which he maintains gives IATSE jurisdiction over such crafts now on strike was sent this week by Richard Walsh, IATSE president, to all studio strikers.

[8] A new wrinkle in the Hollywood studios strike developed Thursday when representatives of the Conference of Studio Unions announced that D. T. Wayen, business agent of the Studio Ma-chines Local, in his address to the Technicolor plant to shut down, throwing 1250 men out of work. The machinists involved service Technicolor's daily. Five Techni-color productions at major studios would be affected by the newest walkout.

[9] A new ruling that neither strikers nor those employed to fill their places as strike-breakers would be given WMC clearance was announced by Fay W. Hunter, regional director of the War Manpower Commission.

[Temporary shutdown of production on "Duel in the Sun" because of strike conditions was announced by David O. Selznick.]

Meanwhile, Frank K. Sorrell, Conference of Studio Unions president, branded as "ridicu-lous" a statement from major producers that all 5000 film employees would be comple-ment of employees in all classifications are at work." An accurate check of laboratories, he said, shows "that a very small proportion of millions of feet of film processed in normal times is now going through," and declared that the "producers are keeping the studios open in an effort to give those on strike. He added that CSU had not lost one man from its ranks since the strike began, but "on the other hand, we have names of more than 1000 IATSE mem-bers who have yet to take their jobs and are not working during the strike."

Early in the week CS representatives an-ounced that David O. Selznick and Edward Small have agreed to recognize CSU as the bar-gaining agent for set decorators. The two producers will give to the two sets not in-volved in the strike and give preference to members of the Screen Players Union. Un-affected by the strike are General Service, Mono-gram, PRC and California Studios, having previ-ously come to terms with the striking unions.

A resolution adopted by the IATSE Studio Co-ordinating Committee in December had dealt with the issue of film employees in the types of work they do. The WMC ruled that Walsh of IATSE and Herbert K. Sorrell of Conference of Studio Unions will meet at once and to agree to return to work and settle all disputes by arbitration or other peaceful means.

Cardinal Meeting April 28-29

A meeting of 20 independent film distributors engaged in the formation of a new distributing company, tentatively named California Pictures Corp., will take place in Chicago April 28-29, it was reported Wednesday.

SHOWMEN'S TRADE REVIEW

April 21, 1945

Title and Trade Mark Registered U. S. Patent Office.

Mary E. Warner, Editor and Publisher; Tom Kennedy, Associate Editor; James Beatty, Assistant Editor; David Harris, Business Manager; W. C. Jones, Circulation Manager; Arthur Marks, Art Director; Robert Welley, Circulaton Manager; Edward Walsh, Circulation Director; Joseph A. Kelly, Reprint Manager; E. E. Balin, Director of Research; Daniel M. Mace, Editorial Vice President; Edward Marks, Director of Circulation; Walter F. Leffingwell, Manager of Advertising; 1501 Broadway, New York 19, N. Y. Telephone, MADison 2-5525; Telegrams, Showmen's Trade Review.

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Harry Thomas Chief Of Sales for PRC

Harry H. Thomas (see cover), long prominent in distribution and for the past five years associated with Monogram as Eastern sales manager, will assume his new duties next Monday (April 23). Arrangements under which he will be associated with PRC culminate negotiations which have been in progress for some time as heads of the companies prepared for further expansion of sales as well as production activities of the six-year-old organization.

The new PRC distribution head is widely known in the industry, in which he made his start in the pioneering days of theatre operation as the owner of the Bushwick-Palace Theatre, Brooklyn, N.Y. Thomas later entered distribution and headed his own company in the distribution of independent productions for a number of years before joining Monogram in 1940.

Bert Kulick has held the post of sales manager of PRC temporarily since it was vacated by Leo McCarron last week during his resignation last week but stated that he would remain in charge of PRC sales until his successor had been appointed. Kulick recently was discharged with the Navy, with which he served as Lieutenant Commander.

Haskell Masters Is Named to Head Warner Canadian Sales

Appointment of Haskell Masters as Warners' Canadian sales manager last Monday, was announced this week by Ben Kalmenson, WB general sales manager. Returning to the home office after an extended stay to work with Ed Hinchey, head of the playdate department, is Ralph H. Clark, who filled in in Canada following the transfer of Wolfe Cohen to the foreign department in New York. A general meeting of the Canadian sales personnel is planned for May 3-4 in Toronto, Kalmenson said.

Identified with the distribution and exhibition branches of the industry for nearly 30 years, occupying important executive posts both in Canada and the U.S., Masters started his film career in 1915, joining United Artists in 1923. After 22 years with that company, he resigned as Western Canada sales manager to become vice-president and general manager of Odeo Theatres and president of Empire-Universal Films, holding these executive posts until last January.

Long Buys Griffith Interest In Circuit of Texas Theatres

The R. E. Griffith circuit interest in the Long-Griffith houses in Texas has been acquired by J. G. Long, thus placing upwards of 50 houses in the Long circuit whose buying and booking offices were recently established in the Airways Theatre, lately acquired Dallas neighborhood house. Towns involved in the deal are Bay City, Long headquarters, Alvin, Wharton, El Campo, Victoria and Texas City.

RKO Opens Sioux Falls Branch

RKO Radio opened its new exchange in Sioux Falls, South Dakota, with branch manager Adam G. Schermier V. A. 61b also on the premises as hosts. The new exchange is located at 224 South Main Street. Exhibitors from Minnesota and Iowa, as well as South Dakota flocked to the house-warming.

Book Critic Casts Film

Orville Prescott, New York Times book reviewer, established something of a precedent when, in a recent review, he quoted Taylor Caldwell's "The Wide House," he not only recommended the book for its screen possibilities, but also cast the respective leading roles. Wrote Prescott in part: "... Mrs. Caldwell's new chef d'oeuvre is called 'The Wide House.' It will not disappoint her admirers. It may well win her new ones. It would make a grand movie with three-tailer-made parts for Barbara Stanwyck, Clark Gable and Bette Davis. It's too bad the three stars work for three different motion picture companies! . . ."

Two Factors Are Cited In Product Shortage

Scarcity of product for theatres can be charged up to two critical shortages currently existing in the film industry. They are: (1) shortage of film stock which militates against the delivery to exhibitors of pictures that will make new pictures available for release in any given territory; (2) box office situation which holds up availability in each territory so affected.

These two factors of present influence on the entire product situation in the film industry were stressed by Carl Leserman, United Artists general sales manager in New York last Tuesday. Leserman was interviewed by trade press representatives at his office at United Artists headquarters following his return from conferences on the West Coast with producers who distribute through UA.

What the "backing up" of product as a result of raw stock and fire situation restrictions mean to the producer and distributor is graphically illustrated by the fact that some $3,000,000 and more is currently tied up in productions ready for release by producers releasing through United Artists alone.

United Artists has thirteen productions completed and awaiting release. This total includes four pictures made in England by the J. Arthur Rank interests.

Arthur L. Mayer Appointed Aide to Red Cross Chairman

Arthur L. Mayer, operator of New York's Rialto Theatre, has been appointed assistant to Basil O'Connor, chairman of the American Red Cross, and will leave shortly for a survey of the Eastern United States to formulate plans for additional post-VE Day Red Cross services for the armed forces.

Mayer's previous activities in war work include acting as treasurer and assistant to the WAC coordinator, film consultant to the Secretary of War, and deputy commissioner of the Red Cross in the Pacific Ocean areas.

Enchanted Cottage at Astor

RKO's "The Enchanted Cottage," will open its Broadway run at the Astor Theatre beginning April 27. Although the theatre is shared jointly for 30 months between Samuel Goldwyn and David O. Selznick at alternate intervals of three months each, Selznick's "Spellbound" was not yet ready to be shown.

Grand Rapids Tent Gets Variety Charter

Variety Clubs of America added another tent to its national chain Wednesday night (18) when before an audience of 300, including 75 ballots from Detroit and 30 from Grand Rapids, the inauguration banquet and installation of officers of the Variety Club of Grand Rapids took place in the Pantlind Hotel ballroom. A military note was contributed to the occasion by the presence of Maj. Gen. Randolph Royce, AAF personnel distribution command, Washington, D.C., as guest. Other participants included Lt. Col. Robert Putnam, R. J. "Bob" O'Donnell of Dallas, national chief Barker, who was scheduled as speaker, to address the guests as a result of being called to Washington on urgent business. A message from him, however, was read by "Chick" Lewis, who also had a message for the guests from John H. Harris, of the Pittsburgh Variety Club, founder and Big Boss.

Additional guests at the speakers' table included Marc Wolf, national dough guy, from Indianapolis, representing O'Donnell; Earl J. Hudson, United Detroit Theatre Detroit; Irving Mack, Chicago, in charge of installations for that district; James Sharkey, present chief Barker; Det. Jack Stewart; Universal, chief Barker; Tom Wills, chairman of the aeronautics board; John Collins, mayor of East Grand Rapids; Mayor George W. Welsh of Grand Rapids, who gave the city's welcome; the Very Rev. Robert W. Bogg, chancellor of the Catholic diocese of Grand Rapids, who offered the invocation, and Roger Allred, archivist, writer and humorist, who presided as toastmaster.

Presentation of the charter to the chief Barker was made by "Chick" Lewis, national publicity director of Variety Clubs of America. Marc Wolf administered the ritual and oath.

Lesser Adds to Committees In N. Y. Area for 7th Drive

Executive committees for the New York area of the WAC of the Motion Picture Industry for the 7th War Loan drive have been completed by Irving Long, loan chairman. The chairman announced the appointment of new committee members exclusive of those previously named, to include: William Scanlan, 20th Century-Fox; Joe O'Brien, Warner Bros.; L. E. Thompson, RKO; labor relations; Ferdinand Reinhil, Roxy Theatre purchasing agent; accounting chairman, Lou Gerard, 20th Century-Fox; Irving Zehicky, Paramount; James Keller, Universal Pictures; Joe Ehrlich, 20th Century-Fox; for special events. Blanche F. Livingston, RKO Theatres; in charge of printing and decorations. George A. Generalia, 20th Century-Fox; in charge of foreign language usage. Eugene Schrott, 20th Century-Fox; A. Rylander, Columbia Pictures; special publicity. Dave Bader, 20th Century-Fox; and John A. Cassidy, RKO; trade paper liaison. Fred Norman, RKO and Bob Kaufman, United States and Coe Advertising Agency; radio liaison.

MGM Short Ready for V-E Day

A special film titled "Victory in Europe," produced on the MGM lot by Carey Wilson and starring Margaret O'Brien, is locked in the vaults of Loew theatre offices, ready to play on and after V-E Day for veteran moviegoers in a happy but prayerful thanksgiving for victory.

John W. Hicks, Jr., Under Knife

John W. Hicks, Jr., president of Paramount International, was operated on at Memorial Hospital in New York last Tuesday (17). Following surgery, his operation was declared "as well as can be expected."
help Yourself!

HOTEL BERLIN

Have and Have Not

God is MY CO-PILOT
Warners

(Good Providers)

Jack L. Warner, Executive Producer
GATHER FOR DENVER MEET. Film men who will take active leadership in the industry’s participation in the 7th War Loan rally at Denver this week for the 12-state meeting at which plans were perfected for the campaign. In photos above are, left to right, Charles P. Skouras, head of National Theatres, who presided at the Denver meeting; Dave Berenson (facing camera); Bill Connors, chairman, National Committee, Southern California; Mort Goodman, co-publicity chairman; Rick Rickerson, exhibitor chairman for Colorado; Harry Cohen, Southern California distributor chairman; George Bowser, general manager, Fox West Coast Theatres; Robert J. Garland, president, Rocky Mountain Screen Club and Colorado exhibitor co-chairman.

Would Increase 7th’s Special Events 25%; $1 Billion E Bond Goal Is Set at Denver

Plans were shaping up this week for the “Showmen’s Seventh” War Loan Drive as regional conferences got underway in Chicago and Denver on Monday. At the Chicago meeting Tom J. Connors, president, Distributors Chairman, announced that the distributors division will seek a 25 per cent increase in Bond Premiers, Children’s Premiers and Free Movie Day pledges, while in Denver Charles P. Skouras, area chairman, told state exhibitor, distributor and publicity chairman from 11 western states that one billion dollars in bond pledges is the goal of the western regional division.

Speaking to exhibitor, distributor and publicity chairman from 19 states, Connors told the gathering at Chicago’s Blackstone Hotel that the distributor division has an intensive campaign underway to enlist support of exhibitors to make the Seventh the most successful drive. More effort is needed in this drive, he stressed, because of the $4 billion E bond quota and the seven-week drive period, longest to date.

He announced that the distributors division will be set up on the same basis as the exhibitor division of the National Committee, with three area chairmen. In addition to Herman Webber of San Francisco as western area chairman, he announced John E. Flinn, Metro western general sales manager, will be midwest area distributor chairman for the Seventh War Loan, and E. K. O’Shea, Metro eastern general sales manager, will serve as eastern area distributor chairman.

Connors read the agreement whereby all national distributors will provide films for Bond Premiers, Children’s Premiers and Free Movie Day and urged that each territory be zoned, with each saleman and branch manager made responsible for contacting a certain number of theatres for Seventh War Loan exhibitor pledges.

He asked for a report from the distributor chairman by April 28 on the number of theatres pledged and said every theatre should be contacted by May 1 if possible and pledges obtained by that date. He stressed the urgency of an immediate start. Calling on the distributor chairmen and field workers to make every effort to get exhibitors to become issuing or sub-issuing agents, Connors pointed out that very often local accounts will assist exhibitors in handling physical issuance of bonds, setting up bond booths at theatres and American Legion Gold Star Mothers and wounded veterans will cooperate and assist in getting bond booths.

Following the method of distributing “The All-Star Bond Rally,” 19-minute drive subject, he urged that the film be shown at every performance. Although 1200 prints are being ordered, in some territories there may be a shortage of prints and arrangements are being made to bicycle them, so every theatre in the country will be able to show the film during the drive. He also discussed three trailers which will be available from National Screen Service, with the distributors ensuring that each theatre will be without a trailer for the period of the drive, May 14 to June 30.

He recommended that a master booking plan be set up in each territory for booking and dating pictures for the promotion of Bond Premiers and Free Movie Day.

Connors: “This is a job to spread total victory and get our boys back home quickly, and no effort is too great or too small. It is impossible for us to overemphasize the need of every theatre to bring that about. We’ve got the enemy on the run and it’s up to us to do our best to help bring this fight to a successful conclusion and our boys back with our families.”

The billion-dollar goal set by Skouras at the regional meeting held at the Brown Palace Hotel in Denver represents one-fourth of the total amount of E bonds, namely $1 billion, which the U. S. Treasury aims to sell in this campaign. The goal, too, is the largest ever set by a division of the motion picture industry.

Skouras’ address, principal speech made at the meeting, was highlighted by a tribute to Franklin D. Roosevelt in which the Fort Logan chapel was increased to 7500, May 13, 1943.

He outlined the campaign for the week which includes a great drive to sell $4 billion E bond quota and urged exhibitors to make every effort to do this.

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The chairman emphasized the grass roots character of the campaign and urged increased cooperation between the war finance divisions and the theatres. “This is the most important bond campaign the country shall have had thus far and we must leave no stone unturned to assure its success,” said Skouras.

Every detail necessary to its successful execution, he continued, should be carried out, to a door-to-door campaign, the showing of all trailers, and particularly the short subject, the “All-Star Bond Rally,” which Skouras characterized as worth millions in publicity to the bond drive and to the motion picture industry. “No finer subject has ever been produced for this kind of a purpose,” he told representatives, and urged every theatre to book the film. Addi-

tionally, Skouras urged every theatre to have a bond booth.

The meeting opened at noon with an introductory address by Acting District Supervisor, who introduced Skouras. Rickerson urged an all-out campaign, paying special tribute to the area chairman and the national committee headed by Miss Nixon.

Other speakers included Ted R. Gamble, chairman, Western Division, Distributors; R. D. Berenson, five-time bond chairman for Southern California under whose stewardship the Southern California division established a record of having sold more bonds than any other division except the special co-chairman, Southern California, and who additionally represented the National Committee, H. H. Poole, and Independent Exhibitors of Southern California, New Mexico and Arizona, who outlined the highlights of the Southern California area’s plans; Charles Thal, Western regional coordinator of the National Committee, who introduced the national chairman, who gave an overview of the national committee’s drive; Secretary; Western regional distributor chairman who outlined the drive; National Committee’s advertising and publicity plans as prepared under the direction of John H. Jr., national publicity chairman.

Following the discussions, the representatives were treated to a showing of the “All-Star Bond Rally,” and the informal discussions continued from the floor. A recording by Bing Crosby of the theme song of the Seventh War Loan was played. Messages were read from Pignati and other national committee members in New York.

Promotions for Seventh War Loan Are Set for the New York Area

Over 100 eager showmen jammed the Roxy screening room Tuesday when Irving Lesser, 7th War Loan chairman for the area, presiding over a meeting of his committeemen asked the group “to work together hand in hand in the next drive.” He was enthusiastic over the prospects for overwhelming success on the basis of the ground work already accomplished. Joe Reznik and Max Mullin represented National Chairman Sam Pinski who was in Chicago attending another rally. Fredrick Gehe, New York State War Finance Committee chairman, paid tribute to the theatres role in the campaign, stating: “We could not go before the people of New York, without you."

Morris Kuzler, New York area campaign director, outlined the plans for cooperative action down to the smallest theatres’ role in the drive. The spectacular basis was placed on the many important dates falling within the drive period with credit due each theatre for all bonds sold between May 13 and July 6. Plans include elaborate Time Square decorations and activities, particularly in cooperation with foreign servicemen. The drive, headed by Monty Salmons, Broadway Chairman; Maritime Service troop, with conducted tours of Liberty Ships for 150,000 theatre bond purchasers.

Twists will be available to serve all theatres on call, and special kits for the coordination of all ideas have been set up to assist showmen.

Levathes Appointed Assistant To Connors in 7th War Loan

Peter G. Levathes of the 20th Century-Fox distribution department has been appointed assistant to Tom J. Connors, chairman of the “Showmen’s” Seventh War Loan. Levathes duties are to assist Connors in connecting the drive distribution organization in the field.

Levathes joined 20th-Fox following three years service in the Government’s Wartime Price Bureau. He was assistant to Spyros Skouras when the latter was president of National Theatres.

Resigns as PRC Branch Mgr.

Resignation of Frances Kulick as PRC branch manager in New York was announced this week. No successor has yet been named. Miss Kulick held the post vacated by her brother, Larry, when he entered the armed forces.
Universal  Drama-With-Music  64 mins.

AUDIENCE SLANT: (Family) Another Gloria Jean for her young followers, with the added attraction of an interest-holding mystery finish.

BOX-OFFICE SLANT: To be used to fill the usual second-feature spot.


Plot: With the help of his portable “mike,” a young man is able to help a young lady get the evidence she needs to clear her mother of murder. He is instrumental in bringing the killer to justice and ends up winning the young lady’s heart.

Comment: While most of the Gloria Jean pictures Universal has been turning out seem to all come out of the same mold, this latest effort fares somewhat better than its predecessors, for it winds up with an interest-holding mystery. There’s the usual role for Gloria: that of a girl. And her singing voice wins her the plaudit of the nation, and that’s evidently as it should be, for it is this type of role that built up her fair following. The two outstanding ones being the title number and “Cha-Da-Boom-Di-Oodle-Another.” The performances are in by Kirby Grant, who also sings; Edward S. Brophy as his stooge and assistant; and Milburn Stone and Ruth W. Wills. The picture has been capably directed by Harold Young and Gene Lewis produced.

Zoya

Artkino  Drama  86 mins.

AUDIENCE SLANT: (Family) Interest and entertainment for average audiences will result more from the picture’s authentic portrayal of the Russian educational and indoctrinational system than in the genuinely moving dramatic story of a partisan girl heroine of this war.

BOX-OFFICE SLANT: Will have limited possibilities except in art theatres or in localities where Russian films are shown as a matter of policy.


Plot: Zoya, a Russian partisan girl, captured and tortured by German soldiers to obtain information from her, refuses to speak and in flashback her childhood, education, indoctrination and reason for her strength to resist torture is told. The film reverts to the time of her capture and is published changed, showing defiance to the Nazis and encouragement to the onlooking Russians forced by the Nazis to witness the spectacle.

Comment: The picture is very good, direction lack smoothness, recording of musical background is only fair, the actors manage to instil into what might otherwise be an innocuous picture, some of the strength that enabled the U.S.S.R. to resist and presently to destroy the “fascist hordes” of Germany.
'Thunderhead' Tieup
Is Held Adaptable

R. H. Macy and Company, one of New York's largest department stores, became a ticket salesman for 20th Century-Fox's "Thunderhead—Son of Flicka" recently, as a result of an unusually effective merchandising tieup arranged by 20th's New York exploitation department and Harry Brand's studio publicity department.

The tieup gave the Mary O'Hara sequel to "My Friend Flicka" two large windows, fronting on crowded 34th Street and Broadway, and an interior display on the fourth floor of the store. Both featured boys' and youths' ranch wear styles, as modeled in photographs by Roddy McDowall, and focused immediate attention to prominent credits for the film at the Victoria Theatre. Macy's gave the tieup additional impetus by taking large display ads in the New York dailies.

The interior display, about 40 feet by 20 feet, simulated in miniature a ranch corral. In the corral, leather and fabric jackets, sport shirts, tweed suits, denim and cord trousers, etc., were shown as examples of merchandise on sale, and, for atmosphere, the enclosure was decorated with saddles, lassos, bridle, stills from the picture and one-sheets.

Macy's affiliated stores—of which there are six—Newark, N. J., Atlantic, Ga., Toledo, Ohio, Bowling Green, Ohio, Macon, Ga., and Augusta, Ga., are all following out the lead of the present store in New York on the tieup. While clearances with Roddy McDowall, and pre-arrangements with manufacturers, were necessary for the Macy's tieup, it was pointed out that any good store has similar merchandise on hand with which it can set up "Thunderhead" promotions that are mutually beneficial to both store and theatre.

Instead of calling them "Roddy McDowall Fashions," it is suggested showmen and store operators nationwide will use the wear in the apparel "Youths' Ranch Wear Inspired by Clothes Roddy McDowall Wears in 'Thunderhead—Son of Flicka'" accompanied by other proper credits.

"Hotel Berlin" Gets Coverage
In AAU Basketball Program

Concurrent with the A. A. U. National Basketball Championship of America in the Denver Municipal Auditorium throughout the week that Warners' "Hotel Berlin" played the Denver and Estes Park theatres in that city, some very timely and extensive advertising coverage was obtained by the theatres in managing to spot an "Hotel Berlin" ad right in the center spread of the official program.

The ad occupied a panel in the upper right-hand corner of the spread, which listed the A. A. U. championship basketball draws for 1945. The program selling at 10 cents a copy, had a circulation running into the tens of thousands, excluding duplicate readers.

"Freckles" Contest for 'Velvet'

"Freckles" was the subject of a contest entered by praktor, Roosevelt Theatre, Des Moines, and Austin McGough, MGM exploiter, to exploit "National Velvet." The two announced their intention to offer a war bond prize to the kid with the most and best freckles. Winners were judged from the theatre stage at a special morning matinee.

Boyrr Proves Value of Small Town Campaign

Completely ignoring the fact that small towns are supposed to be notoriously hard to work in for exploitation campaigns, Manager A. C. Boyer of the Clarion Advertiser, in Texas, concentrated on ideas offered by the press book and on original stunts, resulting in a model campaign for Columbia's "A Song to Remember." Although Letchton's population is less than 6000, results at the box-office proved the value of such a policy.

Eliciting the cooperation of his neighbors, Boyer obtained several cooperative ads from local merchants which ran in local and nearby papers and followed the theme of "inspired by A Song to Remember." Local playdates were mentioned in each ad. Boyer contacted the local library and arranged to have a display, featuring stills from the picture and laid out in an attractive fashion, placed in the main reading room. In addition, he arranged to have the Sigmund Spaeth records tracing the Chopin tunes played in the film down to today, played twice by the local schools as before the reading public.

The local high school, in cooperation with the Letchton Leader, staged the "George Sand Memorial Talent Search." Auditions and finals were well attended and covered by the paper.

Not content to limit his efforts to the town, Boyer sent letters to the mailing lists of musical organizations and clubs in Letchton, and nearby Palmerston and Lansford, extolling the film and urging members to see it.

All in all, Boyer's concentrated effort proved again that showmanship pays off just as well in a small town as in the largest city.

RKO Launches National Magazine Ad Campaign on 'Cottage'

A special series of full-page, seat-selling ads stressing the postwar theme of "The Enchanted Cottage" has been prepared by RKO Radio Pictures, under supervision of S. Barrett McCormick, national director of advertising and publicity.

The ads, now appearing in a selected group of the most important national and fan magazines, will reach an estimated reading public of 100,000,000 persons.

A broadside, reproducing the ads and giving a breakdown of circulation on the magazines scheduled, has been prepared, and is now being distributed to all RKO Radio district managers, branch managers, salesmen and field publicity men.

The press book on "The Enchanted Cottage" also carries a four-page layout of the ads to acquaint exhibitors with the magazine campaign.

Display Blimps and Dirigibles

Charles Raymond, Ed Fisher and Howard Burkhardt, Loew theatre division manager, Loew publicity and advertising director and Loew State Theatre manager, respectively, pooled their efforts to set up a smashing lobby display of Goodyear blimp and dirigibles in connection with the showing of "This Man's Navy," MGM's lighter-than-air drama in Cleveland. The display, arranged through the cooperation of the Goodyear Company, attracted city-wide attention—CL.
Hats Off...

TO 3,327 GREAT SHOWMEN!

We of your War Activities Committee would like personally to thank every one of you who did such outstanding work in the Sixth War Loan Fan Magazine Contest. We realize the time and effort you put in on your campaigns. Your entries showed that! Yet time and the start of the even bigger Seventh deprive us of that pleasure.

But we can tell you this.

Not only is the Treasury Department highly grateful for your effort. Not only do they look again to you for leadership in helping make the Seventh War Loan an even mightier triumph. But... and this is something we know you'll be truly proud of...

The motion picture industry's campaign for the Seventh War Loan will be completely and precisely patterned on your expert showmanship in the Sixth!

In other words, the Seventh War Loan will be

THE SHOWMEN'S SEVENTH!

A real theatre man's campaign!
Imagination, Originality Keynote Initial Exploitation Campaigns On UA’s ‘I’ll Be Seeing You’

The “I’ll Be Seeing You” exploitation campaigns executed at several different types of theatre situations throughout the country reflect sharp thinking on the part of exploitation men and theatre managers. And, even more than that, they demonstrate the wide possibilities for exploitation inherent in the picture’s title, stars and timeliness.

With the report of the New York campaign for the picture’s showing at the Capitol Theatre now in, together with the comprehensive coverage achieved by Selznick-International and United Artists representatives in pre-release showings, the sectional campaigns have been grouped as an entity and selected by a panel of showmen as “The Exploitation Campaign of the Month” (March 1945).

In New York approximately 6,300 lines of free advertising, an unusual amount of free radio time, 52 full window displays, posters, radio contests, tent cards, mems, business clubs and other organizations aided in rounding out a really extensive campaign.

A highlight of the New York campaign was the Harman Watch tie-up with 300 dealers. It included five special window displays and window display space in each of the remaining 265 stores! The watch tie-up also resulted in an unprecedented number of radio plugs when a Shirley Temple transcription was played 40 times a day for three solid weeks. A 600-line co-op ad in the drama section of The New York Times also was a feature of the watch company tie-up.

Arnold Constable, fashionable New York store, also hopped on the picture’s title to introduce its “Miss Fifth Avenue Cotton Shop” with 3,900 lines of co-op advertising and prominent Fifth Avenue window displays, using the theme, “I’ll Be Seeing You” at the Miss Fifth Avenue Cotton Shop, etc.” with plentiful use of picture stills and announcements about the stars and opening date at the Capitol Theatre.

Title Intriguing

Other New York stores saw the publicity value in the picture’s intriguing title and capitalized upon it in a variety of ways. Lewis & Conger, for instance, found a way to promote the sale of hand made ceramics by decorating a window with spring flowers and a sign, “Spring Is Here,” and “I’ll Be Seeing You.” Photos of the stars and scene stills were spread liberally. The tie-up was obscure, perhaps, but the store management was delighted, and certainly the Capitol Theatre showing benefited by the main window sign which named the picture, theatre and date of opening.

Woolworth stores devoted three large windows to its stationery department, featuring blow-ups of Shirley Temple at a writing desk with the legend: “... A Personal Pledge to the Boys Overseas... I’ll Be Seeing You when the war is won... In the meantime I’ll Buy Bonds Every Payday... I’ll... etc., etc.” Picture title and playdate were featured prominently here, too.

Five windows of Spear & Co.’s large furniture stores featured enormous blow-ups of Shirley Temple in connection with the store’s promotion of the sale of hope chests. The signs stated “My biggest thrill was in starting my very own hope chest,” signed by the Temple lash and bearing the theatre playdate. Other stills from the picture also adorned the display. In view of Miss Temple’s recently announced and widely publicized engagement to an Army sergeant, tie-ups similar to this should be easily arranged for forthcoming engagements of the picture.

A prominent florist shop devoted two large windows to the picture in one of which appeared a five feet high cut-out enlargement of Shirley Temple at a writing desk with the legend: “... A Personal Pledge to the Boys Overseas... I’ll Be Seeing You when the war is won... In the meantime I’ll Buy Bonds Every Payday... I’ll... etc., etc.” Picture title and playdate were featured prominently here, too.

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Temple with other stills and a directory card. All 137 members of the Florist Telegraph Delivery Association displayed directory cards in their shop windows just before and during the picture's New York engagement.

Another tie-up with the picture's title resulted in eight window displays in the Phil Cooper Cleaning Co. stores. The Cooper window bore streamers reading: "I'll Be Seeing You' early about your cleaning problems." Each streamer bore the picture's title and its date at the Capitol Theatre. Another cleaning store chain, The Ritz, with 11 stores, used a similar tie-up resulting in a clean sweep of their windows, too. The Wise shoe company planned and executed an IBSY tie-up by which they placed 1800 lines of co-op advertising and dressed the window of 15 stores with IBSY stars and stills as the main theme.

The music was, of course, a natural tie-up. Many New York music stores featured the music, recordings, etc., in window displays.

The vast Childs Restaurant chain used IBSY star heads on 10,000 tent cards which were placed on the tables of their 34 New York stores. These tied up with the picture with the legend "Before the show... or after... I'll Be Seeing You at Childs." The other half of the tent card used the star heads with the usual "Now Playing" information that made the tie-up valuable. Numerous hotels and restaurants played up IBSY on menus with War Bond slogans such as, "Buy Buy Bonds... Bye, Bye Japs... By'n By I'll Be Seeing You with Ginger Rogers, etc., at the Capitol Theatre." Simple but good.

YMCA branches posted 14 x 22 cards in all 30 houses and printed information about the picture in their house organs, and the Musak company, which supplies canned music by wire to subscribers, cooperated in a special tie-up with the theme song. Radio disc jockeys on seven stations played different renditions of the song and were generous in their mentions of the picture.

Two radio contests, one consisting of a simple guessing proposition in which several servicemen were gathered in one room of the radio station and three girl models in another. The servicemen were required to guess the near physical descriptions of the girls by the sound of their voices. The nearest best guess received a sum of money and the others received guest tickets to the IBSY at the Capitol. The announcer plugged the picture continuously during the program. The other, and perhaps more significant interest was that the Minneapolis Quality Furniture Company which propelled the question: "What are you going to do for your returning serviceman?" The company used all of its newspaper advertising, radio time and other promotion facilities for the contest, which resulted in exceptional interest as evidenced by mail that is still pouring in.

The Lions and Partridge Clubs of New York endorsed the picture in their weekly bulletins for one week, as did the Women's American Jewish Women's Clubs via bulletin to members. The American Legion urged individual posts to cooperate in every possible way with theatre officials when such promotions are made.

For the Minneapolis showing at the Radio City Theatre, IBSY was tied up with a gigantic local promotion called "The Parade of Pennies," a fund being constantly augmented to show motion pictures of local football games and other civic events to Minneapolis servicemen abroad. A special morning matinee was arranged with all proceeds going to the special fund. The most influential newspaper columnist and radio commentator in that part of the country took the promotion under his wing and plugged it daily in his widely read column and in daily radio broadcasts. Many other important tie-ups were made in Minneapolis, but this was the highlight.

Just across the river in St. Paul, the picture was launched by a USO promotion, sponsored by the Governor of the state and the Mayor of St. Paul as well as the director of the USO center. A special maternity show was arranged here, too, resulting in columns of extra newspaper space, several special broadcasts, a phone call about the picture to build receipts for the USO and other publicity benefits that could not have been obtained without this kind of tie-up.

Personal Ads Used

A stunt used by several theatres in the early engagements of IBSY was placing ads in the personal columns of newspapers, such as: "MARY, I understand, 'I'll Be Seeing You' when you are free. ZACH." Other ads in similar vein followed on ensuing days culminating with one which read, "ZACH, You've made me so happy! 'I'll Be Seeing You' tomorrow at the Liberty Theatre. MARY." The efficacy of these ads cannot be questioned. And they cost very little.

Detroit arranged an exceptionally timely contest with the Detroit Times in connection with the picture's showing at the Michigan Theatre in that city. The picture readers of the newspaper were asked, "What are the emotional problems of the serviceman returning to a woman's world?" More specifically, what are the problems of Detroit men returning to Detroit homes—for the arms and hearts of wives, mothers, sisters? and how have Detroit women solved these problems?" The newspaper called it the "Heroes At Home" contest and devoted columns of space to it, believing that the questions asked of readers were important enough to the interest such a contest would be bound to arouse.

Loew's Colonial Theatre in Reading also tied up the title and obtained approximately 550 free lines of cooperative advertising from the leading jewelry store. The copy read, "I'll Be Seeing You at Schlechter's for that Diamond Ring," etc., and gave additional liberal space to a photo of Ginger Rogers, the picture's title and theatre playdate. Reading also localized the national Royal Crown Cola tie-up, obtained distribution of 300 window cards, especially printed by the local distributor. The cards showed a photo of Shirley Temple, her endorsement of the drink and gave the picture's title and local theatre playdate. The distributor also bought (Continued on Page 30)
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Son of Lassie

(Continued from Page 13)

Shire, Lawford to his sweetheart and Laddie to his joyful mother.

Comment: Produced with opulence and evident loving care for his subject by Samuel Marx, who also produced "Lassie Come Home," and directed with deftness, feeling and fine rhythm by the same suspense by Sylvan Simon, MGM has achieved a touching film story of the love of a dog for his master and love of the dog by the man. The story is more than the adventures of the two escaping from the Nazi runaways of Norway and going through hair-raising adventures to reach their goal; it depicts a hair-brained pup, given the physical beauty of his mother but none of her brain power and makes the pup more lovable for the prankish deviltry in which he constantly involved. The plutôt love affair of Lawford and June Lockhart is pleasing but unimportant, and all the players are superb, with the substantial drag of the script. The action, slightly in the early sequences it picks up pace and gains suspense as Lawford and the dog extricate themselves from one tough situation after another, while eluding the Nazis. The scenic grandeur of mountains, glaciers, boiling rapids and other location shots are breathtaking. Technicolor photography is superb. Properly sold, this should register strongly at the box-office.

Flame of Barbary Coast

Republic

Drama

91 mins.

AUDIENCE SLANT: (Family) Holds substantial entertainment value and mass appeal in an admixture of tuneful songs and melodrama with the Barbary Coast as a colorful background.

BOX-OFFICE SLANT: Should take top spot for most situations, and should even stand alone where backed by smart showmanship.


Plot: John Wayne, Montana cattlemen, hits the town to raise money, hoping to collect $500 for a horse shipped to Joseph Schildkrut, procurer of the El Dorado. He meets Ann Dvorak, "the flame of the Barbary Coast," who, swaying him, helps him to a substantial sum, switching the dice at the El Dorado's tables, and fixes the wheels in a round of other cafes. He sells the horse and -looses his winnings to Schildkrut in a card game. Returning to Montana, Wayne is coached in card tricks by a professional acquaintance, goes back to the El Dorado and wins, rescues Miss Dvorak from the collapsing stage of the Silver Dollar as the earthquake spreads over the city, collects his winnings and returns to Montana. San Francisco get a cleaner administration, and takes the girl back with him to Montana.

Comment: There is substantial entertainment in this picture which Republic has every reason to take pride in presenting as a top production coincident with that company's celebration of its tenth anniversary. It will have mass appeal, not only from the angle of its tuneful contributions, most of which carry with them a musical novelty, but also because of its colorful drama, worthwhile performances, and the capable direction of Joseph Kane, which is moulded to the music and culture. Other performances are satisfactorily essayed. While a little judicious cutting might have etched the characterizations and semi-climax a little more forcefully, this is only a minor drawback when the picture's entertainment assets as a whole are considered. "Flame of Barbary Coast" deserves the top spot in most situations, and should even be able to stand alone where electrifying showmen get behind it with smart showmanship.

Shina Sky

RKO Radio

Drama

78 mins.

AUDIENCE SLANT: (Family) Packed with action. Will entertain most audiences.

BOX-OFFICE SLANT: Timeliness, cast names and Buck's name make this one with many exploitable angles should bring this to the "comfortable" box-office class.


Plot: Dr. Randolph Scott returns from America to a small Chinese village with new equipment for the hospital he has established there. His bride, Ellen Drew, is a surprise to Ruth Warrick, also a doctor, secretly in love with Scott. The village is under constant Japanese bombing. Drew, unable to take the bombing, conspires with Chinese Doctor Philip Ahn to smuggle a code message to a Japanese prisoner in the hospital, believing it to summon a plane for his release. The village, although it has not suffered from the bombing, is not averse to the idea of a plane. The morning sun proclaims the arrival of a plane, and a Chinese guerrilla is killed in the ensuing battle. Scott and Ruth Warrick continue to care for the wounded during this "glamorous" time together.

Comment: RKO Radio has made a true picturization of Pearl Buck's novel about the heroic Chinese in the early days of that country's war with the Japanese when the Chinese were giving up ground to gain time. Chinese guerrilla fighters took large toll of the Japane- ses, and it is the village stronghold of these guerrillas that is under constant bombing in the film. The entire cast is excellent with Randolph Scott, Ruth Warrick, Donald Crisp, Anthony Quinn and Carol Thurston delivering standout performances. Production is not opulent, but details have been handled with care and the acting is far from fine. The film has many exploitable angles along timely lines that can permit it to deliver comfortable box-office results.

The Phantom Speaks

Republic

Horror

68 mins.

AUDIENCE SLANT: (Adult) The horror addicts will find this to their taste, and other audiences, unless they're very squeamish, will also enjoy it.

BOX-OFFICE SLANT: A good picture for any theatre that does well with this type of picture.

Plot: The spirit of a murderer invades the body of a noted scientist and causes him to commit murder against his own wishes. Through this power, the dead man is able to wreak vengeance on those he considers responsible for his execution. The police finally catch up with the now "mad" scientist and he pays the supreme penalty for his crimes.

Comment: This is a good offering for the theatres dealing in action and horror programs. The film is well made, has good filler material for almost any theatre needing a subject of this type. The work of a fine cast, especially under the direction of John English from a well-constructed story, turns this into a picture that most anyone will enjoy. If not the very squeamish, Richard Arlen handles the leading role very well, as do Lynne Roberts, Stanley Ridges, Tom Powers and others of the cast.

Indianapolis Premiere for 'GJ Joe'

Indianapolis, scene of Ernie Pyle's early career, will hold the world premiere of Pyle's "Story of GJ Joe," sometime during early summer, according to George J. Schaefer, chairman of Lesser Cowan Productions. United Artists will release the picture. Pyle's death in action was announced Wednesday.

Patrick the Great

Universal

Comedy With Music

88 mins.

AUDIENCE SLANT: (Family) Corking good entertainment from start to finish.

BOX-OFFICE SLANT: Should do well everywhere.


Plot: Donald O'Connor, an irrepressibly cheerful fellow with his dad's flair for musical comedy acting, is offered the leading role in a new show. Upon discovering that the part originally had been intended for his father, O'Connor races to the theatre to replace the talent. Frances Dee, in trying to push up a minor quarrel between O'Connor and Peggy Ryan, meets Donald's father, who decides to vacation for a season and recommends his son for the disputed leading role. The two kids make up and Peggy plays leading lady to Donald's first starring role in the new musical.

Comment: Donald O'Connor overflows with vivacity, presence and an acting bag of tricks that Universal once again points up in "Patrick the Great." The producers have surrounded the talented young man with good production values, a creditable and often funny story, excellent direction and excellent support that all adds up to 88 minutes of top-quality entertainment. Young O'Connor, in addition to being blessed with the aforesaid talent, knows every little trick in the acting business and when he's on the screen he outshines Peggy Ryan, no slouch when it comes to ability, complements O'Connor in everything he does. Donald's father, in a sympathetic part and Frances Dee is as beautiful as ever, playing a not too difficult part to give the audience's comedy is delivered in excellent fashion and all others are good. Universal seems to have come up with one here that should do better than average business everywhere. It certainly thoroughly entertains all types of audiences.

Howard Taylor, Sequim exhibitor, motored to Stockton to see his son in the Air Corps prior to assignment overseas.

Hal Murphy and Mrs. Murphy of the Olympia Theatre have been notified that their son, Richard, is serving with the Army under Gen. Patton.

The amplifying system and the office in the auditorium at Camp Farragut, Idaho, were destroyed by fire of undetermined origin.

Film and theatre executives of Oregon are making extensive plans to secure the $21,100,000 allotment in Multnomah County in the 7th War Loan.

Mrs. R. J. Zell, former cashier of the Nu-Rex and Empress Theatres in Spokane, has become owner-manager of the Empress. Mrs. Zell has previously operated theatres in Genesea and Kendrick, Idaho, and Rosalia, Wash., with her husband, from a store in the Spokane field. Their son, Harold, formerly manager of the Northwest Film Co., is now editing Army films at Boeing, Seattle. Another son, Allen, formerly operated the Nu-Rex.

Alton Utigard has been appointed manager of the Orpheum here.

The Russia News of St. Petersburg has been announced.

Mark Corey, Oregon RKO manager, has been named district distributor chairman in the 7th War Loan drive.

Paul Stevens has been named manager of the Oriental Theatre, Portland.

Jack Matlack of the J.J. Parker Theatre was awarded a $300 war bond by the combined movie magazines' contest for contest advertising in the promotion of the 6th War Loan.

HARRISBURG

Of interest to the industry are the proposals in the State Legislature on labor problems including workplace medical examinations.

This measure contains three proposals: raise from $18 to $20 a week the maximum benefits for workmen's and unemployment compensation; extend from 16 to 22 weeks the period of payment for unemployment; cut from two weeks to one the waiting period between loss of work and beginning of compensation; provide partial unemployment payments on a loss-of-earnings basis; increase minimum workmen's compensation benefits from nine to $10 weekly; lift a $75,000 ceiling for the payment of payments to $10,000; increase other money benefits 11 per cent to the even dollar; extend compensation beyond 26 months; and the proposed benefits for occupational disease as for workmen's compensation without extending coverage to those diseases already included in the act.

Following conferences of the local members of the War Activities Committee, plans have been announced to flash the news of the fall of the surrender of the German Army overseas. The Senate was the first to announce the all-day closing, following instructions from Jay Emanuel, Carl Licherman, and others.

Tentative date for opening of the Colonial has been set for today (24), with Paramount's "Bring On The Girls." The house has been renovated in modern decor.

Mark Rubinsky, owner of the Rubinsky Circuit, is awaiting a call for duty since passing his induction physical.

The old-dad Jimmy Smith, son of Mrs. Evelyn Smith, assistant manager of Loew's Regent, is recovering from serious injuries sustained when he was attacked by older boys on the street.

The policy of reissues is continuing at the Rio with success according to Manager Harry Goldberg.

NEW YORK

Summing up the 30th anniversary drive of 20th Century-Fox here, Ray Moon, branch manager, declared that 415 theatres out of 700 possibilities had representation of the company's product. "Nobody told us to go hell," Moon added tersely. He evaluated the gross business for the drive at 50 per cent over normal income, and paid tribute to the cooperation of the staff who went to work with exemplary will. He also commended Loew's and other circuits who previously had never played any product of 20th-Fox for going out of their way in compliance to the drive. An additional estimate of the volume of business was offered in retrospect of the increase in weekly shipments of from three to 12 or more prints. An element of pleasant surprise interacted itself when the entire personnel of the exchange tendered Moon a party last week on the occasion of his second anniversary in his present position, and celebrated with his birthday in private room at the St. Moritz and presented him with a gold pen and pencil set. "I'd much rather be on the giving than the receiving end," Moon said. From the (Continued on Page 22)
A Salute
to Mr. Exhibitor
HE DESERVES IT!

Has Mr. Exhibitor done
Sure, but he's just begun

The genial gentleman on your right is the greatest salesman in America!
He's sold billions of dollars in War Bonds during six gigantic drives...
He's collected millions of dollars for the Red Cross and poured billions of dimes into the Infantile Paralysis Fund...
And given support by hard work to every other effort that will bring total Victory sooner.
Someday he's going back to just selling motion pictures, but now he's preparing to

MIGHTY
7th War Loan

War Activities Committee
1501 Broadway
In cooperation with the War Finance Com
enough?

to fight!

devote his efforts 100% to the Seventh War Loan...giving his best with the smash campaign that he and his fellow Showmen have created from practical ideas submitted by Showmen all over the nation.

This grass roots planning has every indication of being the most powerful bond selling campaign ever set in motion by the EXHIBITORS OF AMERICA—DESIGNED TO HELP SPEED TOTAL VICTORY.

MOTION PICTURE INDUSTRY
New York 18, N. Y.

of the United States Treasury Department
REGIONAL — Continued

home office Moon's well wishers were represented by William J. Kupper, Andy Smith, Clarence Hill and Roger Ferri.

The solemnity which pervaded the exchanges here the morning after the late President's death was followed by a wave of hysteria as the rumor of Van Johnson's death could not be requited until the MGM home office made a vigorous denial. Thereafter the rumor that Jack Dempsey had died in combat quieted down after this department called the Associated Press, which was instrustant for some members of the sales force in the Warner exchange.

A letter received by Edward T. Carroll, RKO New Jersey salesman, and Mrs. Carroll, from their son, Pfc. J. C. Carroll, on leave in Los Angeles, revealed that he is "safe and sound but very tired," on the Mariandas, to which he was transferred from Iwo Jima. The soldier was with the first wave of Marines to invade the volcanic islands, and out of a contingent of eight who shared the same tent, he is the only survivor.

The City Investing Co., is reported to be asking $7 million for its properties consisting of the Astor, Victoria, Bijou and Fulton theatres. The Independent Theatre Service has not purchased "five cents worth of product yet," as David Snapier, ITS treasurer, is quoted to have said. Rumors inquired as to this firm's willingness to engage for a three-week vacation in Hot Springs.

Irving Pinsetter, treasurer of the Island Theatre Circuit, disclosed in a letter to exchanges that Frank Moscato, one of the circuit's founders, is no longer associated with the organization.

The Parkways Theatre in the Bronx is being dismantled.

Norman Beckett, traveling auditor for MGM, has returned to the New York exchange.

The Edison, Hoboken, N. J., in response to a trade questionnaire submitted the following list of officers: Joseph Curcio, president; Anthony Donohro, vice-president; Samuel Roschard, secretary-treasurer, who is also empowered to sign booking contracts.

Max Wallach has acquired the Century Theatre, original home of the Yiddish Art Theatre, giving him three houses in his circuit.

Harry Kalmine, assistant general manager of Warner Theatres, and Harry Mayer, head of the WB artists bureau, have returned from Washington, D. C.

NEWARK

Walter Reade, head of the North Jersey circuit bearing his name, has purchased Pepper's Department Store, Asbury Park, for a reported price of $300,000. When building conditions permitted Reade intends to erect a new department store on the site.

Audiences at the Newsreel Theatre last Thursday evening gasped when the show was stopped at 6:03 p.m. with the announcement of the President's death. The bulletin, from the theatre's teletype, which is an attraction in the lobby, was read over the loud speaker system in the home while the state film delineates traffic hazards. Both may be shown by exhibitors without cost by application to the producers. A system of offering from $500 to $750 for Phyllis Cicchelli, of Orange, which included films captured from the Germans, showed her brother, an Army corporal, among a group of American prisoners. Miss Cicchelli and her parents went to the New York studios of MGM, producers of the newsreel, and the picture was run off for them in slow motion. Mr. Allen gave the family the portion of the film showing their son.

Officers of Local 244, Motion Picture Operators, of Essex County, have been ordered to show cause why an injunction should not be issued restraining them from interfering with John Horovcak, also known as John Roach, from obtaining employment as a motion picture operator. The complainant testified that he had been affiliated with the local since 1933 but was not accepted as a member, although over a five-year period he paid taxes and dues into the union of more than $2,000 out of his salary of $35 to $40 a week. He complained that after being employed as an operator at the Essex Theatre for eight and one-half years he was discharged last month at the instance of Andrew Gehring, business agent, and other union executives. Horovcak declared he had been advised by an official of the union that he would never be admitted to membership because his brother testified against Louis Kaufman, former business agent of the union, now facing a seven-year jail sentence and a $10,000 fine for conviction as a member of the extortion ring which mulcted the motion picture industry of more than $1,000,000. Horovcak also alleged that Mortimer Kaufman, son of Louis, was employed, although under 21 years of age, as an operator at a Newark theatre at $135 a week in preference to men affiliated for many years with the union.

Otto E. Mide, 68, assistant manager at the Capitol, died last week after a brief illness.

Jay Wren, publicity-advertising manager of the Adams and Paramount theatres, has been appointed publicity director for all theatrical and motion picture activities in Essex County, for the Seventh War Loan.

CHICAGO

Thomas McConnell, attorney for the Jackson Park Theatre, in a brief filed here with the Circuit Court of Appeals, declared that the Chicago system of release was and is part of a price-fixing scheme and therefore is illegal under the Sherman Act. Under the system of release created by contract and not custom in ordinary ways by producers McGovern, an executive, in his brief, the Jackson Park had to get it from competitors, and charged further that the distributors limited the number of prints so that those pictures could be shown. The release system was designed to help Balaban and Katz, and Warner theatres, the brief further charged and cited Walter Imperman, B & R general manager's statement that the Chicago release system was more effective in suppressing competition of subsequent-run theatres in good times than in periods of business depression.

The brief claimed the Jackson Park Theatre averaged $40,000 annual earnings during depression years even though film contracts prevented them from reducing admission prices to compete with prior-run theatres. The brief also declared that at one time it paid more than $50,000 a year to the theatre and thus it was turned down. Fixing of minimum admission prices, the brief charges, makes the entire system illegal. It is also charged that the plaintiff's damages were caused by price-fixing conspiracy. The evidence showed, the brief concluded, that the Jackson Park Theatre was a victim rather than a participant in the defendants' combination and conspiracy.

Maurice M. Rubens, Illinois co-chairman for the Red Cross War Fund collections in this area, announced that collections from the B & K houses totaled $65,000, and from the Public Great-States theatres downtown, $47,139. Jack Kirsh, co-chairman, estimated that the total would be better than $50,000 from Allied theatres in Chicago.

Alliance theatres in Ottawa, Ill., will act as
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clothing depots for the national clothing drive, using trailers to tell their patrons about it.

The Times here eliminated all advertising in their Friday (13) issues except notices of closings as a result of the death of President Roosevelt, and compressed the theatre movie section of two pages into one-quarter of a page of one line each for each house. Other Chicago newspapers carried regular theatre ads. On Saturday large advertising were carried by the newspapers from B & K, Warner theatres, Essaness Circuit and Allied theatres expressing their grief and telling various patrons that theatres would be closed till 5 p.m. Saturday (14).


Miles Seeley, attorney for the Greater Chicago Theatres Corp., Essaness subsidiary has filed intervention for the Crawford Theatre in the Kedzie Annex Theatre arbitration case.

Alliance Theatre Circuit has concluded arrangements with Harry Mandel for the entire Film Classics product for their Indiana theatres. Lawrence Stern, chairman of the Seventh War Loan drive, announced that the Chicago area total is $475,000,000, 40 per cent of which is in E bonds. The average war bond quota has been increased 60 per cent over the Sixth War Loan, and theatres will push individual war loan purchases.

Betty Barrett, of the Donohue & Co agency is here supervising the exploitation on Republic's "Barbary Coast," opening at the Woods Theatre.

Al Weinberg and Arline Calles will handle the Warner Theatres advertising, succeeding Larry Stern, and Fred Joyce, former UA publicity director in New York, is contemplating opening his own publicity agency here. Joe Tobin, jr., has built his new theatre.

Jerry McWhorter, former manager of the Hamilton Theatre, was killed in action in Germany. His mother and sister survive.

MONTREAL

Montreal's Film Row executives, their staffs, the theatre managers and all other showmen throughout the English-speaking world and regardless of religious denomination, last week joined with their friends and business associates throughout Quebec, Canada and other peace loving nations of the world, in expressing tribute to the late President of the United States, Franklin Delano Roosevelt. Canada's theatremen know he and they, Chaunita, U.S. Montreal are lost a true friend, a friend who has done more than the cause of good neighborly relations between our two countries than any statesman who ever lived.

They were shocked and stunned when the first news reports came through. Like other Canadians, they didn't believe it. When they realized the bitter truth they, like millions of their countrymen, stood silently and contemplated; or gathered in household groups with their friends the subjects of their fears of separation, feasts that affected their own country almost as much as they affected that of our great neighbor. It pleased them to know that Canada's major networks suspended all commercial broadcasts, it pleased them when Mr. Roosevelt's appearance in the news reels brought forth spontaneous but dignified, yet emotional tributes. The next morning every flag in the city flew at half mast and it pleased them when many raised the Stars and Stripes. The best of all, they felt they could pay to this man who lives on as an ideal.

A. Jeffrey, Canadian general manager of United Artists is now convalescing at home following an illness which confined him to the hospital for several weeks.

C. S. Self, of UA Montreal manager, has been invited to Toronto for the Canadian premiere of "Colonel Blimp," the widely acclaimed

UNEXPECTED VISIT. Making a surprise visit to the office of Charles E. Kurtzman, Loew's Northeastern division manager, T/S Emil Weretelnik, assistant manager at Loew's State, Boston, until his enlistment in early April 1942, reads a letter Kurtzman was about to mail to him overseas. Weretelnik is enjoying a brief furlough from New Guinea, where he has been stationed as a member of the Finance Department of the Army.

British production. High officials of the British and Canadian governments are scheduled to attend as well as members of the press and radio representatives.

Kumitzky, U.S. salesman for Quebec and the Maritime Provinces, is making a trip through Eastern Ontario.

Plays in Film Row's bowling league got underway this week. United Artists finished on top of the heap. The first six teams will compete for final honors.

Dave Griesedieck, recently with Odeon Canada has been appointed Canadian General Manager of Producers Releasing Corporation. Paul Nathan, president of the company, passed through Montreal on his way east last week.

Columbia Pictures of Canada have moved to larger offices on Film Row, according to genie Bill Elman, local manager.

Recent visit to town included Mel Lodge, operator of the Myra Theatre, Richmond; Armand Champagne, who owns the Club House in Abesos and J. V. Turgeon, owner of the Theatre, closed in Valley Junction and the other at Beauscelle. L. H. Allen, general manager of Esquire Films, came here from Toronto and, it is understood, conferred with Paul Nathanson and important developments will probably be the outcome of their meeting.

BOSTON

Judge J. A. Baker sentenced Edgar Cook and John Stubblefield, both of Lincoln, Neb., to state prison for a period of 12 to 15 years following their conviction of breaking into the Franklin Park Theatre here and stealing $2500 in cash and $5,000 in Government bonds. The pair were also charged with larceny, breaking and entering two suburban theatres. The sentences will take effect following their trial and whatever punishment is meted by the Federal Court here.

Lt. John Seully, jr., son of John Seully, Universal district manager, is now at Camp Miles Standish, Ga following his escape to Russia from a prisoner's camp in Germany. He is expected home on furlough shortly.

Proceeds from the Macaulay Post-sponsored show held at the New England Mutual Hall are to go into a fund for servicemen. The performance was well attended by representatives of the industry.

Fred Husson, owner of the Empire Theatre in Whitman, and the Wilmingtom in Wilmington, returned recently from overseas on emergency furlough due to his father's illness.

George W. Horan, Warner Bros. branch manager, has been given his second division manager and war bond premiere chairman for Massachu- setts in the 7th War Drive.

Edward Denton, former assistant manager of the Paramount Theatre here, has been reported missing in action on the Western front. Alfred J. Padell, Denton's successor, who was inducted into the Army, is believed to be at Rutland Santu- riam, Rutland, Mass.

Harry Zeit, New Bedford theatre owner, reports that his son has received the Presidential citation.

E. M. Loew has returned here following a visit to the newly purchased Crosby Theatre in Brooklyn, N. Y.

Irving Mendelson, UA office manager, has been notified by the War Department that his brother has been wounded for the second time in six months while serving on the Western front.

Harry Nugent, assistant film shipper at the United Artists exchange, was scheduled to enter the annual marathon race last Thursday for which he trained anxiously.

E. C. Marshall and his wife and her brother Lt. David L. Marshall, with the Army, surprised their parents Mr. and Mrs. James Marshall who in the Film Service Co. by returning home on a furlough the same day. They are stationed within a few miles of each other at Camp Maryland.

Jack Davis, Republic exchange, has been notified that his son, Lt. Melvin, a bombardier, landed safely in Iceland.

Sam Neaton, formerly with the Paramount exchange, having received an honorable discharge from the Marines, is expected back at his old post.

A surprise birthday party was given to Tom Donaldson, MGM branch manager here, by the office personnel.

Joe Lougo has been assigned to the RKO offices in San Francisco, according to report.

All theatres here closed Saturday until 6 p.m. and all entertainment was canceled in honor of the late President Roosevelt. Retail stores and civilian manufacturing establishments closed for the duration of the White House funeral services, and all business in the Commonwealth was suspended from 4 to 5 p.m. A 30-day period of mourning for President Roosevelt, with Bago on all public buildings in the Commonwealth to be hung at half-mast during that period was pro- claimed by Governor Tobin.

At the Parkhurst, E. M. Loew manager of the Graphic and E. M. Loew theatres here, and now with Army Air Corps stationed in India, has been awarded the Bronze Star for participation in the India-Burma campaign. Lt. Parkhurst has completed three years in the service this month.

LOS ANGELES

All exchanges here closed early Friday afternoon in respect of the death of President Roosevelt. Theatres in this area were closed all day Saturday (14) until 6:00 p.m. with the exception of Warner Bros. theatres and a few independent houses, which remained closed all day. The matinee closing was in compliance with the request of the War Activities Committee.

Tom Murphy, the proud father of twin boys born April 10, The Murphys have one son in addition to the new arrivals. The family is that Mrs. Murphy, their eldest son, and the twins all celebrate their birthdays on the same day, April 10. Morris Schiff, Warner Bros. exchange office manager, has passed his Army physical.

Earle Strebec, operator of theatres in Lake Arrowhead, Los Vegas, and Big Bear, has announced that plans building another theatre (Continued on Page 26)
THE GREATEST OF ALL
BY POPULAR REQUESTS
REPUBLIC BOX OFFICE

"MELODY RANCH"
featuring
JIMMY DURANTE with ANN MILLER
and
BARTON MacLANE • VERA VAGUE • GEORGE "GABBY" HAYES
JEROME COWAN • MARY LEE
JOSEPH SANTLEY, Director • Original Screen Play by Jack Moffitt – F. Hugh Herbert
Special Comedy Sequences by Sid Kuller – Ray Golden

"SPRINGTIME IN THE ROCKIES"
with SMILEY BURNETTE and POLLY ROWLES
Directed by JOSEPH KANE
Original Screen Play by Gilbert Wright – Betty Burbridge

"The SAGEBRUSH TROUBADOUR"
with SMILEY BURNETTE and BARBARA PEPPER
Directed by JOSEPH KANE
Story by Oliver Drake
Adaptation and Screen Play by Oliver Drake and Joseph Poland

"THE SINGING VAGABOND"
with SMILEY BURNETTE and
ANN RUTHERFORD • BARBARA PEPPER
Directed by CARL PIERSON
Story by Oliver Drake
Adaptation and Screen Play by Oliver Drake and Betty Burbridge
GENE AUTRY HITS ... REISSUED FROM PUBLIC AND EXHIBITORS ALIKE NATURALS" HEADED FOR BIG MONEY!

"RANCHO GRANDE"
SMILEY BURNETTE and JUNE STOREY, MARY LEE and PALS OF THE GOLDEN WEST

Original Story by FRANK MCDONALD
Screen Play by Bradford Ropes - BETTY BURBRIDGE - PETER MILNE

"MAN FROM MUSIC MOUNTAIN"
with SMILEY BURNETTE and CAROL HUGHES and POLLY JENKINS And Her Plowboys

Directed by JOSEPH KANE
Screen Play by BETTY BURBRIDGE and LUCI WORD
Original Story by BERNARD McCANVILLE

"GUNS AND GUITARS"
SMILEY BURNETTE and DOROTHY DIX • EARLE HODGINS

Directed by JOSEPH KANE
Original Story and Screen Play by DARRELL and STUART McCOWAN

"THE OLD CORRAL"
with SMILEY BURNETTE and HOPE MANNING and BOB NOLAN and THE SONS OF THE PIONEERS

Directed by JOSEPH KANE
Original Story by BERNARD McCANVILLE
Screen Play by SHERMAN LOWE and JOSEPH POLAND

U.S. WAR SAVINGS BONDS
REGIONAL—Continued

CINCINNATI

Film Row worked with a skeleton crew last Saturday as a result of the President's death. All theatres were closed until 6 p.m. and department stores closed in the early afternoon. Memorial services were held on downtown Fountain Square.

The Strand Theatre bought space in all newspapers advertising its Greater Cincinnati moviegoers who could not gain admittance during the first three days of the world premiere showing. They accommodated the crowds who desire to see this greatest of all gangster pictures, the Strand will open daily at 9:30 a.m. for the balance of its engagement.

The Bear, now located at Fountain Square, has been in operation under the management of Ben Cohen, who has been the manager for the past two years, has been promoted to manager of the Telenews Theatre, Dallas, Tex., whence he and Mrs. Cohen soon will be traveling. Cohen will be succeeded here by E. J. Meisinger, former manager of Balaban and Katz theatres, Chicago, and at one time manager of the RKO Capitol in this city.

Mrs. Mary Niland, wife of Peter Niland, Colorado city sales manager, was in Good Samaritan Hospital. She was a lifelong resident of Cincinnati.

The Municipal Theatre, at the downtown Variety Club's weekly stag hounds last Monday.

Twenty girls in the Warner Club will join the Corpus Christi Riding Association, which they will ride every Friday evening throughout the summer months.

Frank Spargur rejoined the Paramount sales staff following a medical discharge from the armed forces.

The Strand at Kenova, W. Va., has been taken over by William Thalheimer and Milt Levine.

Exhibitors booking on the Row last week were: Bill Brown, Cabin Creek, Ky.; Gene Caster, Charleston and Jim Stricklen, Charleston and Lewisburg.

VANCOUVER

Howard Boothe, British Columbia district manager for the Odgen Circuit, has announced the opening of the Bel Vito Theatre Mission, B. C., for Sam Bamister. The Victory, a 625-seater, gives the circuit its 29th theatre in the Province, and will be under the supervision of Earl Hayter, recently appointed B. C. district supervisor. Mission is 35 miles from Vancouver in the heart of the Fraser River valley belt with a population of 456.

Hank Leslie, secretary of the projectionists local 348 resigned last week after six-year term and was succeeded by George Threlf of the Kerrisdale Theatre.

Canadian newspapers are lightening their restrictions on advertising and space for announcements with the end of the European war in sight. Both the Opheim and Capitol here used big ads last week for "Hotel Berlin" and "For the Bell Tolls." Both films did a smashing business.

The film "V-1" dealing with the destructive robot bomb is being shown in war plants in connection with the 8th Victory Loan.

Frank Gow, Famous Players district manager in B. C., reported that the circuit has 280,000 in its 32 theatres in the British Columbia zone.

Victor Brewer, local projectionist, is operating the new Star Theatre which was built by the firm of Bryce and Company on Island, a resort on the coast line from Vancouver, showing 16-mm films.

Outdoor scenes of a remake of "Smoky" will be shot here by 20th-Fox next month.

Further managerial shifts have been made in the B.C. Circuit. Crockett Warne succeeds from the Olympic to the Circle, succeeding Frank Soltice who is now district booker. Jack Bernard will take over the Olympic, moving up from the Kingsway, and Grace Bowden, assistant man-

INDIANAPOLIS

In respect to the memory of the late President all local theatres were closed until 6 p.m. last Saturday.

Mr. Charles Saphur, Jr., a former employee at the 20th-Fox exchange here, has been reported missing over Austria since March 22. He was a tall gunner on an Italian-based Liberator bomber.

Rush Williams, assistant manager at Loew's Theatre has been succeeded by Ted Richard Chichester, formerly employed by the Pantheon, a Marco Circuit. St. Louis, Mo., as assistant manager and treasurer.

William E. Eberhard of the Variety Club steward staff, is a patient in the City Hospital.

The local Variety Club announced the donation of two leg constrictors to the City Hospital.

Films showing at the Strand, open the new Strand Theatre, May 2 on Road 67, near Maywood, a suburb of Indianapolis.

Andrew Anderson, president of the Kentucky

A LITTLE PIANISTICS. During his recent visit to Republic's North Hollywood Studio, Tampa Branch Manager Harold Laird (right) enjoyed a chopsticks duet with Tito Guizar, who starts work shortly in "Mexicana," in which he will be Bill Reiser, also of the Tampa branch. Laird's visit was in accordance with the company policy of having field men visit the various theatres to become better acquainted with production.

Exhibitors Association, and operator of a bluegrass circuit was a visitor on Film Row.

Claude McKean, Warner Bros. branch manager is recalling Film Row with fancy tales of his first experience with stage props. However, despite several trying experiences, McKean saved his orchard of which he is very proud. He has some fancy ribbon first prizes for outstanding fruit crops.

Charles M. Olson, former operator of the Lyric Theatre here and known nationally in the theatrical world, died last Thursday at his home in Carmel, Ind. He was one of the pioneer exhibitors of Indianapolis and a member of the local Variety Club. He began his career in 1908 when he built and operated the old Crystal Theatre in North Illinois Street here. He also operated a picture in the presence of the Lyric for many years. At one time he operated the Albamer, the Apollo and Idle Hour. He is survived by his wife, four sisters, and four brothers. Funeral services were held Saturday afternoon and cremation followed.

S/Sgt. Paul G. Shaughnessy, former employee of RCA Victor division, is reported recovering from wounds received Feb. 7 on Luzon. He was with the 38th division and has been overseas since December.

The Pixy Theatre, Edinburg, has been re-opened after being rebuilt by the Sconce brothers.

The new Cozy Theatre, Campbellsville, Ky., was opened April 13 by Mr. and Mrs. Paul Sanders, who also operate the Albamer there. Every employee of the 20th-Fox exchange now receive an extra three weeks' pay for exceeding his quota on the 20th anniversary drive.

Joe Brokaw, PRC franchise holder, conferred in Chicago with Morris Safere, Western division manager, and John Doer of the Alliance Circuit.

Film Row visitors during the week were Bob Hudson, Richmond; Harry Van Noy, Anderson; Alex Kaliaft, Garrett, and Douglas Haney, Alton.

at Big Bear and has purchased the lot for the site.

Jess Bace, owner of the Bace Theatre, Ford City, died suddenly on April 12th. In addition to his theatre operation, he devoted much of his time to flying, and through his interest in aviation, he perfected a new type of propeller now in use on the P-38s.

Roe Beldian, PRX operator at Columbia exchange, was married last weekend to S/lc Edward L. Farr. The groom is stationed in San Diego.

Mr. and Mrs. Rube Snadow announced the birth of a daughter April 12 at Cedars of Lebanon Hospital.

The Monica Theatre has been sold for a reported price of $30,000. John Good, the former owner, bought the house from Moritz and Nicholson last February.

The Barbara Theatre, shuttered for some time, has been reopened by Bill Kay, who also operates the Kiva and Linda Lee.

Louis Berkoft, Los Angeles Monogram franchise owner, is now a full-fledged Shriner.

Lou Goldstein, independent distributor, left for New York on a business trip.

The Cairo Theatre was the victim of a holdup by a masked bandit last week who got away with $50. The thief flouirished an automatic pistol at the cashier and scooped the money into a paper bag.

Winners in the George Bowser Inaugural drive for the Southern California division in order of their final standing were: Division managers Spencer Leve and David Ross, James Runte, and Stan Brown. George Bowser left for Florida both with the FWC Northern California division in connection with the 7th War Loan. From there, he will go to Denver for a pre-campaign meeting of exhibitors and distributors. Accompanying him will be O. N. (Bill) Sere and Sherrill Corwin, who are artists for Gus Metger, who is Southern California chairman for the theatres division, War Finance Committee, Treasury Department. Also going along are Harry Cohen, RKO branch manager and distributor chairman, Seymour Peiser, and Mort Goodman, publicity chairmen.

Glenn Bell, former A. L. Paramount branch manager, is now manager of the Paramount Denver office.

Larry Pullis, Paramount booker, visited the Rockford, Ill., office for the first time since his operation, and expects to return to work within the next 10 days.

Mr. and Mrs. Pearson, of the Lone Pine Theatre, Lone Pine, have returned from Louisa, where they visited their son who is in the armed forces.

SHOWMEN'S TRADE REVIEW April 21, 1945
The news of the death of President Roosevelt shocked his many friends in the film industry here. Late editions on the Friday afternoon papers were changed to carry announcements, and the print shops worked overtime to get out all the orders for special cards. As far as can be ascertained, all the theatres here followed the lead of the Warner chain by closing all day on Saturday—and Saturday was truly a day of mourning. Radio stations and newspapers were contacted as soon as the decision to close was made, and by late afternoon Friday, Philadelphians were bombarded by the message that the theatres would remain closed all day Saturday. It was a fitting demonstration in memory of one of the best friends of the motion picture industry.

Sid Blumenstock, 20th-Fox exploiter, brought William Eythe here to meet the press and radio representatives. "A Royal Scandal," in which Eythe is featured, will have its local release next week. Edgar Moss, a district manager, was on hand to greet the folks, with Mike Weiss and Si Freedman carrying the publicity ball.

Sidney Samelson, WAC area chairman for the Seventh War Loan, called a meeting last Saturday to map plans for the theatres in this area. Present were George Schwartz, Mike Weiss, Irving Blumberg, and Albert M. Cohen.

A letter received from Bill Friday, former assistant manager at the Earle Theatre, now with the 9th Army in Germany, states that he had been promoted to a corporal, and that one of the first Hebrew religious services conducted in Germany since the persecutions by Hitler has been conducted in conjunction with the Passover observance by Chaplain Marvin Goldfine, a nephew of RKO's Nat Levy, who, before his

(Continued on Next Page)
enlistment in the service was a Rabbi of the Adath Jeshuran synagogue in Philadelphia.

Ben Braunstein, formerly an assistant manager in the downtown Warner Theatre, and before his illness, a member of the Warner personnel, died last week.

Mr. Jerome A. Thomas, former projectionist at the Logan Theatre, has been awarded the Legion of Merit in Italy by Lt. Gen. McNar- ney for "exceptionally meritorious conduct in the performance of outstanding service.

Lt. Eddie Winkelman, a former member of the Earle Theatre orchestra, has been recom- mended by his Naval superiors for the Com- mendation Ribbon for outstanding services during the amphibious assault against Iwo Jima.

Lt. John J. Scally, Jr., former Universal booker, who escaped from a Nazi prison on a ship bound for this country and expects to reach the United States some time this month.

Columbian celebrates its 18th anniversary on May 1, right in the middle of its April 26-June 2 drive, "A Republic Picture Plays Every Week On Every Theatre Screen." Exchange Manager Joe Engle is using every means to help insure the drive’s success.

COLUMBUS

Independent Theatre Owners of Ohio, in common with all national Allied units, are asking their members for information on him com- pany in whose work companies give the most favorable deals, which are the toughest and whether the exhibitor receives good, fair or tough treatment of either deals.

P. J. Wood, secretary of ILO, said a summary of replies would be sent to members within two weeks.

Cut Shepherd, former salesman in the West Virginia territory for 20th-Fox, has been assi- gned to the Columbus area. He succeeds Bob Jacobs, who is being transferred to the West Virginia territory.

Franklin County night club operators outside the city limits have received a notice to close at midnight, Eastern War Time—Columbus city time—com- plaining that "bootlegging generation" would re- suit if they did. They now close at 1 a.m. EWT, which is 2 a.m. slow state time.

A bill to appropriate $50,000,000 for purchase of a 1,000-acre site northwest of Ohio State University for a new state fairground has been killed by the Ohio Senate agriculture com- mittee.

All Columbus theatres, neighborhood and downtown, closed their doors Saturday, April 14, until 6 p.m. in honor of the late President.

Bernard McGraner, assistant manager of Loew’s Ohio, is back at home recuperating from his recent operation. He tried working a few hours a day but further rest is required before he assumes full-time duties.

Doris Vacca, Loew’s Ohio relief cashier, has returned following a Texas vacation.

WASHINGTON

John J. Payette, general zone manager of Warner Bros. Theatres, sent the following an- nouncement to all newspapers and radio operators following the tragic death of President Roose- velt: "All Warner Bros. Theatres in the Dis- trict of Columbia, Maryland and Virginia join the nation in mourning Commander-in-Chief. All Warner Bros. Theatres will close Saturday, April 14." Theatres, department stores and banks observed the official day of mourning. Store windows were draped in black, flags were at half mast on every building, and all Wash- ington unemployment closed. "Our nation’s loss—Is the world’s loss.

Washingtonians who attended the Hotel Astor 7th War Loan meeting in New York were Frank La Falco, area publicity chairman; Fred

HERALDS BOND DRIVE. A re- production of the campaign poster shows the Marines plant victory in the heart of Minneapolis. The 10x12-foot display is effectively animated, with a 16-inch fan behind the flag creating a waving effect. Figure of smoke is 3 inches long, 8 inches wide, 4 inches high, and 4 inches in front of the background. George Dibble, Radio City poster artist, developed the display from a news- paper reproduction for the War Activi- ties Committee.

Kogod, who will head the 7th drive for the theatre; Frank Boucher, and John S. Allen chairman of the distributors’ group.

The Ambassador Theatre here will dispense with weekday matinees for an indefinite period starting April 26 in order that painting and redecorating may be carried on. The theatre will continue to be open evenings, and matinees on Saturday and Sunday will still be in force.

Lamar Keen, Capitol, Winchester, Va., got a newspaper break for his efforts in the Red Cross drive. Included in the story was an an- nouncement of a Red Cross short scheduled for his theatre.

Mort Blumenstock, Warner director of ad- vertising and publicity for the East, was in Washington to introduce and install Ted Todd of Clark, Field director and sales promotion expert, who formerly worked in the Earl Theatre office.

The April issue of the "Warner Corner" con- tains a number of letters from Warnerites now in the service, thanking John J. Payette for his thoughtfulness in putting out the paper. Among the letters reproduced are those from Nicholas Clark, former doorman at the Avalon; Wade Skinner, former secretary to A. J. Brylawski, Gerald Myers, former assistant manager of the Maryland, Hattie Melton, and Helen L. Keats, all long time theatre operators.

Walter Davis of Universal celebrated his birthday, April 20.

In a meeting for an advertising conference was held.

The Universal Branch Manager Max Cohen is vacationing in New York and Atlantic City, district Manager S. E. Applegate will be in Washington a few days each week to keep in touch with things. Fred Rippingale received honorable mention in the Virginia salesmen’s contest.

OMAHA

V-E Day for Omaha’s theatres calls for city- wide services at the Orpheum Theatre at noon under sponsorship of the local municipal assis- tant. The planning committee. William Miskell, Tri-States Theatres district manager, is the theatre representative on the committee. Mayor Dan Butler has requested the theatres to remain open on V-E Day to keep crowds off the streets. Only if the crowd becomes unruly would the theatres shut down.

Ted Emerson, manager of the Orpheum, and Mr. Emerson, California visiting their son, Jim, of the Navy.

Pinkie McIlvaine, manager of the Brandes Theatres in the Valley area, was transferred.

Morton E. Ichenberg has been transferred here by Columbia to replace Elmer Dunas, who resigned due to ill health. Ichenberg will cover the south Platte territory.

Charles Fogel, Metro home office representa- tive, celebrated a birthday here with the local exhibitors and office staff.

Most interesting movie audience in Omaha last week was the group of 25 little schoolmates of Mary Leth Miskell, who celebrated her birthday by having her school pals in for a screening at 20th-Fox.

Berne Enlin, director of Omaha’s Community Playhouse, declares he will go through with his
idea for a summer theatre here and that he has concluded a deal for an auditorium.

Monogram here is holding on to second place in its company sales drive.

Friends of Bernard Mariner, former PRC branch manager, say that he was with the Marines in their invasion of Okinawa.

Mr. and Mrs. J. V. Franks, Harvard, Neb., exhibitors, call attention to a girl chief operator who is only 16 years old and has worked for them in that capacity three years.

Bob Bertram, Columbia office manager, has purchased real estate outside of the city.

Beverly Welch of Omaha recently appeared on a radio program in Los Angeles with Lawrence Tierney.

Mons Thompson, St. Paul, Neb., exhibitor, has purchased a cabin in Minnesota and will leave soon for a vacation there.

Mrs. Mel Eviden, wife of the Columbia manager at Des Moines, visited her parents in Omaha.

MEMPHIS

All Memphis theatres paid tribute to the late President Roosevelt Saturday by remaining dark all or part of the day. The Warner closed for the entire day, Loew’s State and Palace, the Malco and Strand in the downtown section and all suburbs remained dark until 6 p.m.

Thomas W. Young, 20th-Fox branch manager and district chairman for the War Activities Committee attended a meeting in Chicago last Monday to make plans for the 7th War Loan drive.

Clif Wilson, Monogram office manager, who passed his Army physical last April, has been ordered to report to Fort Oglethorpe for re-examination.

Out-of-town exploiters in Memphis this last week include Perry Spencer, Universal, Atlanta; Fred Ford, RKO, Atlanta; Eddie Bower, United Artists, Atlanta; Allen Glenn, Paramount, Dallas, and Spencer Pierce, 20th-Fox, Atlanta.

Pierce has been consulting a Memphis physician in regard to an injury he suffered several months ago when a plane in which he was a passenger dropped in an air pocket and threw him from his seat.

Film Row tendered its condolences to L. W. McClintock, Jr., Paramount branch manager, whose mother died in Uriah, California.

Exhibitors on Film Row last week were H. G. Brewer, Clarkdale, Miss.; S. D. McKeel, Coffeyville, Miss.; Earl Vandiver, Kennett, Mo.; John Mohrstadt, Hayti, Mo.; Gene Fleenan, Manila, Ark.; G. H. Goff, Parsons, Tenn.; Guy Amis, Lexington, Tenn.; Horace Stanley, Beebe, Ark.; and John Staples, Figgott, Ark.

W. A. Finney, Loew’s Southern division manager, has announced William Kemp, Loew’s relief manager for the past year, will be permanent manager of Loew’s State, succeeding Arthur Groom, transferred to the Victory at Evansville.

ST. LOUIS

The overall war bond quota for St. Louis County in the 7th War Loan drive will be $156,772,436, or $691,436 more than for the 6th drive, while the quota of issues to be sold to individuals has been raised from $55,506,085 in the previous campaign to $72,216,436. The E bond quota has been increased from $25,937,400 to $41,527,491. Movie theatres here will concentrate on E bond sales.

The Balaban Realty Co., Chicago, has been incorporated at Springfield, Ill., with 200 shares, of $100 par value common stock. Incorporators are H. L. Balaban, S. Bovinangelog and E. G. Bloom.

The 15 per cent increase in their $75 a week base pay recently granted by the regional War Labor Board at Kansas City to the 66 members of the Stage Hands Union, Local 6, who will remain on the payrolls of the movie theatres, is

(Continued on Next Page)
REGIONAL—Continued

PICTTGHBURG

The family of Pvt. William K. Jackson, formerly general manager of the Mid-State Theatres Clearfield T., before induction in the Army, has been notified by the War Department that he was killed in action on the German front. There were conflicting reports at first, that he was missing in action, killed, then again missing, but his death has now been verified. He is survived by his widow and two children. He was very popular in theatre and distribution circles, and the only exhibitor in this territory who was given a farewell dinner before his induction.

Andrew Kozmin, a brother of Marie Kozmin, of 20th-Fox, who was a veteran of World War I, died at the Veterans Hospital, Aspinwall, Pa., April 13, and was buried from his home here, April 17.

Illness has invaded the branch managers of local Film Row. Newton Williams of the National Theatre Supply Company is seriously ill in St. Joseph's Hospital from spinal meningitis; John Kohn, manager of the Bellevue Hospital, Bellevue, suffering from a knee infection, and the latest on the sick list is F. D. "Dinty" Moore, manager of the Clearfield, who is in Allegheny General Hospital for observation. Pete Dana, branch manager for Universal, is now in Florida recuperating from a serious illness.

DES MOINES

W. D. Davidson, accountant with Tri-States Theatre Corp., for the past 16 years has resigned. Employes of the accounting department gave him a farewell luncheon and presented him with a leather jacket.

Milo D. Moody has purchased the theatre at Marquette, 1a., and will take over operations immediately. The house has been closed for several years.

P. D. Hillman, Central States partner of Clinton, 1a., recently returned from Florida where he spent the winter near the camp where his son is stationed.

G. Ralph Brant, general manager of Tri-States Theatre Corp., has been named Des Moines chairman of the United National clothing collection. The collection will be used as the central packing center for the city. Members of the Wac from Fort Des Moines will assist in collecting the clothing.

Reba Hamand has joined the Tri-States advertising department.

Graphic Report on Industry at War

The camera and the written word are blended for one of the most graphic pieces of reporting ever put between the covers of a book and tell the story of global war as viewed chiefly from that vantage point—the motion picture industry. The motion picture industry, through the efforts of the War Activities Committee, cooperated with the editors of Look in supplying photographic material as well as factual information about the motion picture people who have figured prominently in all theatres of war.

The result, in information, thrills and true perspective of warfare (World War II model), for the reader more than justifies the basic idea of viewing this war from the vantage point of the motion picture and its people.

What can and certainly will do a wonderful public relations job for the motion picture industry. This, not because (as some book reviewers have said) the book goes out of its way to glorify the film industry, but because in reporting the war as seen through the activities of the industry and its people, there is true appreciation for the vastly important and most patriotic job that has been done by these motion picture people.

Theatremen would do well to work with local book stores in publicizing this book.
The Showman Says:

Help Speed Total Victory

Webster Says:

"Assist the onward surge of the complete overpowering of all enemies"

No one compares with the American Showman for delivering slogans that "Sock and Sell." He uses language that is clear and direct and carries tremendous popular appeal. That is why, since this is Total War and America has one enemy... whether he fights in Europe or Asia... the Nation's Showmen have adopted the ringing slogan that will best urge the movie-going public to buy more bonds than ever before in the Mighty Seventh War Loan.

HELP SPEED TOTAL VICTORY!

WAR ACTIVITIES COMMITTEE - MOTION PICTURE INDUSTRY
1501 Broadway, New York 18, N. Y.
In cooperation with the War Finance Committee of the United States Treasury Department
Guam—Salvaged Island  (Excellent)  
RKO (53,106) This Is America  17 mins.
Photographed by Marine Corps combat cameramen, prepared in collaboration with the editors of Tha Week magazine and produced by Federic Ullman, Jr., this new release in RKO-Pathé's This Is America series is an impressive and enlightening commentary on democracy at work in a liberated area. Task of rehabilitating the starving and homeless Guamanians after the Japanese had been driven out fell to the Marine Corps Civil Affairs teams, and the subject shows their accomplishments in view of the ravaged conditions of the island resulting from the Japanese occupation. It is amazing—and one has a warm feeling of patriotic pride while witnessing the film—to see how efficiently the job of rehabilitating the inhabitants has been handled; and the subject shows how the Pacific isle might well serve as the exemplar for all liberated areas. An excellent subject to stir the pride of every American.

Overseas Roundup  (Interesting)  
WB (1404) Vitaphone Variety  10 mins.
In documentary form this shows sidelights of little known branches of the armed services. Navy blimps sink a German sub while guarding a convoy. GIs are shown in Bougainville operating a make-shift mechanical laundry, making ice-cream, in the camp barber shop, library and jiving with an impromptu musical aggregation. In Persia the dangerous and exciting job of transporting war material through raging heat, freezing cold, sandstorms is shown, followed by views of Merrill's Marauders as they set out to capture a Japanese air field in Burma. Shots of Ann Sheridan, Ruth Denes, Mary Landi and Ben Blue entertaining the troops in out of the way places wind up the film, which should prove interesting, especially to relatives and sweethearts of men and women overseas in the armed forces.

It Looks Like Rain  (Exceptional)  
MGM—Passing Parade  9 mins.
If ever a short subject came out of a studio that is an inspiration to the trade and reviewer, this is it. Here the elements of drama are intermingled with the technical phases of weather prediction through numerous Governmental agencies located in some of the most inaccessible spots on this continent. The result is an exceptional nine minutes of entertainment captivatingly crowded into a one-reeler. To most audiences the science of measuring weather in advance is a total enigma. As clarified here it should stimulate knowledge, and wherever there is energetic showmanship the exhibitor could reap a measure of reward by backing up the subject's exploitation possibilities. Paul Burnford's direction is to be commended.

Athlete of the Year  (Good)  
RKO ($4,308) Sportscores  8 mins.
Ann Curtis, 1944 winner of the Sullivan Award for ability, sportsmanship and character, and a typical co-ed at the University of California, is shown being put through her championship swimming paces by her coach, Charley Sava. Swimmers will have a valuable field day as they watch not only Miss Curtis display her aquatic agility, but also witness diving exhibitions performed by Ruth Nurni and Dorothy Turber. The subject was produced by Jay Boman, and directed by Joseph Walsh, with narration by Red Barber.

Flicker Flashback No. 6  (Good)  
RKO ($4,206)  8 mins.
Lionel Barrymore, Lillian Gish and Harry Carey are shown in an oldtime melodrama, "A Cry for Help," as the chief item in this Flicker Flashbacks reel. Glimpses of stars of the silent screen—John Bunny, Finis McLaughlin, Louis Pouzin, Harold Lloyd, Helen Torpin, Buster Keaton, Marie Dressler and Polly Moran—should stir a feeling of nostalgia in moviegoers who remember these screen personalities of yesteryear. Introducing the subject is a little drama entitled "Professional Jealousy" or "Gay Life Backstage." Plenty of humor is furnished by Ward Wilson's offscreen narration. Richard O. Fleischer produced.

Jive Busters  (Average)  
Univ. (9124) Name Band Musical  15 mins.
Starred in this musical interlude is Sonny Dumpham, and featured with him and his orchestra are four specialty acts including Carolynn Grey, The Taylor Maids, Paul Carley and Velasco and Lane. There is little to lift it above the average in this series—an average that thus far has proved moderately satisfactory screen fare to most patrons.

Cuba Calling  (Fine)  
WB (1505) Sports Parade  10 mins.
Cuba has been done before as a short, but not as well nor as beautifully as this pictorial essay in Technicolor. Opening with a shot of the capital, Havana, the highlights of many points in that city dissolve into scenes of the famous race track and tennis clubs. It is augmented by fast-moving shots of jai alai, and street shooting, quail shooting, tobacco growing and sugar cultivation are reviewed. The film concludes with horseback riding and tree climbing at the local country lairs, and a native dance.

Law of the Badlands  (Good)  
WB (1110) Featurette  20 mins.
This featurette tells the story of a framed-for-murder and dishonorably-discharged officer of the 7th U.S. Cavalry, commanded by the famous Col. George Custer, and how he tracks down the man responsible for the murder, thus clearing himself. A light love story of the off (Continued on Page 34)

ADV.

Can't Get It?  
Joe Hornstein Has It
Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:  
Our visit today takes us to the PRC studios and the California Redwood Forest set they've built for their most ambitious undertaking to date, "Enchanted Forest," being photographed in color.

This is the picture that uses a wide variety of trained animals and birds in its cast, even though the story is dominated by human players, among whom are Edmund Lowe, Brenda Joyce, Harry Davenport and Billy Bemven.

The locale is the forest, where an old man lives. He has a young child wandering around there, takes him home to his abode in a giant redwood tree, teaches him to converse with all the animals and eventually brings him his child, his mother and the man who loves her.

The set covers thousands of square feet of floor space, for there are hundreds of trees. A waterfall at one end drops three different levels into a pool at the bottom. The studio, to make the scene completely authentic, brought from the outside those trees that could be hailed, but the others, like the giant redwoods, were built on the lot.

Today's scene reminds one of Walt Disney's picture "Bambi," except that all the players are alive instead of figments of an artist's imagination. So, as we stand there watching them set up a camera tramway for the next shot, we meet Jim, the crow (who swipes cigarettes out of Edmund Lowe's pocket, thus making friends with everyone); Stripey, the skunk; Nasty, the squirrel; Mr. Greeney, the frog, and several other animals, among whom is Shep, the police dog.

Lowe and Brenda Joyce are seated at the base of a huge redwood tree, waiting for the scene to start. When Director Lew Landers gives the signal. Brenda jumps up, points to the waterfall and announces that she has seen a little boy in the mist. Lowe, trying to comfort her, tells her to hurry up to the top of the tree. As he speaks, Billy plunges through the waterfall and into the pool, but runs away when he sees the statues.

The scene is photographed with very little effort on the part of the director and the players, for all this had been rehearsed in advance.

Harry Davenport, the old man in the story, has been sitting next to us during the shooting. When the "red light" goes off and we can converse, he's the first one with whom we visit. He tells us all about his experiences with the animals, how his finger was bitten by the squirrel, a nip taken out of his shoulder by the crow and his leg scratched by Shep, the police dog.

We then met the other principals, the director and Jack Schwartz, the producer.

Ann Lewis

PRODUCTION NOTES FROM THE STUDIOS

Virginia Bruce, Victor McLaglen to Co-Star for Republic; Kathlyn Grayson Set for MGM's Two Sisters From Boston

Kathryn Grayson has been cast for a top role in MGM's "Two Sisters from Boston," in which she will appear with June Allyson, Jimmy Durante, and Lauritz Melchior. With Harry Koster to direct and Joe Pasternak to produce, the picture is scheduled to go before the cameras early next month.

Leslie Brooks goes into the top feminine role in "I Love a Bandleader," the Columbia musical which will feature Phil Harris and Rochester.

Vince Barnett, Jack Kenny and Joseph Forte have been added to the cast of "Main Street Girl," Montgomery drama now production with Robert Lowery and Doris Merrick co-starred. Christy Cabanne is directing for Producer Joe Kaufman.

Virginia Bruce will be a red-head for her starring role in "Love, Honor and Goodbye," with Victor McLaglen, at Republic. Al Rogell will direct and produce.

Rufe Davis, Sheldon Leonard, and 12-year-old Don Davis have been given featured roles in RKO's "Radio Stars on Parade," the Wally Brown-Alan-Allen-Frances Langford novelty musical which Leslie Goodwins is directing for Producer Ben Stoloff.

Ruth Nelson and Ray Collins were assigned featured roles in 20th-Fox's "Leave Her to Heaven," adapted from the best seller by Ben Ames Williams, which will co-star Gene Tierney, Dana Andrews and Jeanne Crain under John M. Stahl's direction.

David Snell begins final scoring of MGM's comedy "Twill Be Missed," which features Prescott, Gail Patrick and Lenny Lyn Wilde. Harry Beaumont directed and Arthur Field was the producer.

Florence Bates has been cast to play an important role in the Dennis Morgan-Jack Carson starrer, "The Time, the Place and the Girl." Warners' Technicolor musical being directed by David Butler with Alex Gottlieb producing.

Charles Coburn will co-star with Susanna Foster in Universal's "Shady Lady," which will get under way early in May, with George Waggner directing and producing.

Two new South American samba numbers have been added to the colorful music of MGM's "Early to Wed," both to be sung by Van Johnson and Esther Williams, and played on an electric organ by Ethel Smith. They will highlight an elaborate Mexican fiesta sequence in the Technicolor comedy which also stars Lucile Ball and features Keenan Wynn, Eddie Bussell directs, Jack Cummings produces.

Frank Veloz, of the celebrated team of Veloz and Yolanda, has been engaged by William Goetz of International Pictures to dance with Sonia Heine in her forthcoming Technicolor picture "Countess of Monte Cristo," for RKO release.

Commander John Ford, Robert Montgomery, John Wayne and Ward Bond returned from three months' location shooting on "They Were Expendable" at Miami Beach, Florida. Donna Reed will report to begin the sole feminine role in the MGM picture, and this will also mark the first picture Montgomery has faced cameras on his home lot since he received his discharge from the Navy.

Leon Errol has been set for a starring role in RKO's "Riverboat Rhythm." No other castings have been announced, and producer and director still to be set.

"Sonomnet Soe," the Scott R. Dunlap-Moore production which stars the still star Gale Storm and Phil Regan has been set to start this week. This will be the first picture to use the new and improved East Side Street which shows the Bowery in the early 1900's. Director is Ralph Murphy.

Mona McGill, well known on the English stage, has been signed by Universal Producer Joe Harrison for a role in "Uncle Harry," which stars George Sanders, Geraldine Fitzgerald and Ella Raines. Sarah Allgood has also been set for a part. Production is slated to start this month, with Robert Siodmak directing.

Last of the important roles in Columbia's Technicolor production "The Bandit of Sherwood Forest," have been filled with the signing of Henry Daniell and Miles Mander. Romantic leads in this yarn of the Robin Hood line are being played by Cornell Wilde and Anita Louise. Henry Levin directs; producers are Leonard Pecker and Clifford Sanfor.

Donald Meek, Charles Jordan and Geraldine Wall have been assigned roles in Warners' "Janie Gets Married." Joan Leslie and Robert Hutton head the cast of the comedy which is being directed by Vincent Sherman and produced by Alex Gottlieb.

Harry James will lay down his baton to sit in the first trumpet chair of the Fox Symphony Orchestra in recording Tchaikovsky's Fourth Symphony for the forthcoming production of "Kitten on the Keys" in which Harry is being starred with Dick Haymes and Maureen O'Hara, Gregory Ratoff directs and George Jessel produces.

Another big name in radio was added to the cast of the Pine-Thomas' Paramount production "People Are Funny," when Ken Carpenter, famous announcer, was set to conduct a radio program in the picture. Produced and directed by Sam White, the picture stars Jack Haley, Rudy Vallee, Frances Langford, Helen Walker, Phil Reed, Ozzie Nelson.

First casting on "Concerto," Frank Borage's premiere Technicolor production for Republic, is the 13-year old piano prodigy, Peggy Constance.

Pat Kirkwood, young English actress, has been signed to star in MGM's "No Leave, No Love."
MGM Signs Tamara Tournanova

Tamara Tournanova, noted baller dancer now appearing at the Metropolitan Opera House in New York, has signed a three-year contract with Metro-Goldwyn-Mayer to start upon expiration of her present engagement. Her contract calls for performances in five MGM pictures. In private life Miss Tournanova is the wife of Casey Robinson, who is under contract to MGM as a writer, producer and director.

‘We Got Back’ Bought

Screen rights to "We Got Back," Ladies Home Journal novelette by Dorothy Thomas, have been purchased by MGM and Robert Skitch will produce the picture from a screenplay now being written by Cyril Hume.

Olivia de Havilland Signed

Olivia de Havilland has been signed to star in Paramount's "To Each His Own," which Mitchell Leisen will direct. The original story is by Charles Brackett, who will also produce. Production will start next month.

June Start for ‘Calcutta’

Paramount is planning a June start for "Calcutta," romantic adventure drama which Seton I. Miller will produce with Alan Ladd, William Bendix and Howard Da Silva in top roles. The story is an original screenplay by Miller.

To Use Song in Wayne Film

RKO Radio has obtained screen rights to California Here I Come and will use the song in a reenactment of the rescue of American prisoners of war at Cabanatuan by Rangers in "Back to Batan." Use of the song in the John Wayne vehicle is expected to add to the emotional appeal of the sequence. Released prints sang it as they marched to the American lines on Luzon.

Youth Featured in Musical

Don Davis, 12-year-old who scored in "The Horn Blows at Midnight" and "San Diego, I Love You" will have a featured role in RKO Radio Pictures’ musical "Radio Stars on Parade."

AWARD FOR SHORT SUBJECT. Upon completion of "Tomorrow John Jones," starring Spencer Tracy with Phyllis Thaxter, Fay Holden and Hank Daniels, and produced by MGM for the Canadian Motion Picture War Services Committee, John J. Fitzgibbon, chairman of the Committee, came to Hollywood to present an award to Louis B. Mayer, head of the studio, as a mark of Canadian Government appreciation. Left to right: E. J. Mannix, Mr. Fitzgibbon, Phyllis Thaxter, Mr. Mayer, Harry Beaumont, Jerry Breiler, Carey Wilson and Al Lichtman.

WB Buys Longstreet Novel

"Stallion Road," new novel by Stephen Longstreet, has been bought by Jack L. Warner, executive producer for Warner Bros., and added to the company's 1945 production schedule. Alex Gottlieb has been assigned to produce it. The book will be published April 27 by Random House, which is giving it an extensive advertising and publicity campaign.

Mona Freeman Added to Cast

Mona Freeman has been added to the cast of Paramount's, "Our Hearts Were Growing Up," the Diana Lynn-Gail Russell-Brian Donlevy starring picture which William Russell is directing. Miss Freeman will play the role of a college student, who has an amusing encounter with Donlevy portraying a genial bookkeeper.

Musical Director for 'Bells'

Robert Emmett Dolan, who supervised the music for "Going My Way," has been again signed by Leo McEwery and will serve as musical director on "The Bells of St. Mary's." This is Rainbow Productions' first picture for RKO Radio release and co-stars Bing Crosby and Ingrid Bergman.

Signe Hasso Borrowed by 20th

Signe Hasso has been borrowed by 20th Century-Fox for the feminine lead in "Now It Can Be Told," the factual FBI story which Henry Hathaway is directing and Louis de Rochemont is producing.

Berger to Produce "Invalid"

Richard Berger will produce "The Fabulous Invalid," screen version of the Broadway success by Moss Hart and George S. Kaufman, at RKO Radio. Stephen Ames will be executive producer on this Technicolor production.

Maureen O'Hara to Star

Maureen O'Hara will star in "The Fabulous Invalid," RKO Radio's Technicolor screen version of the Broadway play by Moss Hart and George S. Kaufman. The star will portray an actress whose career traces an epic drama of the American theatre.

Berke Directing "Ding Dong"

William Berke is directing RKO Radio's "Ding Dong, William," which stars Glenn Vernon and Marcy McGuire.

Crew Set for 'Sunbonnet Sue'

Production crew assembled by Scott R. Dunlap for "Sunbonnet Sue," forthcoming Monogram musical starring Gale Storm and Phil Regan, includes Ralph Murphy, director; William Strohbach, production manager; Bobby Ray, assistant director; Harry Neumann, cameraman; Edward Kay, musical director; Ira Hoke, still man; and Richard Currier, film editor. Shooting starts April 23.

Cromwell Signed by 20th-Fox

Twentieth Century-Fox has signed James Cromwell to a long term directing contract. His first assignment under the new pact will be "Chancy Brown," which Ernst Lubitch will produce.

20th-Fox Buys Heth Novel

Edward Harris Heth's novel, "Any Number Can Play," has been purchased in manuscript form by 20th Century-Fox. Harper's will publish the book, and Otto Preminger will both produce and direct the motion picture version.

Cabot Opposite Alice Faye

Bruce Cabot has been signed by 20th Century-Fox to play opposite Alice Faye in the forthcoming film version of Marty Holland's "Fallen Angel."

Shorts Reviews

(Continued from Page 32)

CABOT'S daughter and the Army lieutenant son of the murdered man is a sideline to impressive action sequences of Custer's skirmish with hordes of Indians at the famous "last stand" at which Custer and his entire regiment were massacred. Robert Shayne, Warren Douglas, Angela Greene, Trevor Bardette and Norman Willis perform creditably. The subject has been carefully produced by Gordon Hollingshead and excellently written and directed by Jack Scholl.

The Shooting of Dan McGoo

(Midst Itself)

MGM—No. W-545

8 mins.

The laughs in this Technicolor travesty on the Robert W. Service poem "The Shooting of Dan McGrew," starts early in the nine satisfying minutes for the subject kids itself, and that takes courage, even in cartoons. Its satiric vein continues with a hot number rendered by Red Hot Riding Hood as "the lady known as Lou," in the Malemute Saloon in Coldornwall, Alaska, in which the voice of Imogene Lynn is a mellow topliner. It is worth booking wherever quality shorts are appreciated.

Court Craft

(RKO-Pathe (54,300) Sportscope) 8 mins.

Replete with the kind of action calculated to please every type of audience, "Court Craft" takes you behind the scenes of basketball showing Vadal Peterson, coach for the last 18 seasons at the University of Utah, and how he strategically plans championship material. The film is enlivened by a game played at Madison Square Garden between Utah and St. Johns illustrating Peterson's matchless technique.

Hare Trigger

(Excellent)

WB (1723) Bugs Bunny 7 mins.

The inimitable Bugs Bunny meets Yosemite Sam on a train which Sam has robbed. Bugs disputes Sam's claim to the "toughest hombre" role and the two compete in a series of antics
that should leave almost any audience limp with laughter. The inevitable, impossible ending is in the true Bugs Bunny tradition, leaving audiences wondering how the writer can contrive a situation to top this one. Directed by T. Fre- luey from a story by Michael Maltese. Musical direction by Carl W. Stalling. Photographed in Technicolor.

**Out Fishin’**

(Excellent) Para. (R4-4) Spotlight

This should be a paradise for fishermen and highly entertaining for even those who know nothing of the angler’s art. It is demonstrated by Dave Newell, sportsman, editor and illus- torator with a seven-ounce fly rod in the Tobin River, French River, New Brunswick, Canada, where the gamelast of Atlantic salmon go hundreds of miles upstream to spawn. The film’s entertainment is enhanced with an articulate obituary of Edgar Guest’s poem which inspired its title. Produced by Jack Eaton.

**Kings of the Fairway**

(Interesting) Col.—Sports Reel 10 mins.

With a commentary by Bill Stern, Jug Mc- Spadden and Byron Nelson, two of golfdom’s top money winners, combine their talents in making a film audience some of the finer points of the game. The film has undeniable attraction for devotees of the game, but also provides a great deal of interest to audiences less familiar with the sport. The commentary by Stern is clear, the photography and direction excellent.

**Newsreel Synopses**

(Released Wednesday, April 18)

**MOVITONE NEWS** (Vol. 27, No. 65)—Franklin Delano Roosevelt, President and great war leader, dies suddenly at 63—his passing in an hour of triumphs a tragic loss to the nation and the world.

**NEWS OF THE DAY** (Vol. 16, No. 256)—Film biography of the great President who, for twelve of the most momentous years of world history, led our nation out of the depression in peace, and to victory in war.

**PARAMOUNT** (No. 6)—President Roosevelt is mourned by all America as the shocking news of his death strikes the world. Highlights in the career of a great leader are shown. RKO PATH (Vol. 16, No. 68)—Historic films trace highlights in the career of Franklin Roosevelt as flag flies half mast in honor of his death. A grief-stricken nation the death of our Commander-in- Chief.

**UNIVERSAL** (Vol. 17, No. 389)—An epic of the in- spirational leadership and courage of the late President Roosevelt.

**ALL-AMERICAN** (Vol. 3, No. 120)—National plants victory gardens; Washington, D.C. enjoys outdoor carnival. Health education specialists and General Gen- eral speak. Heroes of the 6th are decorated by General Almond. Nazi troops in France, on the firing line in Germany.

(Released Saturday, April 21)

**MOVITONE NEWS** (Vol. 27, No. 66)—Child infan- tilpneus patients mourn the passing of Franklin Roosevelt; New President, Harry Truman awaits the return of their chief's coffin at Union Station; Garden at Roose- velt's home is final resting place for Roosevelt; President Truman in first address before Congress.

**NEWS OF THE DAY** (Vol. 16, No. 264)—Nation pays final tributes to its departed Commander-in-Chief; Washington views solemn procession as flag-draped caisson proceeds to the White House; Truman's first talk to nation.

**PARAMOUNT** (No. 67)—President Harry S. Truman makes his first official appearance before Congress. Body of President Roosevelt is taken to a simple funeral service at his White House. Last resting place is his ancestral home at Hyde Park.

**RKO PATH** (Vol. 16, No. 69)—Roosevelt goes to eternal rest amid the rose gardens of his Hyde Park home; With members of both houses assembled, Pres- ident Truman rededicates the nation to the great goals of victory.

**UNIVERSAL** (Vol. 17, No. 390)—Remains of Presi- dent Roosevelt are taken to a simple funeral service at the White House as nation pays final tribute; solemn reaffirmation for unconditional surrender is made by the new Chief Executive, Harry S. Truman.
NEW PICTURES STARTED THIS WEEK

Production "starts" this year continue, for the present, behind the pace of the preceding year at the corresponding time. But the difference this week is not as severe as one might expect in view of the circumstances. A year ago this week nine pictures entered production; this week just two—thousands as many, or six, went before the camera. Here are the current starters:

COLUMBIA


REPUBLIC


20TH-FOX

Kitten on the Keys—(Color)—Principals: Maureen O'Hara, Dick Haymes, Harry James and his Music Makers. Director, Gregory Ratoff.


UNIVERSAL

Uncle Harry—Principals: George Sanders, Geraldine Fitzgerald, Ella Raines. Director, Robert Sidwell.

TITLChANGES

"The Magnificent Mr. M." (Rep.) now THE MAGNIFICENT ROGUE.

"The Intruder" (PRC) now THE DANGEROUS INTRUDER.

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

Completed—Release Date Not Set

None

In Production

Kiss & Tell

Some Call It Love

Band of Sherwood Forest

Rusty

Weekend at the Wolfden

Her Highness and the Bellboy

Yolanda & the Thief

Harvey

Dangerous Partners

They Were Expendable

Early to Wed

For Better, For Worse

Apostle & Abbott in Hollywood

Main Street Girl

Well Groomed Bride

You Came in From

Follow That Woman

Blue Blueprint

Maceration in Mexico

Our Hearts Are Burning Up

People Are Funky

是有.pt

Is it a Pleasure

Turan & the Amazons

West of the Pecos

Body Snatcher

Exegeted Cottage

Johnny Angel

Polish Your Way Home

Woman Does

These Enduring Young

Charmers

Along Came Jones

Back to Batam

Chicago Kid

Vampire's Ghost

Hit & Blackness

Santa's Society

Phantom Speaks

Bells of Rosarita

An Angel Comes to

Behind City Lights

Girls of the Big House

A Sporting Chance

Flame of Barbary Coast

Jealousy

Swings in on a Rainbow

Tell It to a Star

Captain Topham Annies

Gangs of the Westerner

Road to Aldakon

Fallen Witness

Magnificent Rogue

Scotland Yard Investigator

Man from Oklahoma

Tiger Woman

Spotlight

A Walk in the Sun

Paris Underground

Captain Kidd

Henry the Eighth

This Happy Breed

2,000 Women

Jungie Captive

Song of the Sangro

Beautiful Chalet, The

Sorrition From the West

Paddle the Great

Strange Confession

Lady on a Train

Night in Paradise

Seconda For Sardos

Dino Uses a Green

Hear That Trumpet Talk

Uncle Harry

Shadow of a Woman

Star Life

Diamonds Are

The Time, The Place, The Girl

Jane Gets Married
COLUMBIA

Running
12/30/44
10
17
16

Very Good

17/11/43
Fair

15 Chaos

METRO-GOLDWYN-MAYER

SPORTS REELS

5803 Chang of Chases (Count Fleet) ... Good
10/12/43

1/8/44

10
l6'/2.

2/12/44

18/7/22.

10
8'/i

10
7/22/43

18'/2.

8'/2.

15 Chaos

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17
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Very Good

17/11/43
Fair

15 Chaos

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Fair

15 Chaos

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Very Good

17/11/43
Fair

15 Chaos
We proudly pay tribute to ABE MONTAGUE, Vice President and General Sales Manager for Columbia Pictures. His twenty years of service and achievement for his company have earned from the entire Motion Picture Industry the highest respect for his integrity of business ethics, his keen and resourceful mind and his admirable personal traits of character. May his achievements multiply with the coming years.

Congratulations from the Prize Baby

"KEEP SELLIN' BOND"
REVIEWED IN THIS ISSUE

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The Scarlet Clue 35
The Vampire's Ghost 35
Those Endearing Young Charms 34
Wonder Man 34

★ Complete ★ Every Week ★
PRODUCT GUIDES
Begin on Page 72

Vol. 42  No. 15  April 28  1945

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Keep Selling Bonds!
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2. The Portfolio is loaded with at least 77 Showmen's ideas—all of which can be adapted to any situation. Space will not allow enumeration, but you will be armed to the teeth with workable material.

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MAKE GREAT VICTORIES

MIGHTY 7th
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... and this is the Poster that will line them up at your Bond Booth for the smaller Bonds! This Poster will sell Bonds after V-E Day ... little Bonds must beat the Japs as well!
**ORDER NOW!**
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Up Your Campaign For The Showmen’s 7th War Loan Drive!

**SHOW YOUR SHOWMANSHP**—give every one who buys a bond at your theatre this lapel button—exclusive symbol of participation in the 7th through the motion picture theatres of America! It’s a symbol the public will be proud to wear—and a public symbol of your own bond-selling efforts.

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All Posters are FREE to Exhibitors. There are 11 altogether, 7 mailed direct to you, 4 will be available at National Screen Service for your asking.

NATIONAL FREE MOVIE DAY JUNE 6th, 1945
Buy Another Bond in Commemoration of America's First Anniversary of History's Greatest Invasion...

D-DAY
Free Admission to this Theatre on June 6th, with the Purchase of a War Bond Here!
Help Speed Total Victory in the

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In Cooperation with the War Finance Committee of the United States Treasury Department

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The entertainment world honors one of its great heroes.

In appreciation of the many happy hours his music brought you, buy an extra war bond in his honor.

Each extra bond helps Speed Total Victory.

Want to See a Movie FREE?

C'mon Kids! Get into the fight with the Army, Navy, and Marines! Buy a War Bond or sell one and see a swell, special War Bond Movie Premiere FREE!

AT THIS THEATRE

These are the Tools that will help YOU to HELP SPEED TOTAL VICTORY.
"All-Star Bond Rally"

19 Minutes of Big-Time Entertainment

STARRING

VIVIAN BLAINE • JEANNE CRAIN
BING CROSBY • LINDA DARNELL
BETTY GRABLE • JUNE HAKER
BOB HOPE • HARRY JAMES AND HIS ORCHESTRA
FAYE MARLOW • HARPO MARX
FIBBER McGEE and MOLLY
CARMEN MIRANDA • FRANK SINATRA

Produced by 20th Century-Fox Film Corp. under the auspices of the Hollywood Division, War Activities Committee of the Motion Picture Industry.

"On behalf of the War Activities Committee, I wish to thank FANCHON—MICHAEL AUDLEY—DON QUINN—JAMES VAN TREES—AL NEWMAN—FRED SERSEN—EMIL NEWMAN—STANLEY RABJOHN—JIMMY McHUGH & HAROLD ADAMSON—TOM W. BAILY—and all the Stars and Musicians from the whole industry who so generously helped make this film possible... and the unions and guilds."

DARRYL F. ZANUCK

BOB HOPE says: "Your theatre manager has gone from show business into the grim business of war. Here, he helps the War Fund... the Red Cross... March of Dimes. Here, he sells War Bonds any time... Saturdays, Sundays or Holidays. Your theatre manager has a Red, White and Blue Streak up his back."

Need any more be said!
Make The Showmen's Seventh Truly MIGHTY!

With conditions as they are, no person is without his individual problems and responsibilities to his own business, but the winning of total victory should be utmost in every human endeavor. Those boys on the fighting fronts were not too busy to leave their businesses. No loyal and patriotic American can fail to heed the call to do his bit for his country at this time.

The coming War Loan can rightly be termed "The Showmen's Seventh" because it is the individual exhibitor, large or small, who will "carry the ball" in the Seventh. All efforts will be down to earth on a grass-roots basis, with the National Committee acting only as a clearing house to convey to the field the knowledge and experience gained in past campaigns, and to pass on your ideas and plans to others.

Each State Exhibitor Chairman will be "in the saddle" during The Seventh, with the assistance of his Advisory Committee and Regional Chairmen, with each individual exhibitor contributing his ability, energy, enthusiasm and showmanship on a practical and local basis to make the drive what the industry and the Treasury Department truly expect from the showmen of America.

The National Committee fully realizes this is not a one-man or centralized job. We are depending on the distributor organizations and state publicity men to join hands with those in the exhibition field in this great undertaking. And we urge close coordination of effort with the local War Finance Committee.

Showmen of America have a job to do in the Seventh, a difficult job; one which the Treasury Department is counting on strongly. Money, lots of it, is needed to finish the fight and bring total victory by settling the score with Japan, which is no easy task in itself. Complete and total victory will not be won until Tokyo and other cities on the Jap mainland have been flattened to the degree which Germany has been made to witness and we bring home our millions of boys so they can be reunited with their loved ones.

I call upon all you showmen of America to rally to the cause. Make The Showmen's Seventh truly the Mighty Seventh by planning TODAY to:

1. Hold a Bond Premiere.  
2. Have a Free Movie Day.  
3. Hold a Children's Premiere or special show.  
4. Be an issuing agent or arrange to sell bonds in your theatre.  
5. Carry this slogan in all your ads during the Seventh: "Buy War Bonds at This Theatre."

Showmen of America! Unite to bring this, your greatest drive, to overwhelming success!

Samuel Pieranishi  
National Chairman  
7th War Loan Committee of the Motion Picture Industry
WAR LOAN CAMPAIGN ORGANIZER

Campaign material is convenient, very workmanlike. Hang on to that portfolio and file in proper pocket all information reaching you from campaign headquarters. It will be especially convenient for you to keep intact the list of War Finance committee men, Distributor Chairman, Exhibitor Chairman, Publicity Chairman, for your area you will need to contact for arrangements covering Bond Premieres. Also you should keep in touch with all these agencies in order to be informed on latest developments, new helps, etc., that will develop during course of the bond drive. Note the wide publicity being given the campaign theme: "Buy Bonds At Your Favorite Theatre, etc." This drive is so well set up, so extensive that every theatre will find it necessary to furnish bond service or appear to be entirely out of tune with own industry. Full details for staging of Bond Premieres, Children's Bond Premieres, Free Movie Day, are available in the material contained in your kit, or portfolio. Any uncertainties or questions should be cleared up by contact with your local theatre division chairman.

BEGIN THE CAMPAIGN RIGHT—SIGN THAT PLEDGE, LIVE UP TO EVERY PART OF THE PLEDGE.

Call general meeting of all members of staff—including projectionists—for purpose of setting up general campaign. Ask for and urge employees to submit ideas to be used in stimulating bond sales—remember that some of the best suggestions arise from conferences in which even janitors sometimes come up with cracker-jack ideas. Set general plan for a campaign that will utilize at least one outstanding stunt per week. Delegate member of staff most likely to function best in job to take active charge in some of the activities such as organization of Boy Scout Bond salesmen, etc. "Shake down" all suggested ideas to basis of not more than six—one stunt per week—for use during the campaign. This works best, since concentration for thorough job on reasonable number of stunts will be more productive than scattered efforts over a large number or program of activities. Set up schedule on basis of stunts selected at earliest time so organization may proceed. Thus: First Week—Auction Night, or whatever chief stunt is adopted; Second Week—Children's Bond Matinee, or whatever other stunt; Third Week—Free Movie Day; Fourth Week, Bond Premiere, or other stunt; Fifth Week, organization night (American Legion, or other group with sale of bonds from stage) or other stunt; Sixth Week, Baby Beauty Show (babies entered by parents are eligible only if bond is bought for baby) or other stunt.

Check all photo material available in mat form for local newspaper publicity. Set dates for use of trailers. Make special provision for showing of "The All-Star Bond Rally" film.

Obtain recording of Bing Crosby rendition of "Buy A Bond." Arrange effective spotting of song during shows; also "pipe" to lobby when crowds may be near or around Bond booth; also utilize in all cases where mobile bond service (if furnished by theatre to aid sales at gatherings outside theatre) is employed in connection with rallies, meetings, etc., of civic or social groups.

Bond Buttons—a "must" as stimulant for bond sales.

Obtain all paper and display material—set up in advance decorative scheme to utilize displays for best effect in smashing home the "Buy Bonds" appeal.

Make marquee display eye-taking. Obtain burgeses, valances and flag from NSS.

Ushers' badges to be obtained in time for use by staff throughout six weeks' drive.

Set plan whereby slogan, "Buy Bonds At Your Favorite Motion Picture Theatre—Always Open for Bond Sales, Including Sundays, Evenings and Holidays," is carried in all advertising for theatre; also obtain advertising slugs for use by merchants in tieups with theatre to drive home the "buy at the theatre" theme.

Bond booths should be eye-taking and dominate the lobby scene in order to bring those sales into the credit list of the theatre. Particularly important in this drive will be the flash and attraction value that can be gotten into the booths. Above are samples of booths used in past drives. Especially to be noted is the booth illustrated immediately above—which plays up the Bond Premiere angle, with one window for Bond sales and another at which tickets to the premiere are issued.
QUOTA

Important to a good Bond selling job is a quota—for the individual theatre.

This should be set on the basis of previous bond drive results. Increase this time should be an added 50 per cent—there will be only two drives in 1945 as compared to three drives in other years, yet the amount of bond sales must be as great for these two as for three in the past.

Play up that quota in your publicity, advertising and keep it well to the fore in your organization in order that all members of the staff may keep on the job of getting more sales and themselves making more bond purchases.

A most effective theatre display can center around the quota for the house. It should be dramatized by some illustration—as a thermometer, or the Flag device illustrated in this section—with progress of the theatre's drive recorded for all to see.

Play up this visual record of your drive's progress by screen announcements, etc.—everything to keep people interested in following the progress of your campaign.

In building up interest in the quota, personalize it as much as possible by references to the quota always in the terms that it is "our," that is to say patrons of the theatre, "quota," in order to develop the old team spirit in which patrons will join with you and your staff in taking personal pride and interest in the progress of the campaign.

BOOTH

Set up entire operation of actual sales of Bonds at theatre on basis of a merchandising proposition—what you are doing, is to make sales just as the department store owner makes sales at various counters in his establishment.

Booth should be an eye-taker and, via, display, color and attraction value, should be a "showstopper" in the sense that people will find it hard to pass it by without doing business.

The National Committee has arranged for men who have the Purple Heart decoration to act as salesmen at the theatre bond booths wherever possible. If at all possible have these service men on the job—they unquestionably will show a better sales record than anybody else.

Remember, all the ballyhoo, the advertising by the National Committee, the aid from publications and radio pounding home the "Buy Bonds At Your Favorite Theatre" theme, all this cumulative selling comes into focus at your own bond booth, for it is there that people put their money on the line and your own record of sales is written. The best stunts in the world won't do you or your country any good unless they culminate in a bond sale.

Be sure to have sufficient supplies of blanks to meet rush sales that may develop because of some exceptional event that has immediate reaction in stimulating the purchase of bonds.

LOBBY

Chief attraction in the lobby display, of course, should be bond booth, but added color and selling ideas should all support the booth and lead up to it as the prime feature.

Where possible, localize the whole bond selling job by means of such devices as an "honor roll" with names of boys and girls of community who are in Services—photos if possible.

People who buy bonds at your theatre should be given a public bow—which can be done by having a display board ruled off with spaces in which bond buyers should be urged to sign their names—this is the Bond Buyer's Honor Roll and it should be spotlighted, played up for all the attraction value possible.

Check the display material for all posters, photographic material that can be used in a special display—which should be kept up in fresh fashion by slight changes; mere re-arrangement may accomplish the necessary switch of pace and appearance.

If there is a war factory in the community have a special display put on showing the materials being turned out. This can be a really important exhibit if properly sold to the factory and worked up in cooperation with newspaper and radio station for strong local emphasis.

Have theatre itself show leadership by purchase of an extra bond during campaign by each employe, and play up this fact in a display prominently in lobby.

Bond issuing service supplied by the theatre can produce excellent added sales for the credit side of the ledger of the exhibitor furnishing such service. Above, the lorry which was traveled to various centers of activity at which bonds were sold. This was used by the Bliss Theatre, one of the Century Circuit's houses in Queens, New York.

The portable bond service booth used by the Century Circuit and illustrated in photo at top was played up in advertisements used by the theatre company in various community organs.

Occasional special efforts, such as costuming a bond salesman as Uncle Sam, will give freshness to the Bond Drive at your theatre. Above, a stunt used by the theatres in the Greater St. Louis area.
Patriotic colors, pennants, burgees, etc., should be used in profusion in order to impress the “Buy Bonds” idea on people who pass the theatre as well as those who approach to buy tickets.

Test of effectiveness should be made by walking toward the theatre—starting the observation at least a city block away from the house—and noting whether the outside display meets the test of smashing home the idea of buying bonds; registers that bonds may be obtained at the theatre on Sundays, holidays, evenings; whether the display will put the patron in the frame of mind to think of the theatre in connection with any contemplated purchase of bonds; that impressed upon all will be the idea that bonds can be bought right away, in a few minutes time, right inside the lobby of the theatre the person is now approaching.

Don't permit the frontal display to get that drab and faded look after a time; freshen up even if that means installing wholly new decorative material, and since campaign this time runs six rather than the four weeks of previous bond drives, it will be beneficial to plan at the start to re-arrange the display at specified periods in order to keep up that eye-taking effect which might be lost through familiarity should the same display be maintained throughout drive.

In every town where there are live newspapers the theatre can put far more punch into the bond campaign through a tieup with the publications.

Important to success is proper selling of the idea of cooperation to the publisher of the paper so that there is real energy put behind the campaign.

Los Angeles theatres have turned in big results with newspaper cooperation as the foundation of their entire drives. They recommend the following procedure:
1. Contact local newspaper and sell the idea of merging with the theatres to sell more bonds.
2. Point out that if the newspaper joins forces with you, they can then assume dual credit for all bonds sold in theatres.
3. Outline all theatre activities for the entire six weeks of the Seventh War Loan, and emphasize that most theatres are issuing agents with staffs trained to sell bonds.
4. If newspaper agrees to cooperate with daily stories and pictures of theatre activities, then appoint publicity committee to see that editor is provided with ample information and material.

Getting the campaign off to a good “opening” is most important. There's nothing to beat a parade as the chief item of the opening ceremonies.

Theatreman is logical person in every town and city to initiate this kind of show—he's the showman.

Proclamation by Mayor and the presence at the reviewing stand of important personages is big factor.

Have merchants enter patriotically decorated floats selling the Buy Bonds theme.

As much music as possible should be obtained for the parade—bands, fife and drum corps, younger jazz orchestras—the more the merrier. Choral societies should be invited to offer a number or two at the final point of the parade—which should be at a central location where there is a bond sale.

Fraternal organizations, school groups, should not be overlooked. They can contribute greatly.

In organizing such demonstrations, the theatreman should deputize different people to have charge of various phases of the event. Local newspapers and radio station should help the thing along.

Remember, your War Finance Committee as well as your industry committee heads—exhibitor, distributor, publicity chairman—will help out with ideas, suggestions and practical assistance in any activity you organize for your town.

A dash of humor helps sustain interest in a campaign. Here's an idea that's always good. In photo above, Gene Keenan, State publicity chairman for Vermont, has his whiskers measured for the news cameras after announcing he would not shave until his county reached its Bond quota in the Sixth War Loan.

Wherever and whenever possible, pep up the drive by having local bands or choral societies put on special shows in the lobby or in front of the theatre.

Newspapers will cooperate in the publicity for a Bond Premiere. Above, just a stunt, but good for the newspapers—Manager James Kolbeck, Capitol Theatre, New York, on hand to help sell the first Bond purchased for the theatre’s Bond Premiere.
MERCHANT AIDES

Organization of a good campaign by the theatre includes work on the local merchants for cooperation. Good starting point of this cooperation is with tieup in Bond Premiere and Children's Premiere.

Get together with advertising manager of local paper for proposition whereby merchants take cooperative page of advertising boosting the Bond Premiere and other activities, such as Free Movie Day.

Merchandise which hasn't moved off shelves can be donated for a Bond auction. Merchant associations or individual merchants can be interested in underwriting cost of heralds announcing various events at theatre. If necessary to scale up sales for the Bond Premiere, cooperation with merchants can be extended to cover deal under which bonds purchased at the cooperating stores or the theatre entitle purchasers to free ticket to the bond premiere. If such a deal is made, strong emphasis should be placed on merchants doing big advertising job both in newspaper and in window and store displays.

The "Victory Bowl" idea will come in handy if nothing else seems to stimulate interest of merchants in cooperating with you. Donation of merchandise to be given as prizes to Victory Bowl winners should appeal. "Victory Bowl" is stunt in which stub with name, address of bond purchasers at theatre are put in bowl in lobby—at conclusion of drive, drawing is made with prizes for holders of stubs drawn from bowl.

YOUTH ARMY

School-age youngsters can do a tremendous job for your theatre's Bond drive if they are properly organized. Ideas which can be used are:

Groups, such as Boy Scouts, Campfire Girls, Junior Chamber of Commerce, school teams or classes, organized into competitive bond sales groups. Develop spirit of clean competition, record progress of each team—dramatically if possible (consider map showing planes moving toward Tokyo, each plane designated as unit of competing teams and moving toward goal of burning Tokyo to ground as sales are recorded to credit of teams). Build up the Children's Bond Premiere with these same units of youngsters. Have local merchants treat to free ice cream, gifts to be awarded from stage, etc., at the premiere. Bring radio and newspapers into the picture, since they can both obtain live local stories out of activities of the youth groups and their bond selling.

Continuing interest can be maintained by club ideas—such as a "Slap the Jap" club of youngsters as worked in Brockton, Mass., by John Corbett, Rialto Theatre. Children between 6 and 12 bought one ten-cent stamp each week; sixth week they are admitted free; prizes donated by merchants given out as each Saturday matinee for the club members.

TRIBUTE IDEA

Paying tribute to Servicemen related to people in your community via purchase of bonds honoring them is an outstanding success in most instances. As used with success and recommended by the New York committee in the Fifth War Loan here is how it works:

Slogan is "Cover Your Man—Let Bonds Be His Umbrella." Relatives and friends of local Servicemen try to sell ten $25.00 Bonds in honor of their loved one in Uniform. Erect in lobby an honor roll with card in center reading: "Honor Roll 7th War Loan...Have the Name of Your Man in Service Listed on This Honor Roll—Ask Manager for Details."

Those who inquire receive from manager a card on which is printed: "I Have Sold Bonds in amount of $250 to cover... (name of Serviceman)...Signed...". Letters are mailed to all those selling bonds. On reverse of card is space for entering name and address of Serviceman and also name and address of bond seller. The card is returned to theatre, a card is mailed to the Service man. It reads: "To... (name of Serviceman)...Greetings from the home folks. Ten $25 Seventh War Loan Bonds were sold in your honor through the efforts of... (name of seller) in the lobby of... (name of theatre)."

Father's Day occurs during the "Showmen's Seventh" War Loan Drive. This gives special chance for an added drive for Bond sales as a present for Father—an idea worth playing up as it was done in the Fifth War Loan by Manager O. G. Finley, Tampa Theatre, Tampa, Fl., as illustrated above.
Special Events Chairman Bob Weiman’s suggestion for a daily “Retreat” ceremony is outlined in the campaign material. Bond centers are important to bigger sales. Above, view of the “Victory Center” in Portland, Ore., in connection with the Fifth War Loan.

Buy the first Bond yourself! That’s the recommended practice. Above is a camera record of the rather sensational stunt in which Frank H. Durkee, Maryland theatreman and Chairman for that state in the Sixth War Loan, bought—at exactly six seconds after midnight. Nov. 20, 1944—$150,000 worth of Bonds for the M. P. Theatre Owners of Maryland to launch the campaign. Jerry Price, U.A. representative of Washington, is seen as Uncle Sam.

Outdoor booths for the sale of bonds to boost Free Movie Day help to swell the results.

A Walt Disney feature would be especially effective show for this kind of activity, the idea of which is to have parents buy bonds for the baby and receive a ticket to the show—which makes an extra “premiere” for the campaign and a handy item for the Seventh War Loan because of the length of the drive—six weeks.

A good added feature is a Baby Beauty Contest sponsored by a local merchant. Babies to be eligible for the contest must have a bond purchased for them by parents or guardians. Added feature that would be surefire for human interest in such a tieup would be to have some local organizations sponsor a baby inmate of an orphanage or home for the poor in the locality.

There could be competition between the organizations in getting their baby entry the prominence due it. Such tieup should be good for extra good support from newspaper and radio station on angle of the working of the democratic system wherein a poor child is given as much chance to take the limelight as the offspring of some wealthy persons.

The judging of the winning baby—for beauty, or health—would be from photographs or by physical presence of the babies, with judging panel including a physician.

Honors for local heroes should be one of the chief items of the Seventh campaign. Round up members of the family of some local boy who has worn distinction of decoration or who died in the service of his country.

Use pictures in lobby display, with special ceremony in which some public official will officiate at an unveiling of the photograph or photographs.

Newspapers should cooperate wholeheartedly in this—it’s a great human interest story for the paper and “copy” of the finest calibre right on the line for the taking by members of the newspaper staff.

Tied up with this general scheme can be a souvenir night at which trophies which may have been sent home by some boy at a battle front will be donated for auction to bond buyers.

If such souvenirs are to be auctioned, make sure the event receives lots of advance buildup. Display the trophies in the lobby, also in prominent store windows, well in advance and have newspaper give the widest possible play to the story.

See that families of Servicemen or the men themselves receive abundant credit for donation of the souvenirs which are to be auctioned. This will be a great morale builder as well as a most effective means of stimulating wide interest in the sale of the souvenirs—which, of course, go to the buyer of the largest amount in bonds at the auction.

Tieups can be made with local military organizations for the use of captured or Allied Armies war material to be set up as an important lobby display.

Such material will have great impact on the public if proper showmanship is employed in setting it before the people.

In order to give greatest possible significance to the display, arrange for special ceremonial opening of the display, with newspaper coverage of the event itself as well as advance buildup. Induce prominent public official to be present at the “unveiling” of the display, and make it a show event in every sense.

If war material display includes such equipment as jeep or light tank, arrange special event in which purchasers of certain denomination of bonds get a ride around the block or over a “victory course” in the vehicle. This latter is good item for tieup with newspaper for continuing publicity photos of people who ride the “victory course.”

Display of a bomb such as is used in air offensives can be made a swell attraction and bond selling stimulant by clever copy displayed with the article in the lobby. Play up the idea that every bond buyer is personally, sending a bomb to hit the Japs where it hurts them most.

The war material, also, can be labeled with the amount of money in terms of bonds necessary to supply that article to our soldiers at the fronts of war.
American Legion is sure-fire for cooperation with theatres in the Seventh War Loan. Make full use of potenentials for ballyhoo, parades, special Bond sales activities of all kinds through this organization.

Other local groups are equally important and as easily lined up to assist the theatre in the bond drives. These can be especially helpful in connection with Bond premières and auctions.

Bond quotas for each of such cooperating organizations will help in running up greater sales. This quota idea can even be applied to school groups. There have been, in past drives, many instances wherein high schools accepted quotas such as a $25 bond for each student in the high school.

In addition to the civic and social and educational groups, there is good material for added Bond sales in tieups available to theatres in communities where there are factories. Workers and management in these factories can be induced to work with the theatre very easily—such simple devices as "honor rolls" in theatre lobby for the factory or group is often all that is needed to generate a lot of sincere and effective bond selling through the medium of factory groups.

Bond shows honoring employees of these factories have been very successful. One idea is to make these special shows a tribute to those who purchase bonds in excess of their regular payroll deduction commitments during the drive.

A "Victory Bond Caravan" originated and managed by Jack W. Fretwell, manager, Viallite Theatre, Staunton, Va., in the 6th War Loan resulted in a total maturity value sale of $109,500 in "E" Bonds and $25,298.50 in other types of bonds. That's a handsome record. Here's how Fretwell worked his Caravan:

The Caravan featured local talent. Bonds issued by the Leader Publishing Co., whose bond staff accompanied the Caravan, which traveled by bus to nearby Fishersville, Beverley Manor, Stuarts Draft, North River, Churchville, Deerfield, Middlebrook, the Staunton Airport, and closed with a bond premiere at Fretwell's theatre.

The Caravan idea used by Mr. Fretwell has proved itself with the following record—results in terms of dollars in bond sales at the various drives—thus:

Fourth War Loan, $90,000; Fifth War Loan, $109,000; Sixth War Loan, $159,000.

The total for the three drives: $358,000.

Whether such Caravan or other traveling bond service is used, the theatre can greatly expand its bond selling through servicing people at points outside the theatre. There is an illustration in this section of a lorry used by the Century Circuit, New York, to supply Bond issuing service to organizations holding rallies, etc. Also there is copy for an advertisement in which the theatre publicizes its service.

There's plenty of stimulation to the average person in a voice recording stunt wherein purchasers of larger denomination bonds are permitted to record a speech and are given the record of their remarks.

This idea is good for a "caravan" which travels about making sales in various community centers. It also works well in the lobby of the theatre, or even on the stage in connection with special Bond selling stunts.

A neat tieup is to arrange for the dispatch of the recordings to some relative or friend who is in the service.

The voice recording stunt can be used in cooperation between several theatres in a city or town or also in tieup with local radio station or newspaper. In the 6th War Loan theatres in the District of Columbia were tied in on such a stunt. The "caravan," equipped with a complete voice recording outfit, made tours every night from 6:30 to 9:30 p.m. It visited each theatre in the whole area, setting up bond selling activity outside the theatres and bringing each house into prominence thereby. Naturally, sales made at the particular theatre went to the credit of that house.

Moving such bond selling devices into special events run by organizations will greatly swell the volume of sales credited to the theatre. Many theatremen make it a practice to keep track of all organization meetings and arrange for a bond selling activity during the gatherings.

Play up the Bond premiere with good publicity stunts. Above, an idea used at RKO Keith's White Plains Theatre by Manager Al Pluchos (right), who sold Bonds to his projectionists, Ira Pye (left) and George Allen, so that everybody in the house the night of the Bond Premiere was really a bond buyer.

Junior Bond Salesmen—they can add mightily to your theatre's record. Above, the stage event with which Jack Foxe, manager of Loew's, Richmond, Va., launched his sales crew comprised of Boy Scouts of the city. 3,000 boys participated in a one-week drive via a house-to-house canvass.

Playing up the local interest angle—vastly effective in Bond campaigns by theatres. Above is an example of how photographs of local boys and girls in the various Services were featured in a lobby display carrying great dramatic impact.
**Bond Rally Film... Make It a Big Show**

"The All-Star Bond Rally. It's a BIG SHOW. Top-notch film... The average showman and projectionist will know what to do."

Showmen's Trade Review, convinced that nothing too big can fail... Will every theatre do it? Yes, or no. What... for us, it's the showman's Trade Review... An issue with his comrade, and bring up the house lights to full illumination bond selling!"... It's the All-Star Bond Rally."... has one of the best advantage in record-... As the first scene of the picture appears on the screen.

**Treasury Urges 10,000 Issuing Agents For 7th**

By ROBERT W. COYNE
Field Director
War Finance Division, U. S. Treasury

For six war loans, theatres of the United States have been backing the attack with every resource of showmanship, meaning manpower, entertainment and money. The Mighy Seventh is at hand and once again exhibitors distributors and producers are asked for... to exist between the two in the Seventh War Loan drive.

To do this, more bonds must be sold. There are no more issuing agents. It is conceivable for an industry the size of motion pictures to have 10,000 issuing agents among its 16,000 theatres, which are open daily... the goal for issuing agents in the Seventh should be 10,000.

This means that all the little fellows, who have already given generously and have done much, should take on one additional step; to step to becoming an official war bond issuing agent. Even though a theatre has a staff of but one or two persons, that theatre is important to the war financing program as the big, deluxe house two blocks away. Today, that manager probably... not only in his community for his business... to give the glory to... be the first two are accomplished.

The first two can be accomplished by the exhibitor first, approaching his local War Finance Chairman and the theatres' cooperation with no strings attached; instead of the attitude... At MY SHOW Alone."

The War Finance people are delighted to have the showmanship flair and promotional ability of the exhibitors not only for the theatres' special events as part of the drive, such as Bond Premieres, Free Movie Day... and the like, but to help with other special events which come to our communities under the sponsorship of the War Finance Committee, such as Army shows and War Department exhibits. In other words, the exhibitor can get in on more events by cooperating than by trying to run a show all his own.

The job is too big to be done alone. Many theatres which haven't held any Premieres or other special events because of the shortage of personnel can hold them by working with the War Finance Chairman... the community as a whole and making all the civic groups feel it is a part of their job, too.

**COOPERATE**

By C. B. (BROWNIE) AKERS

Because of my past experience in Bond drives as representative of both the War Finance Committee and the motion picture exhibitors of Oklahoma, I feel I can speak with some authority which should exist between the two in the Seventh War Loan drive.

Before an exhibitor starts to work on the Seventh... keep constantly in mind that the Bond drive is a Treasury Department activity and promotion to sell bonds and help finance the war, and that the motion picture industry is not putting it on but is... that will take care of itself... the first two are accomplished.

The first two can be accomplished by the exhibitor first, approaching his local War Finance Chairman and the theatres' cooperation with no strings attached; instead of the attitude... At MY SHOW Alone."

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WORLD PREMIERE ENGAGEMENT, ROXY, N. Y., IS FULFILLING ALL THESE BOX-OFFICE PREDICTIONS!

"Hilarious! Will click everywhere!"—Variety
"Plentiful grosses!"—The Exhibitor
"Carries high box-office promise!"—Daily Variety
"One of the outstanding comedies of the year!"—Motion Picture Daily
"They'll talk about Tallulah for an Academy award!"—Motion Picture Herald
"First rate box-office attraction!"—Hollywood Reporter
"A rousing success!"—Film Daily

TALLULAH CHARLES ANNE WILLIAM
BANKHEAD COBURN BAXTER EYTHE
Ernst Lubitsch's
A ROYAL
Scandal

Vincent Price • Mischa Auer • Sig Ruman • Vladimir Sokoloff • Mikhail Rasumny

Screen Play by Edwin Justus Mayer • Adapted by Bruno Frank • From a Play by Lajos Biro and Melchior Lengyel

DIRECTED BY OTTO PREMINGER PRODUCED BY ERNST LUBITSCH
CENTURY-FOX
Sign The Seventh War Loan Campaign Pledge
Do Your Part Toward Speeding Total Victory

Teamwork Assures Top Effort for Campaign

By Tom J. Connors
National Distributor, Chairman

The Seventh War Loan Drive is receiving top priority in the order of business by all distributors and a start has already been made that points to a campaign of tremendous enthusiasm.

Sales representatives of all companies are out in the field with pledge cards, and many exhibitors have been contacted, and many bookings for premiere shows, Children's Matinees and Free Movie showings have already been set up. The recent regional meetings and correspondence that has been received disclose a determination and enthusiasm that will assure the goal of a 25 per cent increase in all drive activities.

Exhibitors and distributors are working as a team, each supplementing and supporting the efforts of the other. This close cooperation, together with the increased determination that recent events have created, gives all of us confidence that this campaign will be the most successful war job that the motion picture industry has ever accomplished.

Ammunition For Screen

Calling upon every exhibitor to get behind the Seventh War Loan film program and play all of the subjects created for the drive, the industry's National Committee revealed that besides "The All-Star Bond Rally" subject, three impact trailers will be released during the campaign.

Secretary of the Treasury Morgenthau stars in "Mr. and Mrs. America Speaks," a 150-foot trailer narrated by Edward Arnold and produced by Art Silver through the cooperation of Jack L. Warner.


NATIONAL COMMITTEE

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National Chairman
TOM J. CONNORS
Distributor Chairman
JOHN HERTZ, JR.
Director of Publicity
THEODORE R. GAMBLE
National Director, War Finance Committee

HARRY BROWNING
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It's The Mighty 7th In Words and Deed

By Ted R. Gamble
National Director, War Finance Division, Treasury Department

If Germany should collapse before or during the Seventh War Loan campaign, there must be no letup in the enthusiasm or aggressiveness of the motion picture industry's bond-selling.

V-E Day will bring a certain amount of re-conversion. They say the curfew may be lifted, that horse racing will resume, that the brownout will be forgotten. Certainly, it will be a day of Thanksgiving. But the fact still remains that it will be a case of only two down, one to go.

We still will have another war to wage, another costly war that has just started. Men must be given new equipment and moved halfway around the globe. More ships, faster planes, more guns must be built. Therefore, more aggressive effort is needed. This is the trend toward letting down in bond purchasing.

The Seventh War Loan is a staggering undertaking. All of us who have volunteered our assistance to the war effort are pledged to carry on until the last German cries "kamerad," until the last Jap gives up.

'E' Bonds to Fore

Our primary concern in the Seventh is the billion-dollar goal for individuals, with 4 billions in "E" bonds, the highest figure for any war loan to date. The success of this drive will be measured by our ability to increase the results of the last drive. That does not merely mean making quotas, but the absorption into Federal securities of funds in the hands of individuals that constitute a direct threat to economic stabilization.

The motion picture industry is well mobilized. The Seventh War Loan Committee of the Motion Picture Industry, headed by Samuel Pinanski, Tom Connors, John Hertz, Jr., and all of the other industry's great leaders, is going to do a job, and do it well. Of that I am certain; and I am just as certain those men will be backed by every exhibitor, every distributor, every producer in the business. But the Seventh War Loan is not one not any of us can take lightly.

Highest Quota Yet

The Seventh is for 4 billions in "E" bonds. The Seventh will run for a month and a half, which means 45 days and nights of hard work. The Seventh is for the highest quota for individuals of any drive to date. The Seventh is the Mighty Seventh, in words and deed.

The industry has established an enviable record in all war bond drives. Without the help of every man and woman in the motion picture industry, we never would have climbed from 20 million in bonds in the First War Loan to 72 million in the Fifth.

Remember, every bond premiour counts, every children's show counts. Every theater staging a Free Movie Day is making a real contribution. To reduce it to a more simple statement—remember, every extra $25 bond counts toward complete victory. It's the greatest challenge we on the home front have been asked to meet, so far in this war. It can only be met if everyone does his part.

Showmen's Trade Review
April 28, 1945

STR Photo Gallery of Exhibitor Chairmen Will Be Published in Forthcoming Issues
MGM Field Promotions Revealed by Rodgers

Following announcement late last week of the promotion of Rudolph Berger, Charlotte and Washington district manager, to southern sales manager with headquarters in New Orleans, William E. Chase, Levi, has been named resident and general sales manager, this move made known

Dimes to Continue

"In a spirit of rededication to this great cause, of which a great man is the national symbol," the annual March of Dimes on Franklin D. Roosevelt's birthday, Jan. 30, will continue, it was declared yesterday by Lefty Cooper, president of the National Foundation for Infantile Paralysis, in a message to 3200 county committees. The dimes collected will be "expanded and intensified in the years ahead," O'Con- nor said.

Riskin Resigns From OWI To Enter Production

Robert Riskin will resign as director of the Office of War Information Overseas Motion Picture Bureau May 1, and intends forming his own independent film-producing company next fall. He will, however, remain with the OWI in a consultative capacity for several months. Riskin will be succeeded by Louis Lober, acting chief of the bureau, and formerly Far Eastern representative for MGM in Cairo, Egypt.

Co-producer with Frank Capra of many outstanding films, Riskin entered the OWI three years ago to organize the motion picture bureau and under his direction outposts were set up around the world and a film liaison was effected with the British Ministry of Information. In addition, Riskin enlisted the cooperation of the American motion picture industry in arranging programs of entertainment pictures for showings abroad, in conjunction with governmental documentary pictures under the direction of the Psychological Warfare Branch of the War Department.

Prior to reactivating himself in his own interests, Riskin will foster a project under which the industry would sponsor a producing organization to make educational and informational pictures for non-theatrical distribution in foreign countries.

Valentine Speaks Before ITOA

New York's Police Commissioner Lewis J. Valentine was scheduled to address the ITOA luncheon meeting at the Astor Hotel last Thursday (26). Circuit executives also attended.

AWVS Ambulance Fund Premiere

Funds to purchase an ambulance for the use of the American Women's Voluntary Services will be raised by a special $10 top local premiere of "Sargents at Midnight" at the Strand Theatre, May 2. Entire house already has been sold out for the benefit performance.

Reception for Perc Westmore

Warner Bros. tendered a reception and cocktail party at the Vanity Fair Room of the Sherry-Netherland Hotel this week in honor of Perc Westmore, make-up artist of the House of Westmore.

Circuit Must Face Charges of Fraud

In a first test case in New York of a "false box-office receipts" action brought by the government in favor of Warner Bros. Pictures Dist. Corp., Paramount Pictures, Inc., 20th Century-Fox Film Corp., and Loew's, Inc., was rendered in New York Supreme Court this week by Justice Ernest L. Hammer.

Actions were brought against Irving Remer, Louis Nelligan, and other corners of the Endicott Circuit, and also William Nathanson, circuit's accountant, charging that the defendants fraudulently obtained through the use of their books on percentage pictures and also "bribed plaintiffs' ... checkers" to make fraudulent reports. The distributors charged that the defendants obtained the benefit of their fraud in the form also of lower flat rentals as well as on percentage pictures. Judgment of $25,000 each was asked by 20th-Fox and Paramount; Warners, $30,000; Loew's, $100,000.

A move to dismiss the complaint on the ground that the conspiracy claimed by the distributors had been improperly set forth and that the breach of contract causes of action could not be joined with the fraud actions was made by the defendants, who also moved to have the allegations made more definite and that the distributors should specify the manner in which the latter were injured and specify each percentage picture. Other motions were made by the defendants to separately state and number the various causes of action.

Denying all motions without prejudice and deciding in favor of each of the distributors, Judge Hammer declared in his written opinion that "the allegations are sufficient in each instance to constitute a cause of action, and the acts that constitute the conspiracies are actionable and are accomplished through a conspiracy to defraud and the officers seem to be in a contract, do not entitle the defendants to a dismissal of the complaint or any of the causes of action." The defendants have an option to insist that the aggrieved party file ex con tractus and not, ex debito so as to eliminate the inculminating charges.

2 Key West Exhibitors Sued for Alleged Fraudulent Receipt Reports

Suit has been filed by Paramount Film Distributing Corp., in the United States District Court, Southern District of Florida, Miami Division, against Mrs. Florence Rosen, who ran a nationwide business as the Strand Theatre and Monroe Theatre, and John Carbonell, Jr., seeking to recover moneys due Paramount, and for damages resulting from a fraudulent representation of gross receipts derived by the exhibitors named on percentage pictures exhibited at the Strand and Monroe theatres in Key West, Florida.

Paramount in the suit seeks an audit of all of the exhibitors' books and records purporting to the gross receipts derived by the exhibitors named, from the exhibition of percentage pictures listed in the complaint.

Pillow to Post' Tradeshows Set

National tradeshows of "Pillow to Post," Warner Bros. comedy has been set for Monday, May 15.

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Selznick Suspends 20-25 Talent People

Compelled to halt production on “Duel in the Sun” because of the Hollywood studio strike, David O. Selznick put on suspension from 20 to 25 of his current 100 talent people, invoking the strike clause in most cases; in others, where personnel were entitled to layoffs, suggesting that they take them now. According to John Dales, Jr., executive secretary of the Screen Aactors Guild, “as far as we can determine, suspensions are perfectly legal, and Selznick has been within his rights.”

Officials of unions concerned with the strike were in Washington this week to attend the Carpenters Union dinner Monday night and to take advantage of the opportunity to discuss the strike situation, scheduled to be the subject of a hearing on Thursday (20) before the National Labor Relations Board. Chief item of discussion, it was reported, was to be a request to William Green, AFL president, to restrain the IATSE from issuing orders to new unions to replace striking workers.

At the start of the seventh week of the strike, major producers declared: “It is now possible to plan ahead with reasonable certainty. While the nuisance value of the strike continues, sets are being built, production is uninterrupted and workmen are approaching more closely to normal daily.” The situation is regarded with added confidence by the producers, who renew their pledge to keep the studios operational at the highest possible level.

Unaffiliated Exhibitors Reelect Stern President

The Unaffiliated Independent Exhibitors at a meeting are Edward J. Stern, president, and Julius Charnow, first vice-president, while Jack Leff, treasurer, was elected general counsel, and Max Wallach, treasurer. Max Cohn was elected second vice-president and M. Leventhal, secretary. George Reiser, Leo Storck, Abraham Rosner, Abraham H. Levy, Sam Goldberg, Manny Myers, William Smith, Max Schwartz and Lou Godei were elected to the board of directors. A grievance committee was formed, consisting of Cohen, Wallach, Leff, Charnow and Reiser.

A resolution backing the Department of Justice in its anti-trust suit was adopted together with an amendment adding a clause condemning the PCC’s proposed new code to the conference of Independent Exhibitors. New York branch managers and salesmen have been invited to attend a meeting scheduled next Monday (30).

Goetz Chairman of MP Division For United Jewish Welfare Drive

William Goetz, president of International Pictures, has been appointed chairman of the Motion Picture Division for the “Year of Liberation” campaign of the Jewish L. Stern Fund, which will be officially launched May 1 at a dinner at Los Angeles’ Ambassador Hotel.

Brigadier General William O’Dwyer, who, as Brooklyn district attorney, broke up the Murder, Inc., ring, will be guest speaker at the initial drive dinner. Recently returned from Italy, where he is in charge of a U.S. Army investigation, he will learn firsthand the tremendous need for help. General O’Dwyer’s subject will be “Inside Liberated Europe.”

McComrick Back From Hollywood

S. Barret McCormick, RKO Radio’s director of advertising and publicity, is back at his home office desk after a two-week visit in Europe, where he watched several pictures in production and discussed campaign plans with Charles Koerner, vice-president in charge of production.

Truman Sees Newsreel

Current issue of Paramount News featuring the San Francisco meeting of the United Nations was projected at a special White House screening Monday for President Harry S. Truman. The showing was arranged by Steve Early, press secretary for the late President, and Robert Denton, Paramount News’ capital representative.

Morey Goldstein Named Eastern Sales Manager for Monogram

Appointment of Morey Goldstein, former manager of MGM’s New Haven branch, as eastern sales manager for Monogram, was announced this week by Steve Brody, Monogram vice-president in charge of sales. Goldstein, whose appointment becomes effective May 7th, succeeds Harry H. Thomas who resigned last week to become PRC’s vice-president in charge of distribution and general sales manager.

Prior to 1941, when he became MGM New Haven manager, Goldstein had been associated with that company as shipping clerk, poster clerk, booker, salesman and finally city salesman in MGM’s Boston exchange, later working on special assignments out of their Washington exchange, covering Delaware, Maryland and Virginia. His MGM association spanned two decades.

Admission Taxes Show Gains Between January and February

The Government’s yield from tax admissions on all forms of entertainment, but contributed in the main by movie theatres, totalled $30,645,244 in February of this year as reported by the Bureau of Internal Revenue in its statement of collections last month. This represents an increase of approximately $4,466,833 over January receipts when the total was $26,198,411. Compared with collections for February 1943 when the total was $14,893,007, the increase this year over last year is approximately $15,772,230. Receipts by the Government from admissions from July 1, 1944 to March 31, 1945, totalled $208,307,806 compared with $135,523,832 for the comparable period from July 1, 1943 to March 31, 1944, an increase of $72,784,973.

Regional Conferences to Launch Paramount ‘45-46 Shorts Product

A series of regional conferences to launch Paramount’s ‘45-46 shorts program will get underway in New York on Monday, with Oscar Morgan, short subjects manager, presiding. Other points on the itinerary are Boston, May 2-3; Philadelphia, May 4-5; Atlanta, May 7-8; Houston, May 8-9; New Orleans, May 13-14; Denver, May 21-22; Kansas City, May 23-24; Chicago, May 25-26 and Cleveland, May 27-28.

Rites Held for Harry Buxbaum, Victim of Heart Attack

Funeral services for Harry Buxbaum, 62, formerly 20th Century-Fox district manager for the metropolitan territory, who suffered a heart attack Saturday morning at his home in Lawrence, L. I., were held early Tuesday at Riverside Memorial Chapel, Far Rockaway, L. I.

Fromkess Completes Deals, Returns West

Purchase of the Philadelphia exchange from Herbert W. Given was announced this week by Leon Fromkess, PRC president, prior to his departure for the west coast. Fromkess also announced the purchase of “International Police,” an original story by Adley Louise Arnold, which will be one of PRC’s top-budget films.

While his stay in New York Fromkess also paid $10,000 for the motion picture rights to the forthcoming July issue of Sierra magazine in which an article has been prepared by the magazine. Right to use the title ‘Sierra’ is also included in the contract. Other features in the July issue will be used in PRC’s first film-magazine feature.

Fromkess made important company personnel changes and looked over Broadway productions and other properties before his return to the coast.

Asks Ohio Exhibitors to Send ITO ‘Use Tax’ Assessment Notices

All Ohio theatres which receive “notices of assessment” from the Ohio Department of Taxation concerning the use tax on coming-attraction trailers supplied by National Screen Service, MGM and Warner Bros., are urged by P. J. Wood, ITO of Ohio secretary, to send all papers to his office so that proper action can be taken by ITO attorneys.

Said Wood: “These trailers are leased in substantially the same manner as feature pictures, shorts and newscasts, we have always assumed that neither the Ohio sales tax or the use tax applied thereto. View of the fact that there is a pending taxpayer’s suit calling for the collection by the state of Ohio of the sales or use tax on all film rentals paid by Ohio theatre owners since Jan. 1, 1935, we urge all members to send their ‘notices of assessment’ to the ITO of Ohio office.’

Orthoscope Demonstration At SMPE Conference in May

A demonstration of the Orthoscope supplementary projection lenses will be made before the May conference of the Society of Motion Picture Engineers in Hollywood.

The lenses recently developed by Hal Huff and manufactured by the H & H Optical Co., of Hollywood, are distributed exclusively through the National Theatre Supply’s 28 branches.

Monogram Exchange Changes

Mike Comer, former manager of the Monogram exchange in Omaha, has been transferred to the management of the Oklahoma City office. He is succeeded as managing editor by Jerry Callahan, former salesman working out of the Philadelphia exchange.

Loyd Lind Gets PRC Post

Harry H. Thomas, PRC vice-president in charge of distribution, has appointed Lloyd Lind assistant general sales manager. Lind has been holding a similar post at Monogram.
"Packs a wallop possessed by no film of its kind in years!" — Motion Picture Herald

"A prediction of ceiling-cracking grosses is unavoidable!" — Boxoffice

Book it hot!
BEST PICTURE OF THE WEEK!

..PACKED WITH EXCITEMENT!"

— JIMMIE FIDER
BLUE PAGAN

DILLI

with EDMUND LOWE · ANNE JEFFREY
EDUARDO CIANNELLI · MARC LAWRENCE · ELISHA COOK.
MONOGRAM DELIVERS IT—AND DELIVERS IT RIGHT!...WITH ALL THE SHOCKS AND THRILLS THAT MADE DILLINGER THE MOST NOTORIOUS OUTLAW OF OUR TIMES!

A KING BROTHERS PRODUCTION

DILLINGER

and introducing LAWRENCE TIERNEY as "DILLINGER"

Produced by MAURICE and FRANKLIN KING
DIRECTED BY MAX NOSSECK • SCREENPLAY BY PHILIP YORDAN
Seeds of Victory

One of the several striking posters available to theatres for the 7th War Loan campaign features the caption: "Little Bonds Make Great Victories." The copy and illustration emphasize that it is the cumulative effect of purchases of millions of E bonds of small denomination that make winning the war possible.

The idea for the poster was suggested by Barney Balaban, Paramount president, who will release the first-run "The Silver Fleet," a dramatic illustration of the tremendous number of Nazi prisoners taken by the Allied armies.

United Nations Theatre Set to Open April 28 for Conference

Official opening of the United Nations Theatre, formerly the Alcazar, to be used exclusively by official delegates to the United Nations Conference, was scheduled to take place Saturday (28), third day of the Conference. According to Glenn D. Hays, the outstanding of the Eastern PIC, who has been in San Francisco working with Ray Reeder on plans for the theatre, there will be two showings daily: Mondays, Wednesdays, and Fridays.

Roosevelt Newsreel for National Archives and Hyde Park Library

Following a special screening of RKO-Pathé and Paramount newsreels showing biographical highlights and funeral ceremonies of the late President Roosevelt for Mrs. Roosevelt and her family, a request by the President's widow that 16-mm copies of the newsreel be made available for the record at the National Archives and Roosevelt Memorial Library at Hyde Park was complied with by N. Peter Rathvon of RKO and Barney Balaban of Paramount late.

Previously the films had been screened for President and Mrs. Harry S. Truman and the official White House family and secretary, including War Mobilization Director Fred Vinson; Judge Samuel Rosenman, advisor to the deceased President; Admiral William D. Leahy; Stephen Early and Grace Tully, press and personal secretary to the late President; Matthew Connally, secretary to President Truman, and the complete secretariat of the former and present President.

Janet Wood Joins Columbia

Janet Wood has been appointed Eastern story editor by Harry Cohn, president of Columbia Pictures, replacing Eve Ettinger, who will be giving up the post because of the coming of Miss Wood previously was assistant to Olin Clark, MGM story editor, and prior to that was with the story department of Universal Pictures.

Monogram Meet May 22

Semi-annual meeting of the board of directors of Universal Pictures will be held at the Blackstone Hotel, Chicago, May 22. W. Ray Johnston will preside. Plans for the 1945-46 season and European expansion will be discussed.

Mead Named to Head Universal Newsreel

Appointment of Thomas Mead as editor-in-chief of the Universal Newsreel was announced Wednesday by N. J. Blumberg, Universal Pictures president. Mead assumes sole direction of the newsreel following the recent death of Joseph O'Brien, with whom he shared the position for the past seven years. Mead will also continue to produce short subject films for Universal.

Prior to joining the Universal organization in 1932, Mead was a newspaperman in New York. His first job with the newsreel was as assignment editor and soon after was promoted to managing director's post. In 1938, together with O'Brien, he was named co-editor.

Mead was born in Tecumseh, Michigan, 40 years ago and after attending Washab College acquired his first position with the Newspaper Associates Syndicate in New York. Then he became assistant New York correspondent for the Chicago Daily News.

Walls Budget Near $5 Million for 3 Films; Defers British Production

A flexible budget ranging between 4½ and 5 million dollars will cover production of three pictures to be produced by Hal Wills for Paramount's 1945-46 program as now contemplated, it was stated by Wills at a press interview this week. The producer is in New York to arrange for release dates on "Love Letters" and "You Came Along," first of which probably will be in Paramount's first block for the 1945-46 season, while the other is scheduled for July preview and release later in the year.

Wills said his plans for production of a picture in England had been postponed, but not definitely abandoned, because of the flux in the present situation there, particularly in relation to studio space, transportation for American actors, etc. "Whenever I Remember" is his first story for British production, he said, adding that no raw stock difficulties are anticipated for either British or American production or distribution.

Ernie Pyle Death Not to Affect 'Story of GI Joe' Release Plans

Death of noted war correspondent Ernie Pyle will not affect the release of Ernie Pyle's "Story of GI Joe," which has been set for late last summer in Hollywood by Producer Lester Cowan. As originally planned, the picture based on Pyle's writings was to be released sometime in July, but only after the armed forces in various theatres of operation had seen it first. This was the plan work out between Pyle and Cowan when the famous columnist was in Hollywood prior to leaving for his Pacific assignment. First print, which was to have gone to Pyle wherever he was, was to be shown to be seen by the servicemen who last saw him. Suggestions that he change the picture's title to "The Story of Ernie Pyle" were dismissed by Cowan.

Swift, L & J Macon City Manager, Named to Two Salient Civic Posts

Lamar Swift, Macon (Ga.) city manager of the Lucas-Jenkins Theatres, has been named to two important civic organization posts, president of the Macon Junior Chamber of Commerce and chairman of the Macon Chamber of Commerce, first-run committee. The organizations are separate.

Swift has been in executive charge of the five local L. & J. theatres for the past two years, coming to Macon from a managerial post in Waycross, Ga.

MPA to Donate Station Wagon to Red Cross in Tribute to Roosevelt

Adoption of a resolution to donate a station wagon, at a maximum cost of $2500, in memory of the late President Roosevelt, to the Red Cross of Georgia, was announced by the MPA, which in the past has shown pictures simultaneously with the Earle, will now alternate between the Earle and Metropolitan.
In a tieup embracing thousands of music stores throughout the nation, music from 20th Century-Fox's "Diamond Horseshoe" will be plugged at a record 6,000 stores.

The tieup, arranged by 20th's exploitation department, paves the way for hand-in-hand operations between music store dealers and theatre exhibitors seeking wider means of getting their playdates before the public. Music stores are wide open for window and counter display tieups.


Nine thousand Decca Record dealers throughout the country will display window streamers promoting the songs from the film. The tieup was made possible through the Decca records of Dick Haymes, one of the stars, who sings The More I See You and I Wish I Knew, on one platter. Carmen Cavallero's recording of The More I See You and In Acapulco, is another publicized record.

Exhibitors can easily take advantage of the tieup by adding playdate credits to the window streamers in the local Decca shops.

In addition to Decca, promotions have also been assured through tieups with Columbia, Victor and Majestic.

43 Windows on 'Co-Pilot' Sets Promotional Record in Buffalo

Window display tieups arranged in connection with the Buffalo premiere of Warners' "God Is My Co-Pilot" at Shea's Great Lakes Theatre, set a new local record, with a total of 43 stores devoting at least one window layout to the picture. Woolworth, Kresge, Neisner, Oppenheim Collins, W. T. Grant and other chain stores joined with local shops, restaurants and other establishments in giving "Co-Pilot" the greatest amount of street advertising ever accorded a motion picture here.

Book stores featured the published version of the Col. Robert L. Scott story, augmenting their displays with stills from the motion picture, while many department stores gave prominence to drawings of the Curtiss-Wright P-40 which plays an important part in the story.

Publishes 'Co-Pilot' Prayer-Poem

In response to numerous requests from Kansas City readers who expressed a desire to read the poem recited by Alan Hale in Warners' "God Is My Co-Pilot," shown at the Orpheum Theatre, the Kansas City Star published the complete text under the title of "The Faith of Flyers," on the first page of its Sunday amusement section.

Cocktail Promotes 'Velvet'

Night clubs and cafes in New England are promoting the sale of a "National Velvet" cocktail, "the drink that is smooth as velvet" in a tieup arranged by Bert McKenzie, MGM exploiter. Radio and direct mail also are being used extensively in the campaign.

30,000 Seek Salome Role in 'The Robe'

More than 30,000 entrants have now been clocked in Frank Ross' search for an unknown to play the role of Salome in his Technicolor production of "The Robe"—with additional entries still coming in from every state and Canada.

Operating on a plan totally new in picture exploitation, the Ross organization first offered a $500 prize for the "best conception of Salome" by an American artist. A reproduction of the winning painting, which is by Emissay Jay Robin son of New York City, is serviced by the AP Wirephoto to all its clients, with a story to the effect that this is the type of girl Ross and Mervyn LeRoy were looking for to fill the Salome role.

As fast as photographs were received, the girls who sent them were mailed legal releases giving Ross authority to use the photographs for publicity. On receipt of the signed releases, pictures of the girls have been sent to papers in their home town and home state.

Publication of the girls' portraits in local dailies has resulted in an additional deluge of entrants, and additional space, as portraits of the new entrants were sent to motion picture editors.

Numerous large circulation dailies have run three and four layouts on the contest, with more to come. The contest is still on, with the Ross organization following the above procedure ad infinitum—or until Ross and LeRoy pick their Salome from the many thousands of entrants.

Helson's Music Store Tieups

The advantages of music store tieups for "Meet Me in St. Louis," were illustrated recently by Ray Helson, manager of Schine's Seneca, Salamanca, N. Y. Helson made a tieup with the local music store which, in addition to running an ad plugging the picture and the tunes, also used a large window display of stills and records.

In the interior of the store a large 3-sheet cutout of Judy Garland furnished an additional plug with an added number of records on display.

'St. Louis' Campaign Sells White Plains

Nearly every angle in the showman's exploitation book was used with excellent effect by Manager Michael Stangel of Louis' Stage Theatre, White Plains, N. Y., for that theatre's showing of "Meet Me in St. Louis," Laura Solomon and Sam Belmont assisted in the campaign, which embraced numerous promotions, tieups, window displays, radio, street ballyhoo, teaser cooperative ads and other attention grabbers.

To open the campaign Stranger arranged for two quarter-page cooperative ads, the first with copy "Join the Easter Parade with Judy Garland..." and following two days later with one featuring Mary Astor. Both ads used photos of the stars mentioned and were obtained at the cost of the photo mats.

Three major music stores dressed smart displays for the picture, using colored enlargements, stills, window cards, etc., and a tieup with a library and book shop resulted in table and window displays.

Five florist shops arranged window displays and two drug stores used streamers and display cards.

A women's apparel shop attracted considerable attention with a complete fashion window stressing the St. Louis World's Fair theme from the picture.

A radio quiz program, in which the radio audience was asked to name MGM features in which Judy Garland had appeared during past five years, was arranged at the cost of 10 pairs of guest tickets which were given as prizes by the station.

A bit of old-time ballyhoo was introduced by opening six large umbrellas suddenly around the ringside at the local weekly prize fight. Copy on the umbrellas—"Meet Me in St. Louis"—at the show.

A lobby wheel-of-fortune was dressed up so that the stops were cut-outs of trade paper ads, each carrying the title of a current MGM picture. Winners were designated by those whose spins stopped on the "Meet Me in St. Louis" ad. This was set up in the lobby a week in advance of the picture.

Other features of the campaign included cooperative ads with a local drug store chain, a music store, a beauty shop and a piano store—all at the cost only of the mats used to illustrate the advertising.

It is estimated that about 8000 telephone calls and word-of-mouth plugs for the picture were obtained by an endless chain method of calls via the local system for which no service charge is made.

Climaxing the campaign, Stranger and his assistants arranged for a bicycle parade of teenage youngsters on opening day. The kids all sang Meet Me in St. Louis and carried signs reading, "Can't Stop Now! 'Meet Me in St. Louis' at Loww's." Leaders of the parade carried a colorful banner with similar, but larger copy.

Hands Across the Border

All theatres in the Famous Players-Canadian chain are saluting 20th Century-Fox on that company's 30th anniversary. Ads on 20th-Fox films giving the circuit's 30th-anniversary slogan—"Happy Birthday to 20th Century-Fox and Congratulations on Their First Big Anniversary Hit!"
The teaser section of the campaign comprises four outstanding ads each aimed along the lines indicated in the ad, which in one case reads, "For the very private life of a very dashing figure . . ." and is illustrated with the Colonel Blimp cartoon gazing over his prominent monocle and twisting the ends of his very British mustache. The figure (and what a figure) of the gal in the case is directly in the line of the colonel's vision. Another teaser shows the cartoon alone with copy reading, "He's lived and loved . . . plenty—it's Colonel Blimp!" The line "In Lavish Technicolor" is prominent in each ad. Another of the teasers is illustrated with two swordsmen in typical duelling positions (having at each other so to say) also accompanied by the cartoon head, a little smaller this time, with copy, "Dueling—hunting big game—and pretty girls—life's a grand adventure with Colonel Blimp." These ads seek to establish a curiosity about the title and manifestly accomplish their purpose.

Other provocative copy lines which appear with the larger display follows the theme established in the teasers. One carries the catchline, "The lusty lifetime of a gentleman who was sometimes Quite a Rogue!" Simple but it does the trick. Another, again illustrated with the duelling scene, is headed by "The Amazing Adventures of a Fighting Fool About Women." The body copy of the same ad says: "The very private life of a great lover, soldier, fighter, hero . . . a man among men with a way and sound of life that is simply incomparable." One of the largest of the display ads has a catchy headline, which with small illustrations and accompanying copy establishes these facts: "It's a Romantic Story . . . It's an Exciting Story . . . It's a Tender Story . . . It's a Humorous Story . . . It's an Adventurous Story . . . It's a Great Story" . . . and smaller copy accompanies each claim. All things to all men, perhaps, but it nevertheless does a lot of selling. In this ad, Deborah Kerr's full length photo is introduced. The lady's figure needs no embellishment but the UA artists have added a curve or so here and there to connect the illustration with the stylized feminine figure used elsewhere in the campaign.

A very large variety of styles and sizes has been prepared to take care of possible space limitations and to fit the requirements of budgets in every situation.

Outdoor paper is simple to the extreme. One, three and twenty-four sheet posters are all in lettered form, white on red with no illustrations. They read simply "Colonel Blimp in Technicolor" with the lettering white on red and as large as possible within the space limitations of each paper size.

Radio has been used widely with transmissions prepared along the same theme as the printed advertising, with the advantageous addition of sound effects to create the mood required. One of the one-minute spots, for instance, starts with a fanfare of trumpets, breaking off with a sour, comic effect. The announcer, with great gusto barks, "Colonel Blimp was a mighty hunter!" And sound effects and interspersed announcements establish the fact that he fought wars, hunted big game and blondest! Then a gal sleekly intrudes with an enticing, "Why, Colonel!" The announcer continues with "Yes, Colonel Blimp was a mighty hunter! And the hunted wound up with their heads on the wall . . . or on his shoulder!" Other selling continues along the same lines and winds up with the announcer telling the world, almost breathlessly by now, "Hero of three wars! . . . lover (Continued on Page 46)"
Money Dates for May

Spring came early this year, or wasn't it unseasonably warm in your part of the country during March? At any rate, May is almost upon us, with its sunshine, blossoming trees, budding flowers and balmy evenings, all of which will tend to lure people outdoors. And that means you have to continue to stay there, too, unless you make your theatre so attractive and inviting they'll want to attend frequently. In addition to your regular exploitation stunts on the month's outstanding attractions, be sure to take advantage of the ideas listed below that can turn your local or community Playhouse activities now for a profitable May. Make the month a springboard for business-winning summertime promotion.

National Observation Periods

May 13. MOTHER'S DAY. Too often Mother's Day, with its financial opportunities, becomes a matter of course. It's up to you to really make it Mother's Day. How about a special tieup with the stores in your area? If there are some tried-and-tested ideas: For a contest, select a subject matter for a special tieup; a lobby display could be a large reproduction of Whistler's portrait of mother, display to be augmented with pictures of local and national prominent mothers. You might arrange to have mothers who can bring to your playhouse via horse and buggy or trolley car, dependent on the gas situation, and thereby make your town. Perhaps you could make the day a "Children's Theatre Day"; the children bring their mothers. A Phone Call Giveaway has proved very successful in cities where more than one theatre is located. To the winning mother in attendance, award of a phone call to any point in the continental United States (must be made at any time convenient to the winner. (Better check with your local telephone company on this.) Newspapers published the winners' pictures. Another proven idea: presentation of a special 30-second dialer play in many theatres at every Mother's Day. The dialer play could be a tie-in with the then nation's No. 1 star singing "just a reverent voice asking that all in the audience take a moment to say a word in your town. Tie up with a florist to give a flower souvenir to each mother. A playing card could prove effective showmanship on your part. Admit free the first 25 fathers to appear at the theatre with "ma." In Chicago, you might combine a contest with a theatre in dovetailing a special page to Mother's Day. Promote play of the day, then: cost special coupon which mothers were to return to the theatre. To do just First 25 winners! The play. "A Mother's Day" guests were forwarded. In Glendale, Calif., for Columbus, the management of the Glendale Army Mother's Club made a record of events to be accomplished in the Army camp. If arrangements can be made, this should be a hit with the men overseas. It involves making records of their voices to send to their sons, would get much local attention and win valuable goodwill for the theatre.

May 20: I AM AN AMERICAN DAY. Utilize posters, tieup with local newspapers, sweading day of persons attaining full U. S. citizenship with appropriate pictures of local celebra-
tions that may be arranged. Be sure the picture you book is strictly American in theme and characters.

May 19-30: BUDDY POPPY WEEK. Permit veterans of World War I to sell poppies in your lobby or for free. Perhaps it will be set up to be named in relays by girls. Perhaps a trip to your theatre and a War Loan bond sales could be made in this way. Ask those who buy poppies to help our disabled veterans of the first World War, to also buy war bonds to help our boys crush our enemies in the present war.

Special Tieup Opportunities

May 1-13: JAZZ MUSIC WEEK. Promote greater interest in good music. Arrange to present concert at school or college. Give clubs, bands, orchestras on your stage, one group to appear each night, giving prize to a dramatic student, or the public at large, for that matter, a promoted record album could be given as first prize for the best performance. This would be a novel tieup for Columbia's "A Song to Remember." May 1-31: NATIONAL RESTAURANT WEEK. In return for mention of your theatre and program on American Flag is a display card in your lobby informing your patrons that this is National Restaurant Week and that the local eating places are invited to drop in at the restaurants after the show for a snack. May 1-31: NATIONAL POPPY WEEK. Other chance for tieups with sporting goods stores, charge holiday prices, but be sure your pro-
gram is high in entertainment value. Make sure a lobby urge patrons to take First Aid training.

Sectional Observances

May 1: Memorial Day (in many cities).
May 10: Confederate Memorial Day (in North and South Carolina).
May 27: Golden Gate Bridge. San Francisco (world's largest suspension bridge), opened 1937.
May 30: Dia de los Dioses Quintuples born at Calender, Ont., 1936.

Exploits 3rd Run of 'Rainbow Island' With Store Promotion

An outstanding example of how an enterprising theatreman can take advantage of a natural tieup, even though he plays a picture third run was demonstrated recently by J. Spencer Breggoff, manager of the Fabian Palace Theatre, Staten Island, when he successfully promoted his showing of "Rainbow Island" by making tieups with Rainbow Stores, leading gift stores of his locality.

Truly cooperative and entirely promoted were the eye-catching window display with colorful three-child background and still photo interspersed among the store's tropical gifts; a theatre lobby set-piece with tie-in copy and scenes from the picture and the store signs involved in the tieup; an effective four-column, quarter-page art layout, which appeared in the first section of the local daily newspapers.

The tieup was successful through the cooperation of Bob Robinson, merchandising manager for the Rainbow Stores and Morris Rose of the newspaper's advertising staff, who worked with Breggoff.

Radio, Newspaper Contest Aids "Marriage Is a Private Affair"

Harry Crasey, manager of the De Anza Theatre, Riverside, Calif., has taken a keen interest in the showing of "Marriage Is a Private Affair" by arranging a contest with a local radio station in which listeners were encouraged to call in their views on "How I Met My Husband." A $25 war bond and 10 daily prizes were awarded for the best letters. The station plugged the contest twice each day.

A newspaper contest was also arranged in which similar prizes were awarded for best letters on the subject "Should Marriage Wait?" Another feature of this campaign was the distribution of 1000 similar saying cards which read: "Do Not Disturb; Marriage Is a Private Affair."
Opening
ASTOR
THE ENCHANTED COTTAGE
DOROTHY McGUIRE • ROBERT YOUNG
HERBERT MARSHALL
in
The Enchanted Cottage
with
MILDRED NATWICK • SPRING BYINGTON,
HILLARY BROOKE • RICHARD GAINES
Produced by HARRIET PARSONS • Directed by JOHN CROMWELL
Screenplay by GARRET BOYCE and ALFRED B. BERRICH
Based on the Play by Sir ARTHUR WING PINERO
RKO's great love story, hailed by critics as one of Hollywood's all-time finest productions, will play the theatre that has been the home of more of the screen's biggest attractions than any other theatre on Broadway!

HEATRE
April 27
Hitchhike to Happiness

Republic | Drama with Music | 72 mins.

AUDIENCE SLANT: Good entertaining program offering with enough catchy songs and good-natured gags to satisfy the average moviegoers.

BOX-OFFICE SLANT: Should serve well for another round of radio, with creditable gags to make it a profitable run.


Plot: The story of a young girl who made good and then came back to help a good-natured wagoner who helped her, and a young songwriter who didn’t know where he was. The girl – who is the lead – the writer’s play is accepted and the songwriter’s songs elevated to fame.

Comment: Although the story follows the oft-repeated pattern of past films, it is spiced with enough gags and good songs numbers to make up for any lack of plot. But the real stars are the ones who enjoy seeing and hearing her, just having Dale Evans there is enough entertainment to make up for any other lack in the picture. But Al Pearce, who has a singing of his own and who entertains in his own way, and there are several songs that are carry-away, is carried away by most audiences. Both Sentimental and For You and Me seem headed for popular acclaim. Jerome Cowan, William Frawley, Bridg Taylor and Arlene Harris are others in the cast who attract with their portrayals. Direction by Joseph Santley is good, investing the film with timing and feeling.

Those Endearing Young Charms

RKO Radio | Comedy | 80 mins.

AUDIENCE SLANT: (Adult) This is fun for entertainment-hungry patrons who enjoy sophisticated fun, with laughter and tears intermingled, but mostly laughter.

BOX-OFFICE SLANT: With the right selling, plus the name draw, this is headed for a profitabe run.


Plot: This is the story of a modern wolf, an attractive, typical Air Corps Lieutenant, who attempts to steal a girl away from a former GI buddy. How he finally comes to the girl when he finds himself in love with her.

Comment: A romantic comedy that will attract feminine audiences everywhere, as signed by remarks overheard at the preview showing. Here is some entertainment, a bit on the sophisticated side, but not so much so as to set it exclusively for class audiences. There are laughs to the masses from the upper-lower age groups to the old contingent; in fact, so many laughs, that some of the very clever dialog is lost. Though the story isn’t much substance, there is a lot of imagination, and Lewis Allen assists with a light flavor into the many situations of romantic intrigue and touching sentiment that average audiences enjoy with especial glee and are entertained. Acting honors should be evenly divided between Laraine Day and Robert Young.

Legion of Decency Ratings

(Foot Note: Ending April 28)

SUITABLE FOR GENERAL PATRONAGE

Rockin’ in the Rockies | Scarlet Clee

SUITABLE FOR ADULTS ONLY

Billy Rose’s Diamond Horseshoe | China Sky

China’s Little Devils | Those Endearing Young Charms

This is one of the best things Miss Day has done, and young registration that perhaps the first women role ever designed. Another outstanding feature about this picture is the introduction of Bill Williams, a newcomer whose star should be in the ascendency after this performance. The teen-agers will go for him in a big way; and he’s worthy of this attention, for he gives a warm, appealing portrayal. Ann Harding, as the mother, and Glenn Vernon as a lonesome sailor add very worthy portrayals to the production as a whole. Bert Grenus produced. With the right selling plus the name draw, this is headed for a profitable run.

The Missing Corpse

PRC | Comedy | 62 mins.

AUDIENCE SLANT: (Family) This comedy about a missing body should entertain the average audience.

BOX-OFFICE SLANT: A satisfactory filler for the neighborhoods and subsequent-run houses.


Comment: A well-known newspaper publisher threatens another because of his unfair tactics. Shortly after he leaves on a vacation, with his chauffeur. When they arrive at their destination, he is shocked to find the other man’s dead body in the car’s trunk compartment. From then on, it’s a question of disposing of the body in order not to become involved in the murder. By the time the boy finds him the entire matter is straightened out and the culprit caught.

Comment: This film should make a satisfactory filler for the neighborhoods and subsequent-run houses. It uses the formula of “body-body-who’s-got-the-body” to create laughs and tense situations, for there is no mystery involved. One knows from the start who did the killing. In the leading role, J. Edward Bromberg does a capable job, while Frank Jenkins practically steals the picture as his chauffeur and stooge, getting most of the laughs with his mugging. Israel Randolph, as Bromberg’s wife, plays the type of role that she does so well and which theatergoers have become familiar with because of previous films and radio. Direction is by Albert Herman; production supervision by Martin Mooney.

Cisco Kid Returns

Monogram | Western | 64 mins.

AUDIENCE SLANT: (Family) The Cisco Kid returns for some more adventures in a picture not quite as dazzling as his previous offerings.

BOX-OFFICE SLANT: First of the new Cisco Kid series will be of the western spot for which it was intended.


Plot: The Cisco Kid is blamed for the killing of a young girl whom he has hidden from her supposed mother and maid. He eludes the law, but a girl heretofore divined the murder, and gets back all the wealth belonging to the youngster, which was the cause of all excitement.

Comment: For those who enjoyed the Cisco Kid pictures, this first of the new series will be a surprise, and the boy would do well by slowing up the pace, it takes away the color and dash of an adventurous hero. The story makes him appear less of a rootin’-tootin’ sort of a guy, which he is not. It gives him too much dialogue. Youngsters who follow this type of movie will probably want him to get moving instead of doing so much talking. Duncan Renaldo is just as good as ever as the Cisco Kid and Martin Garragah plays his amusing henchman. The villains are played by Roger Pryor, Anthony Warren, and Cy Kendall, and Cecilia Callejo does satisfactorily with the role of a native girl. John P. McCarthy handled the direction.

Wonder Man

Columbia | (Color) | 97 mins.

AUDIENCE SLANT: (Family) It’s magnificently crazy—and it’s uproariously funny. All that spirit enters the body of the story and the Cisco Kid—Denny Kaye.

BOX-OFFICE SLANT: Should do exceptionally well in all situations. Hardly anyone has forgotten the excellence of “Up in Arms.”


Plot: Denny Kaye, a sly nightclub entertainer is killed by gangsters to prevent him from testifying at the trial of a notorious thug. His spirit enters the body of his identical twin (also Denny Kaye) who is a studious, bookish young man. Denny the night club entertainer is engaged to Vera-Ellen and Denny the book-worm is interested in Virginia Mayo, librarian. All sorts of complications ensue before the combined bodies are realized. The Cisco Kid is the killer. Denny the bookworm eventually marries Virginia Mayo and Denny the spirit inspires the Cisco Kid to reform.

Comment: Perhaps the plot is screwy—it just couldn’t happen—but nobody
will care a bit about credulity as they roar at the side-splitting antics of the one and only Danny Kaye as a top suspect in 97 minutes of the best fun to come out of Hollywood in a long time. In addition to the howls induced by Kaye, there are outstanding performances contributed by Vera-Ellen and Virginia Mayo with an excellent supporting cast, with Sakall. The Goldwyn Girls appear from time to time, their natural beauty and loveliness enhanced by Technicolor, Vera-Ellen’s tap specialty specially the opening of the ballet and adagio dancing in entirely expert and delightful fashion. Goldwyn’s production values are expensive and eye-catching, and Bruce Humberstone’s direction is deft, fast and timing for laughs. Photography in Technicolor is splendid.

Exhibitors can capitalize on Danny Kaye’s radio program, his previous screen success in “Up in Arms,” and the exploitable angles of this picture and be prepared for a much better than normal box-office return. Magnificent is the word for “Wonder Man.”

Stranger From Santa Fe

Monogram
Western
55 mins.

AUDIENCE SLANT: (Family) Another western giving action fans the ingredients they seek.

BOX-OFFICE SLANT: Should be used in the spot usually reserved for the western trade.


Plot: Johnny Mack Brown and Raymond Hatton arrive, incognito, to find the gang responsible for poisoning the cattle in the ranches in the neighborhood. In order to do this without arouses any suspicion as to their purpose, Brown takes a job as foreman at one of the ranches. Much dirty work goes on before they nab the head of the gang and thus dispose of all their nefarious dealings.

Comment: Judged by the requirements necessary to entertain and satisfy the western fans, this can be tagged just an average offering. The surprising thing is that Johnny Mack Brown-Raymond Hatton series. It has all the heroes action and dirty-dealing villains that forming the pattern for these sagas, and the kids will have a good time rootin’ and tootin’ at the general excitement, Brown and Hat- ton, always, are ok in the hero roles, while Jack Ingram and Jo Ann Curtis take care, with their gam, of the villainous deeds. Lambert Hillyer directed.

The Great Flaminor

Republic
Drama
78 mins.

AUDIENCE SLANT: (Adult) Moves slowly without much change of pace, but will deliver moderate entertainment to not-too-discriminating adults.

BOX-OFFICE SLANT: Lack of marquee names probably will relegate this to the dual bill situation.


Plot: Mary Beth Hughes, a hirsute wench with a roving eye, is anxious to get rid of her husband, Dan Duryea, so she can go away with her lover, but she has developed a momentary yen. Mary Beth and her husband are stooges for the expert pistol shot vaudeville act of Von Stroheim. Mary Beth convinces on Stroheim that an “accident” might happen to her husband. He drives away in the vaudeville wagon and is exonerated. When he returns to meet Mary Beth three months later to marry her, she has gone. Von Stroheim finally finds her in Mexico and strangles her. He is shot and dies just as police are about to take him.

Comment: The improbabilities in this picture are hard to swallow by the players and director contributing to the lack of conviction by apparent carelessness in both categories. The story itself, told in flashback, attempts to run from the reasons for its construction, and the use of two bullets in his body, must tell why he has just strangled Mary Beth Hughes. The ensuing double-crossed by the story of how Miss Hughes is a witch (spelled with a “b”), how she used her physical powers, and the subsequent murder of her husband to win her, and how she double-crossed him like the alley-cat she was to run away with another man she had been seeking all the time. The picture does have and little, if any, change of pace. Hughes is handsome but short on thespian talents. The director might have handled matters, but lack of care in this department is evident. Production values are good, as is the photography. Lack of star names probably will consign this to the double bill situations.

The Vampire’s Ghost

Republic
Drama
59 mins.

AUDIENCE SLANT: (Adult) Just another vampire horror picture. Anyone who goes for this type of screen fare will find it mildly entertaining.

BOX-OFFICE SLANT: Obviably made for the double-bill situations. Might do all right if sold to the public with a similar type feature as a double bill.


Plot: Natives in a small African village are already killed off by the villagers believe to be a vampire. John Abbott is a vampire hunter, is the obvious culprit. There is much mysterious action before he meets his end, this section is replete with the usual stalker-through-the-heart business, decreed by custom as the only way to definitely kill a vampire.

Comment: Obviously intended for double-bill situations, this picture has been inexpensively produced, directed with skill and played fairly well by a good cast. Most of the vampire union rules are preserved, such as breaking mirrors, when the vampire looks at it; fear of the crucifix, dirt from his own grave, etc.; but they’ve changed the rules so that a spear dipped in molten silver, or creen- witt, will kill a vampire. This is only mildly entertaining. The script is filled with hardly enough changes in script to distinguish it from previously produced “vampire” picture. Homemakers will find it mildly entertaining. Discriminating audiences are apt to find it laughable.

The Scarlet Clue

Monogram
Mystery
65 mins.

AUDIENCE SLANT: One of the best of the Chan series. A good 65 minutes of entertainment for the arm-chair detectives and the Chan following.

BOX-OFFICE SLANT: Should do well where this series has established a following.


Plot: Charlie Chan is called in to solve the murder of a suspect whom the police were trailing while investigating a plot to steal secret radar plans. The “manager” of the plot, unknown to his accomplices, keeps his trail by controlling compartments and thus invisibly exposes him and causes him to fall a victim of his own machinations.

Comment: This newest of the Charlie Chan film series is set to be the best of date. It has suspense, plenty of killings and enough laughs interspersed to make a con- ciliatory film for all. Especially Marion Aldrich, Morgan Wallace, Larry Keating, Robert Homans, John H. Auer. Photography and screenplay by George Lewis. Photographed by Maury Gertman. Musical director, Vera West. Musical score by Edward Everett. Art director, Ben Oakland. Associate producer, George Lewis.

Plot: In the newest Chan adventure, flies to a South Sea island on which are hoarded priceless pearls believed by the natives who guard them zealously to be the tears of the goddess they worship. The ensuing action is devoted to the love of the island’s princess, Nancy Kelly, for Gargan; and his aversion which leads to the Chansky’s downfall which extinguishes the avenging flame is interpreted by the natives as a symbol of forgiveness and all ends well.

Comment: If the story lacks the fibre of credibility, the entertainment value in this film is very evident in some of the native dances executed with grace and charm. It contains moving movements that are distinctly on the credit side. Miss Kelly’s scenes are delivered with charm and only by that will detract from her following, while the antics of Eddie Quillan and Fuzzy Knight together with their songs pep up the story in relief whenever it begins to sag into the incredulous. The greater part of the production is in interiors and the photography is good. ”Song of the Sarong” should appeal to average audiences, and the names of Kelly, Quillan and Gargan on the marquee should account for some activity at the box-office.

Escape in the Desert

Warner Bros.
Drama
79 mins.

AUDIENCE SLANT: (Family) Tense drama with overtones of comedy; will entertain all types of audiences.

BOX-OFFICE SLANT: Has many exploitable possibilities. Properly sold, it should do better than average business.

Cast: Philip Dorn, Helmut Dantine, Jean Sullivan, Andrew Duggan, Margaret Talbot, Donald MacRae, John Hodiak, Edward Brophy, John Litel, credits: Produced by Alex Gottlieb. Directed by Edward A. Blatt. Screenplay by Thomas J. Job. Adapted from a play by (Continued on Page 46)
HARRISBURG

Owing to the recent illness of Harry Goldberg, manager of the Rio since January, he has re-
turned to New York for a rest, and Francis DeVertser, assistant manager at the State has taken
over the job. Now assisting F. Gerard
Wollasten, manager of the State, is Harry
Miller, veteran Wilmer and Vincent employe. Until DeVertser was able to leave the State, Jack
O’Rear, Colonial manager, assisted at the Rio.

Recent deaths of interest to the industry were
those of Georgeon George Seabotta, 44, manager
of the Capitol and Rosedale, Chambersburg, for
14 years, who died in Pottstown after an illness
of many months, and Gayle W. Barlingame,
formerly a theatre owner in Columbia, and for
several years head of the State Organization for
the Blind.

All the downtown houses showed newswells
outlining the career of the late Franklin Roose-
velt. Carl Lieberman, Senate, led the group in
this, presenting the short the same day of the
daylight services. Others came in the following
Monday.

Plans were set in motion here by the War
Activities Committee for participation of the
41 houses in Harrisburg and Dauphin County in
the 7th War Loan. A meeting is scheduled
later this week, when special events will be
outlined by Sam Gilmam, WAC chairman.

CHICAGO

PRC’s “Crime, Inc.,” dealing with New York’s
“Murder, Inc.,” has met the same fate at
the hands of the Police Censor Board as Monogram’s
“Dillinger.” The PRC special was set to open
here at the B & K Garrick Theatre. When the
censor put his foot down everyone was surprised
since, according to Henry Elman, PRC head here,
the picture was originally released in New York with
no such as a cut. The board’s decision has been
appealed to Police Commissioner James Allman.
The film also picked a Swedish-made picture
produced by Scandia, Inc, called “Grasson’s
Boy,” which was set to open at the Lake Shore
Theatre.

Harry Turrell, Warner theatre district man-
ger, has added three houses in Hammond, Ind.,
to his district including the Parthenon, Para-
mount and the Orpheum, while Herb Wheeler
has added the Warner Shore to his district,
making 10 houses under the supervision of each
district manager.

At the next meeting of the directors of the
Variety Club here the following members will
be voted upon for admission including Stanley
Levine, Stanley Theatre Equipment Co.; Dr.
Jack Cates, Charles Nelson, James O’Brien, L.
J. Silverman, M. W. Osborne and Edward
Caldwell of Oklahoma City. Tent 22, were
visitors to the Chicago clubrooms.

A. Teitel operating the World Playhouse in
the 10-story Fine Arts Building recently pur-
chased by Abraham Teitelbaum, attorney, an-
nounced the continuation of feature motion pic-
tures in that house and there would be no
change in policy under the new landlord. Teitel
also operates the Studebaker Theatre in the same
building under the studio’s supervision.

The Warner Club will tender a farewell
reception to Larry Stein who resigned after 14
years’ service with the Chicago Warner theatres.

Sgt. Everett Soronson, former city manager
of the Vincennes, Indiana Alliance Circuit, has
been reported wounded in action in Germany.

REGIONAL NEWS INDEX

PORTLAND

Portland’s representatives at the Denver meet-
ing of the 7th annual convention of the Motion
Pictures Exhibitors of America (MPEA) will be
David May of the L. J. Parker Theatres; Mark
Corry, RKO; O. J., "Banjo" Miller, ITO of Oregon
and Charlie Holmes, independent exhibitor of
Spokane.

Mrs. J. J. Parker of the Parker Theatres and
Albert J. Finke, general manager Hamrick-
Green Theatres presented a check for $38,
100 representing the combined collections for
the Red Cross War Fund, a 50 per cent in-
crease over 1944.

James A. Fulke of the Nu-Rex and Empress,
Spokane, is continuing to operate his theatre
from midnight to 6 a.m. An appeal is now being
considered by the War Manpower Commission.

W. G. Hughes has been named manager of the
Liberty Theatre, Dayton, Wash., succeeding J.
B. Schick, who resigned.

Floyd Heminger, Eastern Washington sales-
men for RKO and Harry Landstrom, MGM
salesman covering the identical territory, have
been invited to the Seattle exchanges for confer-
ences.

Earl Keates, RKO exploiter, is covering the
first runs in Portland and Seattle.

Harry Stader has arrived from New Orleans
and is assisting Richard Schmidt, general man-
ger of the Army film booking service.

Miss Betty D. of the Continental Theatre’s
press department has announced her wedding
day as June 9.

Sgt. Tony Filippini, former booker on the
Seattle Row, has been reported with the Army
in Germany.

Claude Morris, exploitation manager for
Samuel Goldman, is making a tour of Portland
and Seattle in advance of “Wonder Man.”

Ruby Strand has been named assistant man-
ger of the Warner theatres, Salem, and assist-
antly to Carl Portland, Northwest division
manager.

Albert R. Mottner, has taken over the man-
gagement of the Variety and Libius theatres in
Ashland, Ore., in the Walter H. Levelette circuit
in Southern Oregon. Lee Ryan, former manager
of the Ashland houses, has been promoted to
general manager of the Medford group in
the same circuit.

CINCINNATI

The Cincinnati Cinema Club sponsored the
Variety Club’s Saturday night social following
its annual dinner last week. Irving Sochin,
20th-Fox general sales manager and activity
chairman for the Variety Club is planning a
number of stag socials for Monday nights and
is making arrangements for the first bingo party.

A daring daylight robbery at the RKO Family
Theatre of the Variety and Libius theatres netted
$340. Miss Margaret Runk, 21, the cashier said
that the bandit pushed open the door as far as
the safety chain would yield and pressed a
revolver against her side demanding the contents
of the cash drawer. Police allege that the bandit
is a former employe of the theatre, but this is
denied by Fred J. Delaney, manager. Another
theft here was indicated by the report of Morris
Fishman, manager of the Avenue Theatre, who
reported the loss of $67 concealed in the operator’s
book.

Jack Ruth, RKO booker, returned from Louis-
ville where he had passed his physical induction
and J. Cass, National Screen Service.

Jack Hauser, manager of the Drive-In The-
atre, Montgomery Pike, which reopened last
(Continued on Page 38)
TIMED TO HIT YOUR THEATRE WITH ALL THE POWER OF TODAY'S HEADLINES!

Thrilling with tenseness!
Towering with bigness!
Startling with suspense!

Columbia Pictures presents

Counter-Attack

starring

PAUL MUNI

Adapted from the BROADWAY STAGE SUCCESS

WITH

MARGUERITE CHAPMAN
LARRY PARKS

Screen Play by John Howard Lawson
Directed by ZOLTAN KORDA
Friday night announced a new “laffmovie” policy for weekends starting April 27. All-night shows, on Saturday will be resumed when the curtain is raised.

Ross Spencer, former RKO booker, has been
reported wounded in the action in Germany in a letter received by his mother from a nurse in attendance at the hospital where Spencer is a patient.

Mrs. Louisa Rich, operator of the Kentucky Theatre, Saylerville, is installing new seats in the house.

Universal here is now in first place in the Bill Scully Drive and hopes to stay there until May 5 when the drive ends. Cash awards will be distributed to all personnel.

Howard R. Altman, former Universal booker, is with the Army in Germany. Mrs. Round-
busch is employed at the exchange.

J. Goldberg, son of Lee Goldberg, Popular Pictures, is with the 45th Tank Battalion fighting in Germany.

Exhibitors booking on the Row last week included: Paul McKay, Montgomery, W. Va.; Rex Carr, Mannie Marcus Circuit, Indianapolis; Frank Mandros, Charleston; Orville Wood, Camden, and Mr. and Mrs. Joe Candrea, Dayton, Ohio.

Robert Morrell was elected president of the MGM Pep Club at its annual election. A special meeting has been called for May 7 to plan a future picnic.

Ben Cohen, departing manager of the Strand, who leaves to become manager of Telenews, Dallas, was feted at the Variety Club last week. He received a handsome pen and pencil set as a going-away gift.

RUMORS of the revival of the Variety Club have continued to grow, but the fact may be further to the thought. Extent for some time, the absence of the organization is felt here with marked effect. Eddie Weisfeld, Riverside manager, fondles a watch presented by the club to him when he was its chief Barker in 1936.

Otto Trumpie, LATSE business agent, revealed that within a few weeks the Milwaukee Junior School will begin a course in television for projectionists.

Industry representatives from this area attend the 7th War Loan meeting in Chicago included William Ainsworth, Harry Perllevitz.

ENTERTAIN PATIENTS. Three of the patients at Forest Glen Army Hospital enjoy a song by Republic's Roy Rogers during the star's visit to Washington, D. C., with his famous movie horse, Trigger, for personal appearances at the rodeo at the Uline Arena.

Rumors have it that the new installation at the Variety Club of Grand Rapids in the Hotel Pantlind ballroom last week were (left to right): Marc Wolf, Indianapolis, national dough guy; Earl J. Hudson, head of United Detroit Theatres; Major General Ralph Royce, AAF Personnel Distribution Command, Washing-
ton, and Jack Stewart, Universal, Detroit, chief Barker.

PRESENT FOR INSTALLATION AND INAUGURATION BANQUET. Among guests present for the inauguration banquet and installation of officers of the Variety Club of Grand Rapids in the Hotel Pantlind ballroom last week were (left to right): Marc Wolf, Indianapolis, national dough guy; Earl J. Hudson, head of United Detroit Theatres; Major General Ralph Royce, AAF Personnel Distribution Command, Washing-
ton, and Jack Stewart, Universal, Detroit, chief Barker.

The Independent Theatre Service, Inc. struck its first impasse in its negotiations with one of the majors here when one of the salesmen refused to concur in a deal with the new booking combine over a question of percentages against flat rental for its subtheatres. At the combine is now constituted, approximately 60 per cent of its 43 theatres are in the subsequent-run category. Originally, the organizers of the circuit estimated that they would begin with a chain of some 60-odd theatres. Queried about the deal, Al Suchman, ITS buying agent, declared that the difference in evaluation of a film in individual situations was a routine mat-
ter. The company's representative, however, commented that the identical situation was pre-
viously played films on percentage and not flat rentals.

Cinema Lodge, Braille Bitch is postponing an all-afternoon feature, John Ford's "Brute Will Forth," at Carnegie Hall, May 24, to raise funds for the sole benefit of the wounded. Harry Brandt is the producer.

This project for the wounded now being planned by the organization in the New York area is the furnishing of over 77 hospital solaria in the new Army Convalescent Hospital at Camp Upton, Long Island. Alan Corelli, executive secretary of Theatre Author-
ity, is chairman of the entertainment committee which includes Robert W. Weitman and Robert K. Shapiro, Paramount Theatre; Zeb Epstein, Strand; Jess Kaye, Capitol; and George Brandt and Martin Levin, Brandt Theatres. S. Arthur Gixson is theatre ticket chairman with headquarters at the Globe Theatre and Milton Livingston of Motion Picture Daily is publicity chairman.

Madeline White, Monogram's Eastern public-
icity representative, will be one of the judges at the Fifth Annual Uncle Don child talent con-
test to be held at WOR-Mutual Playhouse, May 5.

The Century Circuit in cooperation with the coordinating council of the Police Athletic League will hold Kiddie Shows at its Mayfair and Midwood theatres this morning (28). The circuit also announced the transfer of its offices from the Associated Press Building to its own building at 132 West 43rd Street.

The Interboro Circuit, in cooperation with the Board of Directors, has announced the promotion of approximately $16,000 for the 1945 Red Cross War Fund, repres-
enting an increase of about 35 per cent over the previous year.

Mr. and Mrs. Richard Condon announced the birth of a daughter, Wendy, at the Harkness
John J. Clothing revealed the luncheon week.

TRADE visit.
The is the Lola is the

Lola Boardwalk, pointed active more Steinhibitor replacing Pavilion, the of Farrell, Reade Division manager, on of the movie, of Farrell, manager, is the State, Memphis, has been appointed manager of the Victory, Evansville, replacing Mr. Groom, formerly relief manager for Mr. Finney, has been appointed manager of the State, Memphis, replacing Groom.

The Jackson Theatre, a new 600-seater on the Boardwalk, Long Beach, L. L. will open about May 30, under the management of Samuel Mumma.

Walter Reade has advised exchanges here authorizing Jack F. Harris to sign contracts for the Warner

The Motion Pictures Associates welcomed new members at a luncheon last week at the Astor including Marcus Schaeft, partner in De Luxe Theatre and Carroll Storer, N. Y. exhibitor; George Hornstein, son of Joseph Hornstein; A. Wolf, Alter Service; John Fennicola and Joseph Loken, 20th-Fox salesman.

The Costello Theatre has been shuttered for more than a fortnight.

The new operators of the Strand Theatre, Newark, N. J., formerly the former corporation's name of Den-Ree Co., and its officers are Stuart Krulewich, president; Lola London, vice-president; and Justice Krulewich, secretary-treasurer. ITS is the booking agent.

Lt. Wilbur Snaper has been discharged from the hospital at Fort Dix and is due to report for active duty in the immediate future.

The war touched the Metro exchange here in diverse ways with Lt. Bert Buhm, former printer booker, returning for a visit on leave from Camp Patrick, his lungs recouping promotion on the first day of his farlong from second lieutenant in service with the Censorship Division to first lieutenant with the Intelligence Department. A lieutenant was tendered Thomas Farrell, Long Island salesman, last week, by the MGM exchange personnel, prior to his joining the OWI. Farrell is a brother-in-law of William F. Rodgers, MGM vice-president and general sales manager. Rodgers' two sons are in the Army, Los Lobos, in charge of the Motion Picture Division of OWI and formerly Far-Eastern representative for MGM in Cairo, Egypt, spoke at the luncheon tendered Farrell on the acquisition of offices of the OWI. An addition to the MGM staff is Donald Grant, printer booker, honorably discharged from the maritime service whose most vivid recollections of his experiences is having been torpedoed off Cape Town and having seen the Taji-Mahal.

Charles A. Boasberg, Eastern RKO division manager, and Mr. Beadberg announced the birth of a son at Doctors' Hospital.

The father of Al Mendelson, 20th-Fox New Jersey booker, is recovering from a stroke.

Lt. Leonard Schlesinger, former assistant to Joseph Rosenthal, former manager of Warner Theatres, and Mrs. Leonard, were visitors at the exchange here.

William McShea, assistant to A. Schubert, RKO comptroller, and Edward T. Carroll, RKO New Jersey salesman, celebrated a birthday jointly last weekend and were feted in the main office.

Des Moines

G. Ralph Branth, general manager of Tri-States Theatre Corp., and chairman of the United Nations clothing drive for Des Moines made an appearance in the morning here for the first time. of the destinate in Europe by a bundle of clothing from Gov. Robert Blue in the executive offices.

A kick-off meeting for the 7th War Loan drive was held at the 20th Century-Fox screen-
REGIONAL—Continued

Variety Club members heard Harry Gorman of the Boys' Club Association in a talk on the Boys' Club work and accomplishments in this area.

Mrs. David Ross was reelected president of the Indiana Priests' Auxiliary at the Indiana Institute of Photoplays at their annual luncheon meeting here. Other officers elected were Mrs. Walter Geisel, first vice-president; Mrs. A. P. Elliott, second vice-president; Mrs. J. F. Cochran, third vice-president; Mrs. A. J. Huerber, treasurer; Mrs. Claude Franklin, secretary; Mrs. W. W. Waddell, treasurer; and Mrs. Fred R. Duckwall, membership secretary.

Film Row visitors included Ernest Smiti, Fracesville; William Studebaker, Logansport; Harry MacGregor, Anderson; Louis Wether, Louisville, Ky.; Robert Hudson, Richmond; Jack Alexander, Lebanon; Paul Meloy, Shelbyville, and Roy E. Harrold, Rushville.

Mannie Marcus, head of Marcus Enterprises, spent several days in Chicago.

Marc T. Wolf, national dough boy, Variety Clubs, represented the national tent at the installation of officers at the newly established tent in Grand Rapids, Mich.

MEMPHIS

Employees of Memphis branch offices were offered a chance to go to the prison at least once a week as a condition of membership. The visits are made in the interest of the law and order in the city. The branch has also announced the appointment of Tom Kirk as branch manager at Memphis to succeed Lew Andrews effective last Monday. Kirk has been a salesman for MGM for 15 years, covering the Tennessee and Kentucky territory. Last Saturday Kirk became the father of a son born at Methodist Hospital here.

J. C. Collins, secretary of the Mississippi Theatre Owners Association, has sold his theatre interests at Maben, Miss., and will devote his time to the lumber industry.

R. X. Williams, Oxford, Miss., exhibitor and plantation operator, states that with the shortage of help on the plantations, he is devoting most of his time to his land rather than his theatres. J. C. Noble, Leland, Miss., exhibitor, has extended his operations to Hollandale, Miss., where he has acquired a theatre.

Will Mack, Malco city manager at Jonesboro, Ark., on one of his infrequent visits to Memphis this last week, reported that the motion picture business in Jonesboro has shown the very healthy a increase since the county went dry through local option. Though soldiers in nearby, camps now avoid dry Jonesboro, business has picked up.

Bill Ellis, Cleveland, Miss., exhibitor, has returned home after three weeks at Hot Springs, Ark.

North Arkansas counties adjacent to the White St. Francis and Arkansas rivers have been having flood troubles again. Newport was partially cut off, as well as other towns. Film company employees have had difficulty covering the territory. Todd Ferguson, MGM exploiter, has been sank this week because his plane had been taken by U. S. engineers assigned to the flood districts. Tom Baldridge, MGM exploiter, telephoned Saturday that he probably could not reach Memphis for a bond rally on Monday because he was cut off at Morrilton, Ark.

Charles E. Kessnich, Atlanta MGM district manager, visited the Memphis branch last week and departed for Jacksonville, Fla.

Miss Emma Cox, Osceola, Ark., exhibitor, reports she's feeling "fit again," after a year of poor health.

Louis Ingram, MGM branch manager, entertained 16 women employees of the branch at a dinner Friday night at the Peabody. The dinner was in recognition of exceptionally good work by the employees.

Memphis territory exhibitors are reporting tremendous grosses with "Thirty Seconds Over Tokyo," "Meet Me in St. Louis," "Hollywood Canteen" and "Because Two Women," which have been playing these pictures four days and asking for playbacks soon. "Song of Bernadette" and "For Whom the Bell Tolls" are being booked heavily in the territory, the first showing at popular prices.

OMAHA

Nebraska's Legislature voted 27-11 to return Ascap to the state April 17. Two days later, the bill, LB 251, which repeals Nebraska's anti-Ascap law passed in 1937, was signed by Gov. Dwight Griswold. Senator John Meekota of Crete, who staunchly opposed the bill and charged that Ascap was "threatening" Nebraska music users with law suits to get them to support the bill, made one final effort to kill it. His motion that the resolution be turned down was lost, 27-27. Earlier Senator Meekota, objecting to lobbying activities of May Towle, Lancaster County attorney, who worked for the bill, had aimed a bill specifically at the attorney. His attempt to introduce a bill that would prevent any public official from lobbying for a private interest fell two votes short.

A bill which would set Nebraska clocks at odds with those of the rest of the nation was pushed to the bottom of the general file in Lincoln last week by a campaign, led by Sen. Edwin Schultz, Elgin. This means the bill will be discussed again after all others come up. A recent poll showed overwhelming sentiment against the bill because it would cause confusion.

William Miskell, Tri-States Theatres district manager, was in charge of the memorial to the late Franklin D. Roosevelt recently in the City Auditorium.

Lt. H. B. Johnson, son of the Universal branch manager, stopped off here for a weekend on the way to Camp Shanks en route to the West Coast for reassignment.

The Area WAC met last Saturday to hear reports on the 7th War Loan drive regional meetings attended by the WACs.

William McClellan, United Artists office manager, visited Fort Leavenworth, Kan., last week for his induction physical.

Dorothy Biesendorf of MGM has joined the Waves and will leave May 12. Pauline Hawley is her successor.

Curt Weirl, owner of the Beacon Theatre here, has purchased a 700-seat North Star, a subsequent-run house.

Pvt. Donald L. Madsen, son of Republic's office-manager booker, has been reported in a German prison camp. Previously he was reported missing in action in France.

H. C. Kaufman, Alliance operations manager from New York, visited the local exchange.

Phil Williams of the March of Time staff and M. A. Levy, 20th-Fox district manager at Minneapolis, were recently here.

R. F. Kehrberg, Shelton, La., exhibitor, was in the Omaha exchanges Monday for the first time in several years.

The Business Men's Association have opened a new theatre at Blanchard, La. J. C. Irwin is in charge. The house seats about 300.

BOSTON

Lt. John Scully, Jr., son of John Scully, Universal district manager, arrived here last week accompanied by two friends who were prisoners of war in a German prison camp before being released into American hands. After a flying visit to the film district, Lt. Scully left for Washington, D. C., where he will assist in the Government's investigation of the treatment of war prisoners. With the completion of his mission in Washington, he will receive a 45-day furlough.

A testimonial dinner will be tendered Fred Allen, May 6, by the alumni of the Boston High School of Commerce.

Alice Donahue, United Artists booker, left for Washington, D. C., for a visit.

Walter Dyer, former Universal booker, has been promoted to the sales staff and will cover the Maine territory. Florence Slater has become head booker for U, while Mrs. Emma Corbit and Joseph Kelly have been advanced. F. L. Murray, manager of U's branch operations, was a visitor here on company business.

Arthur Sharby, former New Hampshire and Vermont exhibitor, visited Film Row after an absence of 27 months on duty with the Navy. He has been in Russia, England, France, Belgium, India, Persia and was a participant with the forces which bombarded the Normandy beaches.

George Healey, manager of the M & P Theatre in Marlboro, Mass., has been inducted into the Army.

William Hutchinson of RKO won $250 in (Continued on Page 42)
When they get it—

they'll hold it!

"Hotel Berlin" is a miracle of Warner timing—and a marvel of extended time!
cash as a result of having had the winning ticket in a drawing for a charitable cause.

Harry Blanchette, owner of the Lafayette Theatre, Central Falls, R. I., is a patient at the Beth Israel Hospital.

Gus Schaefer, RKO district manager, is ill and is hospitalized in Newton, Mass.

Francis X. Beper, former manager of the Garden Theatre, Greenfield, Mass., will take over the management of the Jefferson Theatre, Springfield, Mass., it has been announced by Herman Rikin.

"Colonel Blipta," may follow "Mr. Emanuel," at the Garden Theatre. The latter attraction is doing big business.

"I'll Be Seeing You," playing day and date at about 300 theatres, will be booked in the fall. The publicity campaign on the film was one of the best Boston has witnessed in a long time.

The Cinema Club will give a dinner and dance the first week in June. Thomas Fennorey of M & P theatres, Phil Berler of Loew's, and Carl McGargle are in charge of arrangements.

Cleveland's Public Square, so named since the founding of the city, will have a new name for the duration of the 7th War Bond drive: Heroes' Square. Through the efforts of Howard Burkhardt, Loew's manager, the City Council, and a member of the Cuyahoga County Special Events Committee, Mayor Thomas A. Burke is preparing to proclaim the change. Local kick-off for the 7th Bond drive has already been set. It will be an outdoor pageant in Public Square, May 14, opening day of the drive, where 200,000 people can gather. The pageant, with a 1000-voice chorus, a 100-piece band and prominent speakers, will be dedicated to the memory of 150 Cuyahoga County war heroes to be selected by county draft boards. Forty by sixty blow-ups of these heroes will form a background for the pageant. No bonds will be sold at this time. The pageant will be a morale builder and is designed to give impetus to the sale of bonds.

Burkhardt has been invited to inspect the disposal of topping all other Loew theatre managers in the sale of War bonds during the 6th drive. His sales totaled $724,000. Because of his successful efforts in this and each preceding bond drive he has been invited to serve as a member of the national events committee for the state of Ohio. He is the only theatre representative so honored.

Dick Wright, Warner assistant zone manager, was in Atlanta recently on a trip to inspect the two theatre houses. His mother's funeral of Charles Olsen connected with the Lyric Theatre. Wright, as a boy, worked for Olsen.

Meyer Fine, vice-president of Associated Circuit and northern Ohio WAC exhibitor chairman, has returned following a Florida vacation. Abe Schwartz of the Lake Theatre, Painesville and Lexington, Cleveland, has returned from Miami.

Frank Hunt, a 24-year 20th-Fox veteran, last week was promoted from head booker to assistant to the branch manager. He will continue his duties as office manager. Hunt joined the Fox organization in 1921 as a poster clerk. He has been with the company continuously since then. Another change was effected when Edward Grimes was promoted from billing to the booking department, thus keeping the department at full strength of four bookers. The others are Joe Davidson, Joe Cosley and Sara Altschule.

Ed Fisher, Loew theatre publicity director will handle all local public relations staff of the War Activities Committee. Fisher is a veteran of all Loew drive as he has for all previous bond drives.

M. F. Felder, an Associated Circuit manager, is in receipt of a letter from his son, Pte. Warren Folder of Headquarters Company somewhere in Germany, that he and his associates are sleeping on German feather beds.

On Sunday, April 29, Cleveland goes on Eastern war time—one hour ahead of Eastern standard time which has been in effect through the winter. Last year theatremen protested the time change as being harmful to their business. They didn't get anywhere with the City Council then, so they decided to do nothing about it this year. It is believed the continued gasoline shortage and the increasing tire difficulties will favor theatre patronage in spite of the longer, lighter evenings.

Nate Wolf, Warner zone manager, presided over a two-day Northern Ohio district theatre managers' meeting here the first part of the week. Towns represented were Akron, Canton, Youngstown, Massillon, Lorain and Cleveland. Sandusky was missing due to the illness of Manager O. P. Miles. This meeting followed a meeting of Southern Ohio district managers held previously in Columbus. Discussions were held on cooperative promotional policies.

Milton Smith has joined the local PRC exchange as sales representative in the Toledo territory. He was formerly with 20th Century-Fox. Gerald Uken, one of manager Howard Burkhardt's two assistants at Loew's State Theatre, has been transferred to Akron as assistant manager at the Akron Loew house.

Ted Teschner, manager of Loew's Valentine Theatre, Toledo, was granted a month's de- ferment by his draft board.

Clifford Morton, 58, well-known figure in the local field of industrial film production, died suddenly last week as a result of a heart attack.

Roy Rogers was in town with his Rodeo Show, playing a week's engagement at the Arena. He also appeared on 30 motion picture screens during the same week. Theatres showing the Rogers pictures during the week each selected a child to be the guest of Rogers at luncheon at the Hollenden Hotel on April 28, followed by attendance at the Rodeo show as guests of Arena's Al Sutphin.

WASHINGTON

Charles V. Grimes, Warner Theatres Virginia district manager, has been named chairman of Region III for the Virginia theatres participating in the 7th War Loan drive by state co-chairmen Harry Perry and Frank O'Brien. Grimes and co-chairmen are Wade Pearson, Neighborhood Theatres district manager, Arlington, Va., and T. J. Martin, Pitts Theatre district manager, Culpepper, Va. Frank Shaffer, Dixie Theatre, Staunton has been appointed regional publicity director. Grimes is on a tour of his section of the state setting up theatre activities to coordinate with the program of the War Finance Committee. He is accompanied by chairman Giles Miller and Mrs. H. Clay DeGrange, women's regional chairman, Winchester.

Sam Golany, Midwest Northwest division manager for Columbia, left Thursday (19) for a divisional sales chiefs meeting at the Drake Hotel, Chicago, where they were expected to name Abe Montalini to succeed P. R. S. Shapiro, Chicago.

Clarence R. Ritzley, USN, former office manager of the St. Louis MGM exchange and a former booker for Loew's, is stationed in Chicago as a recent visitor. He is stationed in Pittsburgh.

The WB Uptown Theatre held a special meeting introducing the new manager, James H. Will (21) to help raise funds for the proposed new home library on Connecticut Avenue in conjunction with the Cleveland Park Library Association. This marked the third benefit performance for the library. Walter Cersely, manager, booked "My Friend Flicka" and two Disney cartoons.

Lee September, Columbia publicist, has moved into a new home at Mt. Rainier, Md.

John S. Allen, War Activities Committee distributors chairman, is holding monthly meetings with Row branch managers and is lining up a tour to several parts of Virginia in connection with the 7th War Loan drive.

Nate Shinkel, formerly traveling box-office auditor for the Washington territory for Warner Bros. has been given a permanent assignment as assistant contact manager under Charles McGowan. Martin Winters will cover the Washington territory temporarily as auditor.

Joe Kushner, Columbia chief booker, is taking a vacation and will fill for the annual fishing party at Piney Point.

MONTREAL

The first full length motion picture ever produced in this province and starring French Canadian actors from France, had its world premiere here last week. It is called "Le Pere Chopino," and was produced by Ren- assance Films, Inc. The film features Madeleine Ozeray, French actress, now engaged in South America, and was directed by Fedor Ozer.

Censorship of movies, or rather the methods of it, was debated recently in the House of Commons in the French province of Quebec. The Committee on films and cinema was told by the vice-president of Associated Circuit that there is serious concern in the French province that the French language films be given the same amount of attention in Western and Central Canada. In a broadcast heard here over a nation wide house, the manager of a Quebec theater said last week that the consensus of opinion was that the Hays Office was doing a satisfactory job as far as Canadians are concerned. The Provincial of Quebec they said at least the American problem is at great length in the Legislature. In that province it is necessary for the managers of the houses to place over their lobby displays a sign stating whether the film has been labelled "adult" or "general." One school seems satisfied that this is sufficient, the other believes that the law should be altered so that kiddies would be allowed to see only hand picked productions. Still a third faction believed that it should be left up to the parents, and that the decision should rest entirely in their hands. They all labelled horror pictures as being more dangerous than sex.

LOS ANGELES

Charles Skouras has returned from a tour of the Fox West Coast division offices together with executives who were visiting the studio head office John Vertero, counsel; Eddie Zehbel, film buyer, and Tom Page, aide. Their itinerary also embraced a Pacific Coast regional 7th War Loan meeting in Downey, California.

Visitors on Film Row included: Ralph Wright, Ardicia Theatre, St. Johns; Arnold Schau, going to see "The Great Ziegfeld" at Capitol, Calexico; G. S. Fink, Coronet, San Diego; Everett Cummings, Mertalla, Downey; Jim Loomis, Grand, Douglas, Aries, and Sam (Continued on Page 44)
To Date  
586 engagements…
each with the same  
phenomenal story of  
record-breaking  
boxoffice  
performance!

and this is only The Beginning!
Gerson, who recently sold out his theatre interests in Cleveland and Detroit. He was accompanied by his son, Lt. Gerson, who is awaiting duty overseas.

Dave Kantor, head of the RKO exploitation department, has announced the following visits of field men: Al O'Camp has been transferred from Seattle to Los Angeles; Earl Keate will leave the East office for Seattle, and Joe Longo will be transferred from Boston to San Francisco.

Exhibitors have been notified that National Screen Service will absorb Columbia's advertising and accessory departments effective April 30.

Ralph Mitchell, Western division superintendent of Alexander Films, has returned following a tour of the Pacific Coast.

Ed Urschel, MGM Pacific Coast auditor, arrived here for his periodic visit.

Warnerites here have gone away over their quota in the first week of the Pow-Wow drive and attribute it to the leadership of Chief Eagle Peak Greenberg and Little Chief Mighty Hunter Herbel.


Mel Anderson has returned to the 20th-Fox booking department following a short vacation. Larry Pullis, Paramount booker, has returned to his job following convalescence after a major operation.

George Hickey, MGM Western division manager, and Howard Herty, left for Tucson and Phoenix, Ariz., on business.

PITTSBURGH

Film Row was saddened this week to learn of the death in active combat in Germany of Jess Ackerman, who before being inducted into military service was associated with A. Notopoulos as general manager of the Aloutta Public Theatre, Inc. He was married, and just under the age limit when taken into the service.

This is the third prominent exhibitor to be killed in action in the German area within the last few weeks, the others being William K. Jackson of the Mid-State Theatres, Inc., Clearfield, Pa., and Louis Dattola, Jr., of the Miami Theatre, Springdale, Pa.

MAKING IT OFFICIAL. Edward C. Golden (seated), chairman of the board of Golden Pictures, signs the contract calling for the release of his product through United Artists as Edward C. Raftery. UA president, and Sam Dembow, Jr. (right), Golden Pictures' president, looks on. First picture on the Golden production schedule for UA release is 'Breakfast in Hollywood.'

The Sykes Theatre, Sykesville, Pa., one of the Mid-State Theatre chain, which has been closed several months for repairs, will reopen April 26.

A. A. Mavrillas, with the 20th-Century-Fox Foreign Department, is spending from six to eight weeks at the local branch, studying sales operations in this territory.

Until the Fairmont Theatre, Fairmont, W. Va., a Warner house, completely destroyed by fire early in February, is rebuilt, pictures under contract for this situation are being shown in the Fairmont Hotel ballroom. The Fairmont will be rebuilt just as soon as WPB approval and the necessary material and equipment can be obtained. Warners also operate the Virginia here, a smaller house.

A son was born to Mr. and Mrs. Gus Vaveris, who operate the Orpheum, Connellsville, and Palace, South Fork, Pa., at the Johnstown Hospital last week.

The identity of Jack Nesbitt, former PRC shipper here, was recognized in pictures taken of him together with other U. S. soldiers in a German prison hospital and reproduced in local newspapers. Nesbitt was previously reported missing in action.

The Almeda Theatre, Mt. Morris, Pa., has been sold by G. J. Easter to Richard F. Clark, Jr., a newcomer in the industry. Easter is retiring from the 35-mm field and will devote himself to the 16-mm.

The Rialto and State, Beaver Falls, Pa., which were operated by S. S. Hanauer since their construction, have been taken over by the firm of Cook & Anderson, and will be supervised by Fred Cook, Jr., son of one of the owners of the firm. These houses are now part of the Cooperative Theatre Service combine.

COLUMBUS

John B. Fitzgerald, IATSE representative, Cleveland, has been in Columbus the past week hearing both sides of a wage-and-hour dispute between the operators and representatives of 25 local neighborhood theatres. If the facts warrant, Fitzgerald may recommend a strike vote to the international union. Operators have been negotiating for a new contract since January, and FitzGerald, local president, has not heard that the theatre involved have refused even to discuss new terms. Fred H. Rowlands is spokesman for the theatre owners. The disputed points of the proposed new contract, according to Greer, include time and a half for Sundays, an extra half-hour of exchange days and a standard 6:30 p.m. to 12 midnight schedule with overtime beyond those hours.

War bonds and money of an undetermined amount were taken from the Columbus neighborhood theatre, by thieves who forced the front door, manager Norbert Mulligan told police.

Donald E. Stewart, manager of the Chakeros Theatre in Wellston, Ohio, visited his cousin, Mrs. Marjorie Stouder in Columbus last week. Stewart was wounded in the aerial bombardment over Italy seen as a result of war department of American invasion and has been overseas nearly three years.

A seated operator at the rear of the crew of former President Roosevelt at Low's Ohio was Ernest E. Fendt II, Columbus resident, who was a next door neighbor of the late President at Warm Springs. Fendt has seen Army service and has been shown in the newsreel showing the former President in the Warm Springs pool.

A Col. G. C. Dodd, president of the Col. G. C. Dodd's bar in Uniontown, has the largest parade fund this year. The fund, under the auspices of the Col. G. C. Dodd's bar, will feature a parade on April 14, followed by an afternoon concert.

The award of $21,521.25 to the Cleveland public auditorium fund will result from the sale of a large number of dimes in 1944. The amount, representing collections in 670 theatres, is an increase of 35 per cent over the 1944 collections in 509 houses. All counties will receive half of their own contributions.

ST. LOUIS

Twentieth Century-Fox has filed an appeal here with U. S. District Judge George Moore in the plagiarism suit brought by Playbill publisher, Mr. H. C. Dickenaus, now Swanson, in which the court on Dec. 29, 1944, entered a judgment on behalf of the plaintiff. The suit was based upon contention that the film "Alexander's Ragtime Band" was based on the plaintiff's unpublished novel "The Love Girl."

LeRoy Upton, president of Stage Hands Union, Local 6, IATSE, has revealed that the members of the union will make a careful study of the new theatre provisions contained in the new St. Louis city building code which became effective April 1. The study will be conducted in a course which the stage hands will be required to take. Upton said many of the changes in the code were urged by the union and that members of the union will be required to attend the entire situation relating to the theatre, and that added members will be told to insist upon a strict enforcement of the provisions of the building code and also of a statement (Continued on Page 45)
Here's AL PEARCE THAT ROLLICKING, ROARING RADIO FAVORITE in "Hitchhike to Happiness"

featuring
Dale EVANS • Brad TAYLOR
William FRAWLEY • Willy TRENK
Jerome COWAN • Arlene HARRIS
Joseph SANTLEY, Director
Screen Play by Jack Townley
Based on Original Story by Manny Seff and Jerry Horwin

A REPUBLIC PICTURE
law, which he (Upton) interpreted as forbidding the sale of admissions to more persons than there are seats in the theatre. The industry has made no material changes in the scenes relative to motion picture theatres, except for a new section related to cooling systems, which were not in general use when the agreement was signed. The industry here anticipates no trouble from either state or city officials. It is its belief that the general public will, if it goes along with the stage hands union should it endeavor to harass theatre owners because of the recent findings of Jules E. Kohn, War Labor Board arbitrator who decided that six employees should be dropped from local theatres and the hours of work for the men still employed be so arranged that they can devote more time to the actual performance of the duties delegated to the members of the organization.

Charles L. Kurtzman, New England district manager for Loew’s, was in town for about a week, with his wife and their 6-year-old recently adopted son, visiting with relatives.

Barney Rosenthal, Monogram manager here, and Maurice Davis, manager of the Will Rogers Theatre, were sponsors for "Kings for a Day" at the recent meeting of the St. Louis Variety Club. As prizes for the participants in various contests they provided cigarettes, boxes of candy and a huge beefsteak. When the winners refused the older of the prizes, they were auctioned off. After excited bidding the cigarettes, beefsteak and candy went to Harry C. Arthur, Jr., general manager of the Palace, and Marco. The sur- prise finish, however, came with Arthur giving the merchandise away to several of his fellow members.

Bill Features, Inc., has been incorporated in Springfield, III., with the purpose of creating and developing theatrical productions of all kinds. Incorporators are J. E. Daniels, J. P. Malvihlli and Helen Krzymsky.

PHILADELPHIA

Herb Given, manager of the PRC exchange here, has sold his franchise to the home com- pany. He plans to retire from the industry.

Morris Phillips, formerly of the Ural and the 56th Street Theatre, has returned to the United States after participating in the action in Europe.

Sam Lefko, RKO salesman, is in the hospital.

Edward Gable of Capitol Film exchange has returned to work fully recovered from a recent appendectomy.

Jack Jaslow conferred in New York recently with Arctino’s Nicholas Napoleon.

J. Howard Smith, son-in-law of Edgar Moss, 20th-Fox district manager, who covers the Har- risburg territory, has passed his induction physical.

Arthur Greenfield, Universal upstate salesman, is in Florida on a vacation.

National Screen Service takes over Columbia advertising material May 1.

Jerry Callahan, Monogram salesman, left for Boston and will proceed from the Hotel to Con...
NEWS IN A NUTSHELL
ADVISORY COUNCIL REPORT NO. 2
RENOVATION PROBLEM NO. 1
HAWAII, HOLLYWOOD-POSTWAR PATTERN
PROJECTION CLINIC NO. 10
MAINTENANCE CALENDAR
They buy so many of them!

Strong has made it possible for even the most modest theatre to have the utmost in projection lighting. As the only projection arcs manufactured complete within one factory, Strong lamps can be so engineered as to guarantee the best screen results. They're sold by the better independent theatre supply dealers.

"The World's Largest Manufacturer of Projection Arc Lamps"
The Chicago Tribune recently sent its Inquiring Camera Girl, Maryon Zylitra, on a tour of local theatres to ask, "What unusual thing has been lost or found in your theatre?". The answers, published along with pictures of the showmen interviewed, provide amusing reading. Robert R. Gould, Chicago Theatre, reported a man in stocking feet returning to find the shoes he had left under his seat. Magdalene Lizette, Telenews Theatre, tells of a mother returning after 45 minutes frantically looking for her wee small child which was being entertained by the usherettes. She just plumb forgot the youngster, so enrapt was she in the picture. Louise Lacki, Oriental Theatre, reports numerous false teeth embarrassingly left behind by patrons. Fred Schooe, Woods Theatre, said a man came rushing in with the exclamation, "I've lost my appendix in your theatre! I left it on the seat beside me." At first he thought the patron was possessed of a queer sense of humor but investigation turned up the customer's appendix— in a bottle. John A. Dendor, Apollo Theatre, told of the night man who was startled by seeing a friendly, light brown, slightly bloodshot eye staring at him from the floor—a vision in glass— lost by a patron. John Summers, United Artists Theatre, reports six to seven hats lost by patrons weekly. This columnist stunt may put a bee in the bonnet of some of our readers for local application.

Another clipping of an AP dispatch from Andrews, Texas, reports— "Two fires here in one week have destroyed the only theatre, a cleaning and pressing shop, an appliance shop and the county newspaper office. Now Andrews citizens are thinking seriously of setting up a fire department." While this must have been pretty tragic in Andrews, its manner of telling is a most amusing reiteration of the old phrase about locking the barn after the hoss has been snitched. We can all stand a refresher course on that topic every now and then.

William C. Kunzmann, convention vice president of the SMPE, has announced details of the fifty-seventh semi-annual technical conference to be held in Hollywood May 14 to 18 inclusive. Forty-eight papers have been listed for presentation to date with Dr. C. R. Daily and Barton Kreuzer, heads of the Technical Papers Committee. These include papers on: the use of film in television (Continued on Page 56)
Recognizing modernization and renovation as one of the prime postwar projects for current consideration by thousands of exhibitors, STR has made arrangements with outstanding designers for the preparation of a series of exclusive studies of problems dealing with this subject. Mr. A. I. Kessler, head of Novelty Scenic Studios of New York City, has designed this modern interior treatment of a typical rococo auditorium. Illustrations are by artist Ernest Zaikine of Mr. Kessler's staff.

If you are one of many theatre owners who are faced with the necessity of modernizing an outmoded interior (we have had many, many letters seeking advice and ideas on just this subject) it is possible that you may find the solution of your particular problem by ideas advanced in this, the first of a series of suggested treatments by men who have the "know how."

No renovation should be undertaken without the advice or assistance of a competent architect or theatre decorator familiar with local building codes and structural conditions affected by time or change. For example, if your theatre is of the ornate type illustrated above with box seats on either side of the proscenium, it is possible to obtain the attractive result pictured at the left merely by removing the box seats and supporting cross members. The door-arch leading into the boxes would be closed off with lath and plaster, ornamental plaster surrounding the proscenium and ceiling arches would be either removed and replastered or boxed-in where possible and then decorated with paint. The columns on either side of the boxes, with ornamental caps and base removed, could be resurfaced with smooth plaster and decorated with paint in a manner which would appear to reduce the height of the ceiling.

The area or recess from which the box seats are removed could be treated as a semicircular cove backed with fluted plaster or hung with floor length cyclorama of velour or other material. The top of the recess could be trimmed with deep drape and large jabots. Plaster statues or other decorative motif could be placed in the cove to provide almost any desired atmosphere. If a tropical effect were desired a large palm tree of plaster or papier mache could be used in place of the statues with trunk and fronds painted flat white. Down lighting in blue or green would provide a cool effect in summer with warm colors used in winter.

The ornamentation around the proscenium could be achieved with paint or ornamental plaster. Plaster ornamentation could be recessed to hold sockets for indirect decorative lighting. The extent of decorative possibilities are limited only by the skill of the designer you employ to tackle the job. Frantically any theatre can be modernized without serious structural alterations. In our next issue we will illustrate the modernization of theatre doors and in succeeding issues other styles of theatre interiors.
YOUR COUNTRY NEEDS MORE COPPER FOR AMMUNITION.

In the photograph are drops of copper from projector carbons, collected from the bottom of a lamp housing. Such collections help make possible .50 caliber machine gun cartridges...which can down a Jap Zero, or save a Superfortress for another bomb run across Tokyo.

When you think of it this way you realize the importance of collecting the copper from your projector lamps and stripping copper from old carbon stubs... and turning it all back into war production channels.

This you can do, through your local salvage committees or through your distributor.

Meanwhile, conserve still more copper by operating your "National" projector carbons under the recommended conditions for maximum efficiency.

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation

General Offices: 30 East 42nd Street, New York 17, N. Y.
Division Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

Keep your eye on the Infantry...
the Doughboy does it!

The word "National" is a registered trade-mark of National Carbon Company, Inc.
Unique Structural Design Feature of Hollywood’s Atmospheric Theatre

Third in a Series of Outstanding Prewar Theatres Analyzed From the Postwar Viewpoint

The Hawaii an Example of Advanced Prewar Architectural Treatment

Perhaps most unique of all the nation’s atmospheric theatres is the Hawaii, built in 1940 on Hollywood Boulevard, Hollywood, California, at a cost of $250,000 by Albert A. Galton and Jay M. Sutton.

Designed by Architect Carl G. Moeller of Los Angeles and decorated by Edward B. Gilmore, designer of numerous structures for the Golden Gate Exposition in San Francisco, The Hawaii is indeed worthy of study in relation to postwar theatre planning as it contains numerous innovations which have attracted considerable attention.

Located in the heart of the movie capital the owners must have placed before the designers as their first two requirements for the Hawaii:
1. That the projected theatre possess a distinctive glamor in keeping with its community environment.
2. That the appointments must provide for both physical and mental comfort of its patrons. From this point the theatre progressed through the planning stage to its ultimate successful completion. A glance at the photos reproduced on these pages will suffice to convince the most conservative skeptic in the application of innovations that the Hawaii has amply fulfilled the requirements enumerated.

Starting with the front of the theatre, which is certainly both modern and alive with showmanly dash, let’s consider the conception of the theatre’s name and decorative motif. Pre-war, Hawaii had gained fame as the mecca for Hollywood’s movie colony. Since Southern California climate (all radio gags to the contrary notwithstanding) produces palm trees and semi-tropical flora, the Hawaiian atmosphere provided a complementary motif for design which would be in harmony with the theatre’s immediate environment. What’s more, the Hawaiian scene with hula girls, azure skies, coral beaches and volcanic peaks is glamor personified. The choice of title and device has proved a happy one.

The neon treated columns at either side of the marquee give the facade plenty of zip, framing as they do a ceramic mural of Hawaiian atmosphere. The neon lighting is carried in profusion into the triangular marquee and accentuating lines across the entire front of the structure. Neon signs at the right emphasize free parking for patron convenience. A steel frame on top of the facade running back from the street permits the use of large individual electric letters for the show title of current attractions. The terrazzo flooring of the recessed front lobby is designed in a graceful leaf and stem pattern which carries up into the box-office trim. The area under the marquee is finished in plaster with an ornamental series of receding ovals illuminated by neon tubing (exposed) and another unit of tubing over the box-office.

Contrary to the recent practice of having the
THE GLAMOROUS FACADE. Gaily bedecked in neon the Hawaii Theatre front is a bright spot on Hollywood Boulevard, designed for top-flight showmanship of the world premiere variety. Neon sign at extreme right plugs free parking.

BOX-OFFICE of the Hawaii is distinctive. A decorative base is ornamented with tropical fish in a marine design. Elliptical dome over the box-office is outlined in neon tubing.

FOYER (above) features painted decorations, bamboo shaped beams and columns capped by flower shaped indirect lighting units.

PLAY ROOM (below) replete with wall decoration and facilities for child care during the performance.

The exterior design of the Hawaii is a most interesting innovation in structural modernism, with the attic area over the auditorium eliminated by the use of a concrete slab roof supported by exposed reinforced concrete ribs. Several advantages credited to this new type of framing are: 1. Lower, solid ceiling for auditorium acoustics. 2. Shadows cast by ribs on roof decking reduces summer cooling cost. 3. Cuts heating cost through reduction of area over auditorium. 4. Makes roof, sidewalks and floor one unit as a feature of earthquake-proof construction. 5. Reduces construction costs by making ceiling and roof a single unit, eliminating the ceiling framing.

It is interesting to note that in 1944, The Museum of Modern Art listed a similarly constructed industrial building erected by the City of New York as one of the 47 buildings in the U.S.A. showing the best progress in design and construction during the last twelve years.

The interior of the building is equally unique. In the foyer, the radial ceiling beams are embellished with cast plaster in the shape of bamboo, supporting columns are capped with flower shaped petals concealing the indirect lighting sockets. Tropical leaf and vine motifs in modern treatment are painted on walls and ceiling. The Mezzanine is severely plain with indirect ceiling lighting accomplished by concealed neon tubing recessed in a series of modern cast plaster cloud banks which break up the squareness of the side walls through a series of graceful curves and swirls. The nursery for the tiny tots is decorated with hand painted favorites of the screen cartoon world about 4 feet in height.

In decorating the auditorium, which seats

(Continued on Page 58)

EXTERIOR SIDE VIEW OF AUDITORIUM. This thoroughly modern structural design is both pleasing to the eye and practical from an economical point of view. Stage construction is flat roofed with square sidewalks. The front projects beyond auditorium sidewalks.
The Theatre Construction & Maintenance ADVISORY COUNCIL

C. B. AKERS
GRIFFITH THEATRES

K. F. ANDERSON
W. B. ARMSTRONG

W. H. APPLEGATE, JR.
CENTURY CIRCUIT

W. B. ARMSTRONG
GOLDEN STATE THEATRES

"E. E. CLEVELAND
WESTERN MASS. THEATRES

J. H. ELDER
INTERSTATE CIRCUIT

EMANUEL FRISCH
RANDFORCE AMUSEMENT CORP.

MELVIN C. GLATZ
FOX INTER-MOUNTAIN THEATRES

HERMAN R. MAIER
WARNER BROTHERS CIRCUIT

R. H. McCULLOUGH
NATIONAL THEATRES

HARRY MOSCOWITZ
LOEW'S INCORPORATED

L. PARMENTIER
EVERGREEN THEATRES

SAMUEL ROSEN
FABIAN THEATRES

FRANK D. RUBEL
WOMETCO THEATRES

R. SCHMID
MINNESOTA AMUSEMENT CO.

CLAYTON TUNSTILL
MALCO THEATRES

R. VAN GETSON
BALABAN and KATZ CORP.

JULES S. WOLFE
FAMOUS PLAYERS CANADIAN

No. 2—A Continuing Series

Experts Rate Patron Comfort
Prime Postwar Consideration

Here we come to the point most pointedly stressed by the Council: seating comfort. Greater spacing between rows and the installation of spacious seats purchased from a reliable manufacturer, who has developed a quality product should be the principal exhibitor consideration.

The Finest Sound and Projection

Installation of the finest procurable sound and projection equipment, which also plays an important role in patron comfort, ranks second in importance among the Council suggestions. People cannot enjoy a show in comfort if the sound lacks reality or quality just as they are equally ill-at-ease if they are subjected to eye-strain due to faulty projection.

Next comes the atmosphere of the theatre in relation to comfort. Air conditioning on a year around basis has become an essential patron service which must be considered by all theatres in postwar planning. It appears inevitable that great strides will be made in the production of improved equipment in this field which will be economically practical for use in almost any size theatre. Air purification, odor elimination, germ destruction, and many other scientific developments will make the theatre a more comfortable, healthier, safer place of amusement.

The smaller theatre owners will find air conditioning demanded by their patrons as a condition of patronage.

Lighting has a definite bearing on theatre atmosphere and comfort. The Council members place lighting improvements as the next most important consideration. Cold cathode lighting seems to hold the key to better lighting and one circuit contemplates extensive use of this type of equipment postwar. Power costs, a large item in theatre operation, will be considerably reduced by the elimination of large numbers of standard globes through the installation of new type fixtures. Many circuits plan extensive renovation of their marquee lighting, front lighting and display lighting. Here plastics can be expected to provide a considerable contribution to the beauty and attractiveness of theatre-front showmanship.

Clean, modern sanitary facilities and lounge rooms are another comfort feature stressed by the experts as extremely essential to successful operation.

In the words of sage advice from one council member: "For authentic advice and information, consult firms or individuals who are recognized in the theatre field. Tradesmen, contractors and architects in small communities are usually not in a position to provide proper overseeing skill on theatre construction. Even a good architect, electrician or plumber, lacking experience in the theatre field, rarely is capable of providing a good theatre job unless properly supervised. Secure sound engineering advice on every phase of construction and design, including sound and projection; seating; air conditioning, etc., so that all major phases of operation will be pre-conceived to provide comfort and convenience to patrons and at the same time be practical and economical to operate and maintain. Avoid being high-pressured into purchasing equipment made to sell at a price by confining requirements to standard, proven merchandise produced by reputable manufacturers."

Another Council member advises: "Keep cost and construction down to a level which can be charged off according to the theatres grossing possibilities." Still another states: "In planning, provide for the procurement of the best equipment and material thus you will be cutting down on future maintenance costs which have been given so little consideration in the past."

"Plan to make your theatre, regardless of size, as attractive and as comfortable as the most important theatres in the community," states another member.

While not involving construction or renovation (Continued on Page 59)

You Can Participate!

As this new STR feature gains momentum through the assembly of opinion and information pertinent to advancement of the standards of maintenance and theatre construction, we plan to pin down in specific detail the answers to the average showman's problems. Let us have your questions for discussion by the Council. In submitting problems, please be brief and specific. Watch for the next Council Report in the issue of May 26.

(Continued on Page 59)
Born in 1896, the year motion pictures were first shown in a regular theatre, Motiograph made its bow with the Optigraph projector. Motiograph always has been first with new developments.

In 1908, the year the Motion Picture Patents Company was formed, Motiograph offered its high grade Model "1-A" projector, attaching importance to exclusive developments.

In 1916, Griffith produced "Intolerance"; Charles Chaplin starred in "The Floor Walker", and Motiograph introduced its improved Model "E". The Model "E", and some of the preceding Motiograph models, were the first completely motor-driven equipment produced, making possible for the first time a steady rate of projection and releasing the projectionist from the tiresome grind of cranking.

The year 1921 marked two great achievements; Motiograph's Model "F" which set new standards for steady projection, and Rudolph Valentino's "The Four Horsemen of the Apocalypse", which did a steady and phenomenal business for years.

When sound came in, so did Motiograph's Model "H"...in time to project that great epic "The Covered Wagon". This was the Motiograph which introduced the first rear shutter and first double shutter, making for greatly increased brilliancy of the picture.

In 1935 Ginger Rogers and Fred Astaire, precision steppers, were a sensation on the screen and Motiograph's Model "HU" was the sensation of precision in booth equipment.

In 1936, fame was first bestowed on Motiograph's Model "K", and such productions as "San Francisco" and "Mutiny On the Bounty". Here was even finer craftsmanship—a projector completely silent in operation.

Today Motiograph continues as America's favorite projector.

Your Motiograph Dealer will be glad to tell you all about this superb equipment, or you may obtain literature describing the famous Motiograph Projector and circular L72 on Motiograph-Mirrophonic Sound Systems by writing

"Since 1896"
4431 W. Lake St.,
Chicago 24, Ill.
News In A Nutshell

(Continued from Page 49)

programming, relationship of television and motion picture practices, demonstration lecture on amateur color photography, use of infra-red light to photograph movie audience reaction for the study of same, use of motion picture techniques in biological research, advances in war-time military and naval use of motion pictures and theatre television, motion picture sound recording and reproduction and motion picture photography and projection.

The conference officials are: H. W. Moyse, President; Earl S. Allison, SMPE chairman who is Committee chairman for the conference, Papers—C. R. Daily, chairman (West Coast), and Barton Kreuzer, vice chairman (East Coast); Publicity—E. O. Blackburn (West Coast) and Julius Haber (East Coast); Registration and Information—William C. Kunzmann; Reception and Local Arrangements—Emery Huse; Lunch- eon and Dinner-Dance—L. L. Ryder; Hotel and Transportation—C. W. Handley; Projection Programs—R. H. McCulloch (35-mm.) and H. W. Remerscheid (16-mm.)


Odds 'n' Ends

Photograph sales in 1944 were over six times greater than in '43 with three plants at full capacity presently on war items and limited sound and projection equipment production. Current back-log of orders exceeds $4,950,000 not including items for post-war delivery. Only two parts of the company's post-war projection model are interchangeable with the present Model K.

George Pal puppet devices will be used in animating commercial tele-film made by Bond-Charters for Grumman Watch Company.

SMPE has undertaken a reorganization of its Television Committee to provide small working committees to deal with specific problems.

Twentieth Century-Fox Film Corp. has leased the inactive television station WZAG in Boston and are seeking FCC license to use it for experimental studies in program techniques.

Permanent tele-receiving installation is to be made in the Paramount Theatre, Hollywood, shortly for the entertainment of interested patrons.

Ralph B. Austrian, executive vice president of RKO Television Corp. and program committee chairman of TBA, has announced the membership of his newly appointed committee as follows: Dan Halpin, RCA, Martin B. Jones, Buchanan & Co., Norman Livingston, WOR, G. Emerson Markham, GE, Sam Cliff, Du Mont, Earl I. Sponable, 20th Century-Fox, George Shupert, Television Productions, Inc., Will Ball- tin, TBA secretary, John Gilligan, Philco, and Prof. E. C. Cole, Yale University, Austrian
will read a paper on television at the SMPE west coast conference.

**Booklets and Books in Review**

Arthur Knorr, Art Director and Producer at New York's Roxy, has just authored an attractive and informative booklet for Duzian's Inc. titled "Selling the Star." While it contains a wealth of data on theatrical stage and lighting techniques as applied to the displaying of commercial merchandise that would be of interest and value to showmen this limited printing is available only to commercial display men. Mr. Knorr, who has been redecorating the Roxy as reported in the Feb. 3rd issue of this department, will start an exclusive series of articles accompanied by brilliant spots on Theatre Renovation and Redecoration in our May 26 issue. His first topic will be the redecoration of theatre doors as Problem No. 2 in the series which has been led off by A. L. Kessler of Novelty Scenic Studios in this issue. Kessler and Knorr will alternate in discussing these problems covering all phases of redecoration.

Another splendid book, "National Fire Codes for Flammable Liquids, Gases, Chemicals and Explosives," has just come off the press and is of particular value to engineers. We have read of many theatre fires of undetermined origin which started in basements, boiler rooms, etc., which may well have started as a result of fuel or nearby gasoline tank seepage underground. The book discusses this problem. Just a few weeks ago we heard of an entire city block having been closed off as a result of discovery of gas seepage from a leaking service station tank. The gasoline changed color while following a shale strata close to the surface for several hundred yards and seeping into the boiler room of a theatre building. The color change baffled engineers in tracing the source but eventual pressure tests on the station's tanks revealed the leaks. A bad fire was averted by prompt action as the fumes could have built up for a serious explosion. This is a seldom considered source of danger where underground tanks are situated in the proximity of a theatre. The book is published by the National Fire Protection Assoc.

**Men in Motion**

C. Gordon Jones, for fifteen years Design and Development Engineer with the Bell System, A.T.&T., and consulting Engineer with Electrical Research Products, Inc., has been named Chief Engineer by W. H. Wheeler, Inc. which distributes Airkem. Jones will work on new developments in its commercial and theatrical air conditioning field.

Mr. Fazalbboy, recent delegate to the International Business Conference from India, has announced the opening of a New York office in the RCA Building at Radio City. Fazalbboy distributes American motion picture equipment in India including Simplex Projectors and Peerless Magna Lamps. Allan E. Currimbhoy will be in charge of the Fazalbboy Ltd. office here.

**New Theatres & Renovations**

Howard Trumbull, owner and manager of the Reading Theatre, Reading, Mich., has purchased a Michigan Street property and has announced his intention of replacing the present buildings on the site with a modern motion picture theatre as soon as materials are available and building restrictions are relaxed.

W. C. Dofflemyer will build a 600 seater in San Saba, Texas, as soon as materials are available. Architect Jack Corgan, Dallas, is now preparing plans.

P. G. Dikeon, Denver, Colorado, announced a $105,000 theatre project to be built at 1629-1641 Welton Street, postwar.

Mr. and Mrs. Fred G. Wei, owners of the Savannah Theatre Co., announced that work is under way on a new 1200 seat theatre at 222-24 East Broughton St., Savannah, Ga. Tucker and Howell of Atlanta, architects. Span-Worrell Construction Co. of Savannah are building the new house.

Construction has just begun on a new theatre for William Jenkins at Columbus, Ga., on a plot 59 x 167 feet. Charlie Frank Williams heads the construction firm in charge of the erection.

Plans for four new theatres were announced by David J. Bolton, division manager of Golden State Theatre Circuit, Inc. in Oakland, Cal. Two houses will be built as soon as material can be obtained, a 1900 seater at East 14th Street and Fruitvale Ave. costing an estimated $300,000 and a 1000 seat theatre in San Lorenzo Village at a cost of about $125,000. The other two are postwar projects, one at 69th Ave. and East 14th Street, the other at 1620th Ave. and East 14th Street, both with 1200 seats. All four will be neighborhood theatres in the East Bay area of Oakland.

Carl Bierman, petroleum dealer of South Salt Lake, Utah, will construct a 600 seat theatre at or near 2354 S. State Street as soon as materials become available.

The Westown Theatre, Bay City, Mich., damaged by fire Jan. 2, will be rebuilt with WPB sanction at a cost of $24,000.

Col. Marvin Peck, Sparta, Georgia, has announced the start of construction of his new Pex Theatre. A commercial building is being

(Continued on Next Page)

"Swinging impact" tests promise the world's finest postwar chairs

Among the many exacting tests which American Bodiform theatre chairs must withstand is the "swinging horizontal impact test" shown above. It assures lasting durability for the chair-backs, back fastenings to standards, and floor anchorage—under conditions more severe than actual use. Each American Bodiform chair tested receives 30,000 impacts, front and back, from the 40-pound sand bags set at 4 inches—then 20,000 at 6 inches, and finally 10,000 at 8 inches. Patron usage will never surpass that! Place your order NOW for American Bodiform Chairs and make sure of securing the most prompt delivery possible when war restrictions are lifted.
POSTWAR PATTERN — HAWAII THEATRE

(Continued from Page 53)

1100 on one floor, the full creative talent of architect and designer is developed. The side-walls are painted with overall murals, one side depicting Hawaiian life on the beaches and the other the inland scene. The cone-shaped, gaunt, volcanic peaks which predominate the landscape provide natural framing for the sides of the prosenium arch which is capped by a giant rainbow which follows the contour of the vaulted ceiling. All lighting is concealed in a suspended plaster fixture which provides outlets for the air conditioning ducts. The fixture extends almost the entire length of the auditorium, thus breaking the severity of the plain ceiling arch. The design of the fixture blends well with the billowy clouds which top off the wall murals.

The seating plan (three center aisles—no end aisles) conforms to the Armour Institute's theory of staggered seating. Push back seats are used throughout. The trailer curtain is of crushed plush in a blue reminiscent of Hawaiian waters. The title curtain is designed in the form of a fisherman's net complete with floats, etc., draped against a backing of green satin. It seems both practical and reasonable to assume that many of the features of this attractive theatre could well be adapted to the construction of postwar showplaces, large or small, as it is a type of structure that can stay young and interesting to its patrons for many years. Further, when the urge or need for a change of decoration comes along the simplicity of its decoration is most easily adaptable to any desired form of renovation.

THOUGH you may not neglect your best girl to read your copy of the RCA Theatre Television Handbook — you will be vitally interested in learning the what, how and why of theatre television from the book’s timely articles and discussions. The Handbook was designed for projectionists, but also contains news of television developments of interest to exhibitors and theatre managers—such as television reception and large-screen projection. There are chapters dealing with the commercial possibilities of television, handling of programs, audience response.

RCA's television experience is backed by a quarter century in the field of electronics and includes television installations at the New York World's Fair in 1933, and demonstration large-screen television projection at the New Yorker Theatre in 1941. This new book is offered by the RCA Service Company as an aid to projectionists and exhibitors in preparing for the advent of another television.

Send for your free copy, today!
Address: RCA Service Company, Inc., Box 70-177L, Camden, New Jersey.

RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary

FREE! NEW BOOK ON THEATRE TELEVISION

Don't wait—get your copy of this informative book on Theatre Television right away. No obligation

RCA SERVICE COMPANY, Inc., Box 70-177L, Camden, N. J.

Name..................................................
Theatre...........................................
Are you: Manager?.................. Projectionist?
Address...........................................
City................................................
State...............................................

News In A Nutshell

(Continued from Page 57)

reconstructed into a modern showplace.

Earl London is planning the erection of a 400 seat theatre in Olivet, Mich., home of Olivet College. It is to be equipped to handle school and college stage shows as well as regular motion picture policy.

Joseph T. Donovan, Bristol, Conn., plans a 1200 seat theatre on Farmington Ave. and is seeking rezoning to permit. He has not divulged the theatre interests involved.

A. Milo De Haven announced plans for building a 400 seat theatre and sports center in Water- ville, Ohio. De Haven operates theatres in Whitehouse and Grand Rapids, Ohio.

Sako Amusement Co. are reading plans for a 1200 seat postwar theatre on Pequotnok Street, Bridgeport, Conn. H. Abramowitz, New Haven architect, is designing the new house.

Harry Roth, district manager of the Pitt-Roth Theatres, Suffolk, Va., announced plans for the construction of a modern theatre exclusively for Negro patrons at 363-65 E. Washington Street, Suffolk.

The Dunbar Theatre Corp. has purchased a site at East Broad and Gwinnett Streets, Atlanta, Ga., for the construction of a modern colored theatre. H. T. Spears announced that the company, presently operating the Dunbar Theatre, will improve the property immediately.

Fires in the News

Schlie's Strand Theatre, Carthage, N. Y., was seriously damaged by fire which started in a nearby sweet shop. Rebuilding is underway. Projection equipment was saved by the fireproof construction and auditorium walls remained intact.

The Egyptian Theatre, Scottsbluff, Nebraska, suffered fire loss estimated at $100,000 by W. H. Ostenberg, president of Mid-West Amusement Co. Faulty electrical wiring was blamed for the blaze. Rebuilding is planned.

Charlevaux Theatre, Petoskey, Mich., was gutted by fire which started in the basement. Mrs. Elizabeth Moon, the owner plans to reconstruct as soon as conditions permit. Loss estimated at $12,000.

Rialto Theatre, Sinton, Texas, was destroyed with a loss of $50,000 which was covered by insurance. Henry Hall of Beeville, owner of the Rialto and operator of 16 South Texas theatres, reported that projectionist Joe Spencer, who was burned fighting the fire, was not seriously injured. Fire was discovered near a rear exit while the house was partially filled. No patrons were injured in leaving the theatre.

WPB Gives Green Light for New Charleston Negro House

WPB has sanctioned construction of a modern new theatre, The Thomas, to seat 1050 at 635-37 King Street, Charleston, S. C. D. Ireland Thomas, in association with the Bijou Amusement Co. of Nashville, Tenn., operators of the Lincoln Theatre, Charleston, are responsible for this $100,000 project which will cater to Negro patronage.
products of reputable manufacturers.
5. Provide spacious seating, modern lighting, air conditioning.
6. Construct with simplicity of maintenance in mind.
7. Provide adequate space for confection merchandising.
8. If practicable, make the theatre the center of a commercial or recreational project.
10. Make the theatre, regardless of size, as attractive and comfortable as the most important theatre in your community.


Announce Limited Availability Of Prewar Steel Air Blowers
S.O.S. Cinema Supply Corp. of New York has announced arrangements for exhibitor procurement of a limited supply of new, prewar heavy gauge steel blowers from manufacturers of Air Conditioning equipment. Commonly referred to as "squirrel cage" type fans used in all types of air conditioning systems, they will be available to theatres on their AA-5 MRO priority for maintenance, repair or operation to replace worn out, obsolete fans or blowers at 1942 ceiling prices.

This new blower equipment is being made available with drives for those who want to provide their own motors or may be purchased complete with motors.

Prospects for Radical Change in Design
On the prospect of radical change of theatre design postwar the Council reports the odds at seven to five against the possibility. This is a rather close vote and those taking the negative position seem to base their position on the belief that the postwar pattern structurally was established prewar with the simplification of interior appointments and the trend toward the fullest use of functional styling. These opinions are not radically at variance with the opposing group who foresee change. This positive group envisions simplicity of architecture, use of new materials, planning for easy maintenance with maximum of convenience in handling capacity audiences with a minimum of personnel as a radical step when considered in relation to past standards. The only development theatrewise which may effect radical change would be the advent of television. Even this may well develop for practical use within existing theatre structures for the science of electronics is being bent to fit the theatre rather than the other way around.

To summarize this report, the opinion and advice of the experts shapes up as follows:
1. Employ a competent, theatre experienced architect when making plans.
2. Provide for maximum comfort.
3. Select your location with extreme care with transportation and parking facilities in mind.
4. Equip your theatre with only time tested

Announce Limited Availability Of Prewar Steel Air Blowers
S.O.S. Cinema Supply Corp. of New York has announced arrangements for exhibitor procurement of a limited supply of new, prewar heavy gauge steel blowers from manufacturers of Air Conditioning equipment. Commonly referred to as "squirrel cage" type fans used in all types of air conditioning systems, they will be available to theatres on their AA-5 MRO priority for maintenance, repair or operation to replace worn out, obsolete fans or blowers at 1942 ceiling prices.

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Cut Yourself A Slice Of Local Admiration

Showmen Have the Facilities for Inspiring Constant Institutional Press Breaks

The growth of the showman in community stature is one of the great home-front stories of this war. For many years the Main Stem movie men have proclaimed in their newspaper ads, from their screens and on the billboards and in the programs: "This is your theatre, a community institution." With the advent of war and the need for concerted drives for funds, war bond sales, blood donors, etc., the theatre at long last came into its own as a logical center of civic activity. The movie man possessed the know how to coordinate, organize, exploit, glamorize, hallyhoo, excite, sell, reach the masses and get results. His theatre was the meeting place, his time and energy was unstintingly at the disposition of his community and country. His impressive achievements give ample testimony that the movie man is an important guy in his community and Mr. & Mrs. John Q. Public are more than aware of the fact.

Sometimes we wonder whether enough effort on the part of the showman goes into the all important job of institutional selling—selling the part the theatre plays in the community;

selling the theatre's safety features; selling the theatre's comfort; selling its personnel and selling its progressive, community-minded management.

It is commonplace to see in the newspapers elaborate stories and photo spreads of jewelers, bakers, department stores entertaining their employees in banquet halls, on picnics, etc., with extensive build-up on courtesy, service and facilities offered by the merchant to his customers.

Invariably the installation of a new department head, a new device for improving quality or service is heralded by a news story or illustration, or both.

This latitude for institutional press releases is not confined to commercial business. The showman can come up with a thousand and one worthwhile news items about his theatre, his personnel, improvements, seasonal preparations for patron comfort that the press will be glad to print. With the summer heat wave just around the corner, theatres with cooling or air

The Cover

Dramatizing the prime requisite of patron courtesy in theatre management, service with a smile, Samuel Goldwyn's candid photo snapped the Broadway, Astor Theatre cashier in the act of saying, "How Many, Please?" Mr. Goldwyn glamorized the entire staff of the Astor for the previously reported opening of "The Princess and the Pirate." The attractive girls in stylish uniforms, plus some smart camera angles minus any celebrities proved that even the New York press recognized the institutional news value of a theatre's service staff. Read above article.
conditioning plants will be readying this equipment for use. How many showmen will have the maintenance staff go about this procedure as a routine affair and how many will make an event of it? Just as an example: the showman can always dig up some photogenic personality who can be posed as an interested spectator while an overall-clad workmen oils a bearing or turns a giant fly wheel for a picture. If no one of celebrity stature is on tap, a group of attractive bobby-soxers can be corralled and a copywriter can always figure out a heading like: "Swing fans watch the Blank Theatre swing to summer comfort," with the caption and story giving a lot of facts about the air conditioned comfort and great attractions lined up to welcome the summer season.

In theatre operation on a day-to-day basis the showman is prone to be satisfied with stock stories and reviews on his attractions without realizing that there is so much routine and sameness about this type of publicity that even the readers become apathetic toward the copy. The institutional story if glamorized, given life and punch by injecting local names, faces, personalities, can serve as a shot in the arm to theatregoers which will make them perk up and pay more attention to the theatre. This added interest can make your attractions all the more attractive and the results in extra admissions will merit the cost.

Salute to a Revered Showman

This article has been inspired by receipt of a newspaper from Anaheim, California, which devoted its front page to a eulogy of the community's "Booster Number One," Harry C. Arthur, Sr., honoring this Anaheim showman and father of Harry C. Arthur, Jr., on his 80th birthday. No more glowing tribute could be paid a showman for his devotion to community life than this quote from the page one testimonial:

"IN APPRECIATION. Tonight Anaheim breaks a tradition of more than 75 years—in honoring a living citizen of the city for his manifold contributions to the life and activities of the community.

"Harry C. Arthur, Sr., comparatively a newcomer—he came to Anaheim 16 years ago—is the man Anaheim honors tonight as the city's 'Number One Booster.'

"In the short space of 16 years Harry Arthur has proved his right to that title. In every phase of community activity he has played a leading role. And, that role has always been played without ostentation and without expectation of pecuniary gain—in fact often at considerable financial expense.

"No community activity has been ignored. No worthwhile charity has been neglected. Harry Arthur has given generously of his time, talent and finances for anything and everything that was designed to alleviate suffering, aid the cause of Americanism and to promote the welfare of Anaheim and her people—"

The page glistens with praise for this showman from heads of local organizations, civic leaders, even newsboys with their humble words of gratitude for his consideration and kindness. What an inspiration this page holds for any showman who is aware of the importance of his niche in the life of the community. What an institutional masterpiece as the pay-off for devotion to the high principles of good business management, and a right kind of showmanship. What better proof could be found that energy, expended in war activity, community activity, institutional promotion above and beyond the call of normal duty to sell each attraction for all it's worth, will pay dividends to the showman?
Electromagnetic Induction is a source of voltage. All of the power that is delivered into the line from a generator comes from a prime mover regardless of its nature. It may be an electric motor, a gasoline engine, a steam engine, a water wheel, or even a hand-driven device. In all of these applications of a generator (prime mover), there are losses to be suffered and since we are not concerned with all of them, we concentrate on the electrical losses in the generator.

First of all, a generator consists of a field (pieces of soft iron securely mounted in a frame) which will retain a certain amount of magnetism once magnetized. The next important part is the armature or rotator. This is a mass of metal pieces which has an axle that is positioned in bearings so as to permit it to be rotated. The cylindrical mass is grooved in order that coils of wire may be wound around it without protruding beyond the surface. The pole pieces of the field are shaped so that they closely follow the contour of the rotating cylinder, but little distance between the two units. The smaller the distance the less loss of magnetism between the two elements, considering the pole pieces of both the rotor and field to be one element.

Looking at Fig. 1 and assuming the pole pieces, N and S (North and South), to be permanent magnets we can begin to study what happens inside a generator when it is delivering electrical power. The magnetic lines of force are moving from the vertical face of the N pole into the vertical face of the S pole. The wire is moving (A) from the bottom of the pole to the top of the pole and close to the N pole. Here we have two motions. The left to right motion of the magnetic lines of force (field flux C) and the down to up motion of the wire (A). The movement of the magnetic lines of force induces a similar magnetic field flux over and around the wire as the wire moves across the face of the pole. The direction of rotation of the induced magnetic field will be clockwise as indicated by circular arrow "D."

If we move our wire close to the S pole and move the wire from top to the bottom, the direction of the current will be reversed. Although we are closer to the S pole than we were before, we have not reversed the direction of the field flux and the only change is the direction of movement of the wire.

Looking at Fig. 2, we see a representation of a single turn coil of wire positioned so that it may rotate within the magnetic field set up by the two pole pieces. With a clockwise rotation of the current will be flowing from the left-hand side of the coil and out of the right-hand side of the coil. Since the coil is a loop of continuous wire we will have the directions of current circular in the coil and the circuit. We must remember, that since our coil is rotating, the left-hand side of the coil will move to the position of the right-hand side of the coil and that the right-hand side of the coil will likewise move to the position of the left-hand side of the coil, thus reversing the direction of current flow twice in one rotation.

We call one rotation one cycle. This is made clearer in figure 3. When we have a 60 cycle current flowing in a circuit we really have a coil of wire that is making 60 complete revolutions within a magnetic field each and every second. During each revolution the direction of current flow will reverse. Each reversal of current is termed an alternation, so, for each cycle of current we will have two alternations. Hence the name Alternating Current with re-
spect to Direct Current which is continuously flowing in one direction. All generators, with the exception of one seldom used, produce alternating current. Also all generators are excited by Direct Current. For this reason alternating current generators have to depend upon an auxiliary source for the excitation of their fields.

Wet cell batteries are used in some installations and where large powers are required a direct current generator is used for excitation of the field. I emphasize the foregoing because I appear to contradict myself. A Direct Current generator is not possible until a commutator is used which rectifies (changes) the Alternating Current which is generated, into Direct Current. Therefore an Alternating Current Generator is never referred to as a self excited Generator.

Now as we move a coil of wire across a magnetic field the field attempts to reject or resist this movement until a voltage is induced into the moving coil of wire. The effect would be the same as if we had a series of elastic bands stretching from left to right from one pole piece to the other. If we were to force a rod up between the pole pieces against the bands, we would build up a pressure in the bands which would then tend to push the rod back in the direction from which it came. Since the established field is the strongest, the rotating coil would be thrown back to its starting position if it were not for the applied force that is causing the rotating coil to move in the first place. The greater the current that is flowing in the rotating coil the greater will be the strength of the field surrounding the rotating coil and consequently the greater the opposition between the two conflicting fields. Therefore we would have to increase the turning power so that it will always be strong enough to turn the coil within the field of the pole pieces regardless of how much current is developed in the rotating coil.

Magnetic Force Limiting Factor

From this we recognize that we cannot generate any more power than that which our prime mover is capable of producing. As we continue to increase the load upon the generator our prime mover would be expected to continuously overcome the increasing opposition to the revolution developed by the increasing opposition between the field in the rotator and the field strength of the excitation field.

From the above one would be apt to conclude that we could increase the output of a generator by simply increasing the strength of the driving

source. Such is not the case. To begin with, the amount of power depends upon the number of magnetic lines of force that are cut in one second of time. This remains a limiting factor. Since we are limited in the number of magnetic lines of force available by the mass of the pole pieces we can realize that pole pieces of a certain size can have only limited maximum lines of force according to its area before saturation will take place. As we attempt to develop more power into our load when our field is saturated the line voltage of the generator decreases in value in proportion to our overload.

Since alternating current generators must maintain a certain definite speed if we are to have exactly 60 cycle current we must have constant speed motors driving them. There are many electrical devices in the booth that depend upon a stabilized frequency of current such as projection machine motors, electric clocks and most of the transformers supplying current for our sound amplifiers. An overloaded generator will make such demands upon the driving motor as to cause the motor to slow down, thus resulting in a lower frequency output from the generator, our projection machines will run slow and so will the clocks. Our power transformers will over-heat.

Looking at Fig. 3, and considering that the black dot is our reference wire, let us follow the rotation of this wire around the circle. The coil is moving in a clockwise direction. The black dot on the "Sine Wave" line under the pole pieces will represent the amplitude of the voltage developed for each position of the coil. No. 1 shows the wire cutting the magnetic lines of force at right angles and this position represents the 90 degrees of rotation. This is the position of the maximum development of voltage. As

(Continued on Page 65)

THE LAMPS YOU'LL EVENTUALLY BUY

"There's a Branch Near You"

PROJECTION ARC LAMPS

Deliver the snow-white light essential to satisfactory projection of Technicolor pictures—double the light of the low intensity, at only slight increase in operating cost.

If you can qualify, we will help you apply for new equipment now.

NATIONAL THEATRE SUPPLY
Slimline Lamp Has Many Theatre Lighting Uses

The new Slimline lamps are so-called because they are longer and more slender than the present standard line of Fluorescent lamps. They are of the high efficiency hot cathode type, as are the other fluorescent lamps but are designed for "instant start" operation without starters. They can be operated at various levels of wattage output and brightness. The compact cathode and base structure of the lamps results in the maximum continuity in the line of light formed when the lamps are mounted end to end.

Four sizes have been announced. They are the 42" T6; the 64" T6 (3/4" bulb diameter); the 72" T8; and the 96" T8 (1" bulb diameter). The lamps will be available first in the standard white but ultimately will also be produced in daylight and in colors. (Picture page 49.)

The hot cathodes of Slimline lamps are suitable for operation over the wide range of loadings. At the high loading, they generate a higher lumen output per foot than has heretofore been available from long thin fluorescent sources. These cathodes are also able to operate efficiently at lower levels of output so that each lamp of the line, in reality, represents a range of lamps suitable for more than one type of application. The brightness of the T8 lamps at 100 ma. (amperes) is 70 per cent and at 200 ma. is 100 per cent of the standard 40 watt T-12 white Mazda F lamp. That of the T6 lamps range from 100 per cent to 160 per cent of the widely used 40 watt lamp.

The high degree of electrical and mechanical safety provided by standard Mazda F lamps has also been made available in the new lamps through careful design of the Slimline lamps and particularly of the new Slimline bases. The sturdy base pin has great mechanical strength and this in combination with the base shell, which also enters the holder, serves to hold the lamp securely in the fixture. Electrical safety is provided by the design of the metal base pin which is to be used in combination with special lampholders provided with a "safety contact stop." The pin is only 5/16" in diameter so the fingers cannot readily touch the contacts in either lampholder. In addition to this, one holder contains a device which breaks the primary circuit when the lamp is removed and thereby provides twofold safety in the system.

With the high efficiency hot cathode used, "end losses" are reduced to a minimum which results in extremely high lumen per watt values. Because of this, long slim lines of light can be used for illumination as well as for effect lighting.

The "instant start" system of operation can be used with these new lamps without shortening lamp life due to recent developments in hot cathode design. No starters are needed, there is no delay in starting and at the end of life there is no blinking of the burned out lamp.

The new Slimline lamp is a safe and efficient light source created especially for use where installation space is limited and where long slim ribbons of light are needed. Today they are being offered for "plus lighting," to broaden the field of use for fluorescent lamps. Experience with this new line will determine the ultimate field for them and the extent to which they will be used. However, it can reasonably be assumed that motion picture theaters will be prompt to apply the Slimline type light for lobby, foyer and auditorium illumination and in particular the colored lamps as soon as they are made available.

LaVezzi Adds Spiral Bevel Gears to Line

Spiral bevel gears have been added to the line of projection equipment parts manufactured by LaVezzi Machine Works of Chicago. Spiral Bevel Gears differ in appearance from standard bevel gears in two respects—the teeth are oblique and they are curved. The oblique curved teeth make the gears stronger, smoother and more quiet in operation, it is claimed.

Another claim is that this type of gears run themselves in with oil thus eliminating the need for grinding or lapping compounds, which in turn removes the need for cleaning out destructive emery from gears and bearings.

Illustrated below is a breakaway view showing the angular drive gears with spiral bevel teeth meshed for wider distribution of stress, particularly in the starting action where the peak load must be absorbed.
Your Patrons' Comfort Means More Business to You!

**BRAND NEW BLOWERS**

Order Now in Time for Summer's Cooling.

Direct from Factory—6 to 8 weeks delivery

**AT 1942 CEILING PRICES**

Brand new blowers. Replace your worn-out, obsolete or broken-down equipment. Pre-war heavy gauge steel. Complete with drives. Cool and ventilate your theatre with 100% fresh air every 2½ to 3 minutes, when proper size is installed.

![Standard discharge is bottom horizontal](Image)

**Write for Special Air Conditioning Folders**

**MAT TYPE AIR WASHERS** also available from $115

To avoid unnecessary delay, mark your order "AAS MRO CMP 5" and send it now. Theatres may issue this priority for maintenance, repair or operation. 50% deposit required. Specify freight or express.

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**S. O. S. CINEMA SUPPLY CORP.**

449 West 42nd Street

Longacre 3-4040

NEW YORK 18, N. Y.

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**Projection Clinic (Continued from Page 63)**

we move towards the 135 degree position we are no longer cutting the magnetic lines of force at right angles. Then we are not cutting as many magnetic lines of force per degree of rotation and the amplitude of the developed voltage decreases. As we reach the 180 degree position we are not cutting any magnetic lines of force at all, in fact we are moving parallel with the magnetic lines of force. As a result we produce no voltage whatever and our black dot on the "Sine Wave" below is now on the zero line.

Now look at position No. 4. Our reference wire is now moving downward into the magnetic field. Since we have changed the direction of our cutting of magnetic lines of force we also change the direction of the produced voltage and a replica of the conditions in the first three positions are produced but in the opposite direction. When the voltage (current) starting with its maximum value (No. 1), decreases to zero (No. 3) and becomes negative, increases in the negative direction to a maximum (No. 5), then decreases to zero and becomes positive again, and finally reaches the original maximum value (at No. 1 again)—these changes are called one CYCLE. When the coil has gone through one complete revolution the generated voltage has gone through all of the values it can and repeats the same process or cycle over and over again and when it goes through 60 such complete revolutions per second it is called 60 cycle alternating current.

The amplitude of the voltage developed on each revolution depends upon three things; 1. Strength of the magnetic field. 2. Number of turns of wire that are wound on the armature. 3. The speed of rotation. The losses of the armature are due to the resistance of the wire of the armature coil. To increase the magnetic properties of both the field pieces and the armature they are shaped out of separate sheets of metal. This formation is called laminations.

In this manner circulating currents that may be set up within the mass of the solid metal is avoided and there are not so many losses due to the absence of "Eddy Currents." The generator will also operate at a cooler temperature. We may decrease the speed of rotation of the armature by increasing the number of poles within the frame of the generator. Two poles are required for one cycle. Should we increase the number to four poles we could decrease the speed of rotation by two times. Two rings of metal are mounted on the shaft of the armature at one end. They are insulated from the shaft and each ring is connected to one end of the armature coil. Carbon brushes are so positioned that they bear on these rings under pressure and they are called the collector brushes and become the terminals of the generator.

Alternating current has a great many advantages over direct current since it is easily changed from one voltage to another without the use of rotating machinery. Consider the transmission of power over long distances and figure the power loss, weight and cost in the large conductors (wires) that will be coincident with heavy amperages. By increasing the voltage to thousands of volts and thus decrease current, we can use small light and inexpensive conductors and get our power to the desired spot without a great deal of loss.
American Seating Co. Approves $600,000 Reconversion Budget

Harry M. Taliaferro, president of American Seating Company, this week announced approval by the Board of Directors of a $600,000 program for immediate reconversion necessities. At a meeting of the stockholders last week Heber W. Curtis, R. K. Merrill, H. M. Taliaferro, V. L. Wills, J. A. Aull, John E. Martin and W. B. Turner were again chosen as directors. The board in turn retained Mr. Taliaferro as president, J. A. Aull, vice-president, V. L. Wills, vice-president and secretary; and E. M. Mootz, treasurer.

Taliaferro outlined the progress of the company's planning committee, which has been making a comprehensive study of postwar production needs for the past year. Committee recommendations which were approved for execution as soon as conditions permit are; purchase of extensive new manufacturing equipment, rearrangement of plant facilities, erection of at least one new building. Only minor changes will be necessary in some plant divisions before the production of civilian items can be resumed. While much of the reconversion program will be started as soon as work is permitted, Taliaferro emphasized that, "The speed with which civilian production can be instituted depends upon the release of materials by the War Production Board and by the War Manpower Commission's action on manpower releases.

Plan Expanded Product Line

The results of a conference of key personnel from each of the company's sales offices were included in the report to the directors and stockholders. An expanded line, including improvements on previous products, as well as new items have been projected as well as a completed plan for distribution and sales. Taliaferro anticipates less problems so far as employment is concerned within his company than can be expected in many other war industries after V-E Day. A substantial backlog of war orders which will continue to demand high priority for Pacific theatre use will supplement the pent up civilian demand for the company's products with the postwar level of employment, once reconversion is completed, expected to remain above the prewar average.

DAYTON SAFETY LADDER SHOES

fit any standard ladder rails . . .

Guarantee additional safety, prevent slipping! Shoe is instantly converted by a flip of the hand or foot for either inside use of ladders or outdoor use of spike toes. Shoe or base is made of 16 gauge and the side plates are of 13 gauge steel. Suction grip treads are renewable. Lock nuts and spring washers insure proper adjustment. Easy to install.

Write for Bulletin No. 4 today.
"Listed by Underwriters Laboratories Inc."
DAYTON SAFETY LADDER CO.
2337 Gilbert Ave., Cincinnati 6, Ohio

American Seating Co.

ASSAULT TO QUICK QUIZ

PROJECTION CLINIC No. 10
(Answers on Page 63)

1. Pieces of soft iron laminated and securely mounted in a frame.
2. Cylindrical mass of laminated metal pieces which revolve on an axle set in bearings. Wound with coils of wire recessed into the mass so as not to protrude beyond the surface of the cylinder.
3. Magnetic lines of force emanating from one pole of a magnet and flowing to the opposite pole.
4. The movement of the wire is an upward direction from the proximity of the surface of one pole to the proximity of the opposite pole in a downward direction.
5. One complete rotation of a coil of wire in which the direction of the current flow is twice reversed.
6. A coil of wire making 60 complete revolutions within a magnetic field each second produces 50 cycle current flow.
7. During each revolution the direction of current flow will reverse. Each reversal is termed an alternation. Each cycle of current has two alternations, hence the name Alternating Current.
8. The uninterrupted flow of electric current traveling through a conductor in one direction.
9. The number of magnetic lines of force that are cut in one second's time and the number of lines within the saturation limit of the surface of the pole pieces.
10. An overloaded generator will make such demands upon the driving motor that the motor will slow down and a lower frequency output from the generator will result.

KEEP ON BUYING WAR BONDS

COMING

WATCH THE NEXT ISSUE FOR A SENSATIONAL ANNOUNCEMENT IN PROJECTION LAMPS

National
NATIONAL REFLECTORS
The World's Largest Manufacturers of Projection Arc Lamps

RUBBER TREAD IN POSITION

SPIKE TOE IN POSITION

HUNDREDS OF THEATRES ARE GETTING MORE LIGHT ON THEIR SCREENS BY INSTALLING NEW, GENUINE NATIONAL REFLECTORS

"There's a Branch Near You"

TALK ABOUT ECONOMY AND RELIABILITY

STRONG COPPER OXIDE AND TUBE TYPE RECTIFIERS

The modern means of converting A.C. to D.C. as a stable power supply for projection arc lamps. Low original, operating and maintenance costs. Quiet operation.

Distributed through leading independent theatre supply dealers.

THE STRONG ELECTRIC CORP.
87 City Park Avenue
TOLEDO 2, OHIO

ECONOMY TRADE REVIEW April 28, 1945
STRADE MAINTEINANCE

April 29
Have electrician clean contacts of all stage electrical equipment. Check for loose connections and bad fuses. Keep mechanism lubricated.

May 1
Have maintenance man inspect door checks for loose anchorage in door frames, replenish fluid and adjust to avoid noisy action.

May 2
Have door hinges checked for loose anchorage and apply oil where required to eliminate squeaks. Have sagging doors refitted.

May 3
Check aisle carpet for sag and loose areas particularly at head of aisle where patrons may stumble. Keep well stretched to reduce spotty wear.

May 4
Make thorough inspection of catwalks over the auditorium for trash accumulation, dry rot of supports or termite damage. Have attic cleaned.

May 5
Impress cleaners with importance of vacuuming all cloth covered theatre chairs and upholstery twice monthly to prolong wear and avoid musty odor.

Check stairway lighting and make certain adequate illumination is provided at base of steps, on landings or at base of ramps as safety measure.

Check sidewalk condition in front of theatre and exit areas. Repair winter damage, obstructions or uneven sections caused by settling. Remove trash from exitways.

Check belt condition on equipment. If belts are unguarded, have carpenter fashion guards to protect employees from injury where heavy equipment is involved.

Varnish or repaint base boards of stand rail to eliminate shoddy appearance which results from wear and tear in handling standards.

Check fan and motor bearings on all air exhaust equipment. Have maintenance man oil working parts on regular schedule. Replace worn bearings promptly.

All sleeve bearing motors require oiling monthly. Check motors and prepare strict lubrication schedule for maintenance staff guidance.

Check condition of liquid or powdered soap dispensers. Make certain they are kept filled or have them removed. Maintain patron service.

Post warning signs on metal switch boxes with doors which open on stairways or steps to avoid serious accidents to patrons or employees.

Seventh War Loan Starts Today. Have stage and stage draperies cleaned, lighting and P.A. system readied for the handling of special events.

Eliminate noisy seat action by having several drops of oil applied to hinges. Check bolts, fastenings and aisle light fixture connections and wiring.

Inspect or arrange checking facilities for patrons' umbrellas, parcels. Check on efficiency of lost and found handling and dispose of unclaimed articles after 30 days.

Urges conservation of flashlight batteries by using only for maternity seating. Right use for hunting lost articles or seating the infirm.

Check motor and belts of water cooling units. Have entire unit checked if equipment was shut down during winter months to avoid fire, smoke or gas hazard during shows.

Maintain brighter rear balcony illumination than that of other parts of the auditorium to discourage surly delinquency. Have usher-tour area on regular schedule.

Instruct cleaners to always remove excess water on wood floors with dry mop after scrubbing to prevent rot and loose seat standards.

Renew signs in rest rooms urging paper towel conservation in cooperation with paper salvage program. Replace wall containers.

Check theatre foundation for cracks, settling or sagging beams. Have contractor make any needed repairs. Replace broken underground drain pipe.

Check light globe supply against requirements for relamping auditorium in cool colors for summer months. Inspect facilities for storing unused stocks.

Inspect condition of summer uniforms and make needed repairs or replacement in time for warm weather change over.

Order new "cool" matrices for display frames to sell comfort and air conditioning. Avoid shock type art such as polar bears or icebergs.

Plan to relamp outdoor theatre name signs or entire marquees if possible with cool colors. Blues, greens or surprises pink are ideal for summer.

Showmanship DATES

April 30: Washington inaugurated first President, 1789.
May 1: Conqueror Falls, 1942.
May 6: National Restaurant Week, May 6-11.
May 10: National Traffic Week, May 6-12.
May 11: National Posture Week, May 7-12.
May 10: Confederate Memorial Day (No. Car., So. Car.).
Ascension Day.
May 12: National Hospital Day.
May 13: Mothers Day.
May 15: Air Mail Service, est. 1918.
May 17: First Kentucky Derby, 1875.
May 18: National First Aid Week, May 18-25.
May 19: Buddy Poppy Week, May 19-30.
May 20: "I Am an American Day" (Citizenship Day) designated by Congress, 1941.
May 24: Empire Day in Canada.
May 26: National Tennis Week, May 26-June 2.
PRODUCTION NOTES FROM THE STUDIOS

Tay Garnett to Direct MGM's "Postman Always Rings Twice";
Oakie, Ryan, Coy Reunited in U's "On Stage Everybody"

Tay Garnett was handed one of the directorial plums of the year when he was named to direct MGM's "The Postman Always Rings Twice," to co-star Lana Turner and John Garfield, with Cecil Kellaway featured. He immediately joined Producer Carey Wilson in a search for numerous sites throughout Southern California, where most of the James M. Cain best-seller will be filmed.

Alexis Thirn-Taxia will produce "The Stroke of Twelve," an original story being developed by Martin Field, as the next film in Columbia's "Boston Blackie" series starring Chester Morris.

Joyce MacKenzie and Tom Wirrick have been added to the "Tomorrow Is Forever" cast at International pictures. This is a Claudette Colbert-Orson Welles vehicle which Irving Pichel is directing for RKO release.

John James replaces Dennis Moore in the Monogram picture "Cowboy Serenade," the third in the Jimmy Wakely series. James will be featured with Lee "Lasses" White, and Sybil Merritt has been given the feminine lead. Oliver Drake directs.

Mikhail Rasumny and Mac Busch, old-time screen favorite, have been cast in B. G. DeSylva's "The Stork Club," starring Betty Hutton, with Barry Fitzgerald and others, at Paramount.

Jack Grant was signed by PRC Studios as associate producer of "End of Night," an original mystery melodrama by Sheldon Leonard, who will also have the top male role in the picture. Arthur St. Claire is working on the script.

Bunty Waters, six-foot Glamazon, has been set for a role in MGM's "Alibert and Costello in Hollywood." She will do a dance routine with Lou Costello. S. Sylvan Simon directs the comedy-with-music and Martin Gosch produces.

Ann Carter, B. has been chosen for one of the key roles, that of Humphrey Bogart's daughter in "The Two Mrs. Carrolls." The murder mystery starring Bogart, Barbara Stanwyck and Alexis Smith, is now in rehearsal stage under direction of Peter Godfrey and will be produced for Warners by Mark Hellinger.

Akin Tamiroff has been signed by Producer-Director Leslie Fenton for a leading role with Fred MacMurray in Mutual Productions' "Paradise," coming out of Columbia. Release date is June 28. Already cast are Marguerite Chapman and William Demarest.

Martha Sleeper has been signed by Leo McCarey for an important role in "The Bells of St. Mary's," Rainbow Production for RKO, starring Bing Crosby and Ingrid Bergman. Also signed were the St. Luke's Choristers of Long Beach, famous boys' choir.

Philip Van Zandt, who played an important role in Columbia's "Paul Muni starter, "Counter-Attack," has been set as the heavy in the studio's "Outlaws of the Rockies," in which Ray Nazarro is directing Charles Starrett, Carole Mathews and Tex Harding.

Jack Oakie was given the role of Peggy Ryan's father in Universal's "On Stage Everybody," which re-unites Oakie, Ryan and Johnny Coy, who recently completed another film for Universal. "On Stage Everybody" is the screen version of the Blue Network radio program of the same name and is slated to go before the cameras this week with Jean Yarbrough directing for Producer Warren Wilson.

Johnny Johnston, popular singer who appeared in Paramount features and shorts, has signed to a term contract by MGM and immediately assigned one of the leading roles in "You Are Beautiful," the forthcoming musical which Joe Pasternak will produce. He will appear with June Allyson, Gloria DeHaven and Jimmy Durante.

Mischa Bakaleinikoff will wield the baton on the post-structures of Columbia's western musical "Rhythm Round-Up," with Vernon Keays directing. Cast is headed by Cheryl Walker, Ken Curtis, Hoosier Hot Shots, the Pied Pipers and Bob Wills and his Texas Playboys.

Edwin Cronjager has been assigned to photograph "Kitten on the Keys" for Producer George Jessel at 20th Century-Fox. Starring Maureen O'Hara, Harry James, Dick Haymes and Reginald Gardiner and directed by Gregory Ratoff, the musical will be filmed in Technicolor.

Samuel Goldwyn has engaged Bernard (Babe) Pearce as dance director for "The Kid from Brooklyn," next starring vehicle for Danny Kaye whose "Wonder Man" is soon to be released. Pearce came to Hollywood from the New York stage.

Frank Albertson and Robert Armstrong are being co-starring in PRC's "Arson Squad" which Lew Landers is directing. Grace Giller has been given the feminine lead in this Alexander- Stern production.

Mona Freeman and George Renavent have been assigned roles in Paramount's "Our Hearts Were Growing Up," which William Russell is directing with Gall Russell, Diana Lynn and Brian Donlevy costarring.

Roland Dupree was signed for a comedy role in MGM's "For Better, for Worse," which Richard Whorf is directing and Edwin Knopf producing.

Paige Opposite Foster

Robert Paige has been set by producer-director George Waggner to play the romantic male lead opposite Susanna Foster in the Universal comedy with music, "Shady Lady," scheduled to start filming in May. Paige will co-star with Miss Foster and Charles Coburn.

O'Brien as Fabulous Showman

Pat O'Brien will portray a fabulous showman in his next picture "Mike Duffy Presents" an original screen story by Nathaniel Curtis.

26 Writers at RKO Busy on Scripts of 20 Productions

Twenty-six writers are currently working on scripts for 20 pictures at the RKO Radio studios to go into production between May and early fall. Clifford Odets is writing the screenplay of "The Greatest Gift," John Twist and George W. Yates are assigned to "Strange Adventures of Sinbad, the Sailor." Frank Ross' production of "The Robe" will have its screen play a collaboration by Ernest Vajda, Herbert Meadow and Michael Blankford. William Bowers is scripting "The Gibson Girl." The as yet untitled western musical in which Eddie Cantor will co-star with Joan Davis, is being written by Howard Green and Parke Levy.

Other assignments are: Dwight Macdonnell to "The Fabulous Invalid"; Herman Markiewicz to "Made in Heaven"; Ben Barzman and Paul Fix to "Rawhide"; Allen Boretz to "Mexican Honeymoon"; Eve Green to "Deadlier Than the Male"; Nathaniel Curtis to "Mike Duffy Presents"; Jack Nearfette and Luci Ward to "Badman's Territory"; B. Taffel to "Tomorrow Is Here"; Richard H. Landau to "Growing Pains"; Charles Roberts to "River Boat Rhythm"; Gladys Atwater to "Galveston"; Lawrence Kimbie to "The Magnificent Tramp"; Norman Houston to "Sunset Pass"; Robert Kent to "Masterminds"; and Arthur V. Jones to "Manhattan Miracle."

Armendariz to Star in Film for Stromberg Upon Return to U. S.

Mexican film star Pedro Armendariz, who has returned to Mexico City to appear in the John Steinbeck film, "The Pearl of La Paz," which RKO is making in Spanish, will upon his return to the United States star in Hunt Stromberg's "Dishonored Lady" for United Artists release.

Armendariz, who is under joint contract to Stromberg and Mary Pickford, appeared with Dolores Del Rio in "Marta Candelaria" which, it is understood, MGM has purchased to be dubbed into English for distribution in this country.

King to Direct 'Guerilla'

Twentieth Century-Fox has named Henry King to direct the motion picture version of the Ira Wolpert—Lt. I. D. Richardson story, "American Guerrilla in the Philippines." Lamar Trotti will produce and write the screenplay which will have Fred MacMurray in the leading role and William Beaudine in an important part. Lt. Richardson will act as technical advisor on the film which will be filmed on a central Pacific island if the Navy Department grants permission.

Berlin, Ginsberg Confer

Irv Berlin is in Hollywood for conferences with Henry Ginsberg, Paramount studio head, regarding production plans for "Blue Skies," which will star Bing Crosby and Paul Draper.

Racine Exhibitor Visits Studio

Len Brown, exhibitor of Racine, Wisc., was a recent visitor at Monogram studio.
Jane Russell of 'Outlaw' Fame
Restored to 'Young Widow' Lead

Hunt Stromberg announced last week that Jane Russell has been restored to the starring role in the forthcoming film "Young Widow" which will be directed by William Dieterle for United Artists release. Previously, a switch in casting had resulted in Miss Russell being slated for the side role in another forthcoming Stromberg picture "Dishonored Lady," while Ida Lupino had been assigned the top acting job in "Young Widow."

Stromberg disclosed that due to a conflicting commitment at the 20th Century-Fox, Miss Lupino will be unable to fulfill her assignment in "Young Widow." Therefore, Miss Russell has been restored to her original spot in the cast of that film. This leaves "Dishonored Lady," which is to be directed by Andre De Toth for United Artists release, without a leading lady for the time being. However, Stromberg said that he will shortly select the star who will replace Miss Russell in the film.

'Stars & Stripes,' 'Liberty Street' Acquired for Screen by MGM

Two important story properties, "Stars and Stripes" and "Liberty Street, U. S. A."

"Stars and Stripes" is the book now being written by the staff of that Army newspaper, based on its history since its inception. "Liberty Street, U. S. A."

"Cowboy Serenade" Additions

Owing to a sudden attack of the flu, Nancy Brinkman replaces Sybil Merritt in the leading feminine role of "Cowboy Serenade," a Monogram western now in production with Jimmy Wakely starred. Other additions to the cast are Alan Foster, Pat Gleeson, Claire James, Jack Hendricks, Dee Cooper, Frank McCarroll, Jack Sparks and Roy Butler. Oliver Drake is directing for associate producer William Strasbach.

D Caribbean Technicolor Western

Yvonne De Carlo, Universal's new actress, has been set by writer-producer Michael Fessier and Ernest Pagano to co-star with Rod Cameron in their Western Technicolor production, "Frontier Girl." Miss De Carlo assumes the role originally announced for Maria Montez who has been placed on suspension.

Gloria Holden for 'Rusty'

Gloria Holden has been signed by Columbia for the second feminine lead in "Rusty," which stars 11-year-old Ted Donaldson. The other leads are Conrad Nagel and Margaret Lindsay. Paul Burnford will direct.

Leslie Brooks Given Lead

Leslie Brooks has been given the top feminine role in "I Love a Bandleader," the Columbia musical which will feature Phil Harris and "Rochester."

Celebrates Birthday Quietly

Shirley Temple celebrated her 17th birthday Monday (23)—quietly.

ADV.

What Are Your Needs?
Joe Hornstein Has It

Writers Complete Francis Script

Sidney Sutherland and Harvey H. Gates have turned in the completed script on "Allotment Wives," next Monogram film to star Kay Francis. Story presents Miss Francis as an ostensible society woman who maintains a private canteen for service men, and also owns a beauty shop. Girl operators double as canteen hostesses, snaring soldiers and sailors into mar-riage as a means of securing their allotments, principally for the benefit of the female gangster.

To Resume 'Lone Wolf' Series

Columbia has decided to resume its "Lone Wolf" series which starred Warren William several years ago. The star who will replace William has not as yet been selected. First picture in the renewed series will be based on "The Lone Wolf On Broadway," story by William Bower. Martin Berkeley has been assigned to write the screenplay, which Ted Richmond will produce under the supervision of Leonard Picker.

WB Signs Crooner as Actor

Mel Torme, crooner, songwriter, Decca recording star, and well known on radio as the Joe Canliest of the "Little Orphan Annie" program, has been signed to a term acting contract by Warner Bros.

Bressart in RKO Film

Felix Bressart has been signed by RKO Radio for the role of a studio musical director in "Ding Dong Williams," which co-stars Marcy McGUIre and Glenn Vernon. Camera work started this week.

Keighley, Bischoff Join to Form Independent Producing Company

Col. William Keighley, who has been discharged from the U. S. Army Air Force, and Sam Bischoff, who recently completed his pro-ducer contract with Columbia, have joined forces as an independent organization. The team are acquainted with each other's method of operation, having worked together as producer and director on a number of Warner Bros. pictures. While Keighley and Bischoff have not yet selected a name for their new company, they are negotiating for two important story properties. No releasing deal has been set.

Laid to Produce Own Story

His own original story based on his father's experience as an exhibitor in Emmus, Pa., "Palace of Main Street," will be the first production assignment for Stephen Laid, war correspondent and author who came to Hollywood last October under an RKO Radio contract.

Wiles Named Associate Producer

Gordon Wiles has been signed by David L. Loew and Albert Lewin as associate producer for their forthcoming "Bel Ami," adapted from Guy De Maupassant's novel. Loew will produce, and Lewin, who wrote the screenplay, will direct. United Artists will release.

20th-Fox Signs B'way Star

Alma Kaye, Broadway actress who had the leading role in the Theatre Guild's, "Sing Out Sweet Land," has been signed to a long term contract by 20th Century-Fox and will report to the studio early in July.
Little White Lie
MGM (M-590) Miniature
10 mins.

Sharon McManus, a little girl, whom this reviewer would judge to be no more than eight years old, emerges in this short directed by Paul Burnford, and carries away stellar acting honors by sheer genius. Her ability to draw and sustain the sympathy from an audience albeit a sympathetic-winning role of an orphan is coupled with a capacity in timing and articulation that promises life service for more of her as time goes on. The role is the conflict between the little girl and her benefactors who have also adopted her baby brother; but she feels her place is at the orphanage. Burnford should be credited with directing a gem, though the press sheet describes it modestly as a Miniature.

Seeings El Salvador
MGM Traveltalk
10 mins.

Since most of us have no option but to do our traveling vicariously, it is instinctive that audience enjoyment should be derived from this latest travelog in Technicolor by James A. Fitz-Patrick. Delinated are the characteristics of life in historic El Salvador where the modern is intermingled with the primitive modes of an earlier day. Izalco, Salvador’s spectacular volcano, is also glimpsed in the magic of color that is singularly a quality of the secret of Technicolor.

Community Sing—Don Baker
Columbia (6656)
10 mins.

A pleasurable musical interlude with Don Baker at the organ assisted by the mellifluous Song Spinners. Five selections are rendered, the outstanding number of which is Is You Is or Is You Ain’t My Baby. It is recommended wherever a well-rounded bill requires this type of interpolation.

The Unwelcome Guest
MGM (W-544) Cartoon
9 mins.

One of the most delightful characters that ever graced the imagination of a cartoonist’s pen is delineated in this Technicolor short in the form of a playful skunk who threatens the life of the placid berry-picking Barney Bear. For children this should prove to be a barrel of fun; for the elders it might bring them back to a world less stung with sorrow.

Jasper’s Minstrels
Para. (U-45) Puppetoons No. 5
9 mins.

As in most of George Pal’s puppet animation accomplishments, this one is fairly well produced, with as sensible a story as is usually accorded these productions. But a seeming lack of care in synchronizing the action with sound and music added to a direction that lacks smoothness of drawing down the moment with the eye is apt to bother the eyes. The music is good, the comedy amusing and otherwise the short will miss the errors and be mildly amusing.

Hatful of Dreams
Para. (U-46) Puppetoons No. 6
9 mins.

Excellent creation of a mood of fantasy through the mystical happenings to Punchy, who has a patch in his pants, but who adores Judy from afar. A magic hat enables Punchy to fulfill his every dream and win the beautiful Judy. The two new creations, Punchy and Judy, undoubtedly will be seen in future George Pal productions, of which this is an outstanding example. Highly entertaining addition to any program.

Timber Doodles
RKO (54,309) Sportscopes
8 mins.

Hunting the elusive woodcock or “timber doodle” in the wilds of Connecticut is interesting and entertainingly shown in this Spotscope. Hunters for the game bird are Dr. Roy Chapman Andrews, famed explorer and sportsman, Mrs. Andrews and Eltinge Warner, publisher of Field and Stream magazine. Their adventures as they bag their game with the aid of pointers should please all types of audiences as well as sports lovers. Jay Bosfield produced, Joseph Walsh directed, and the narration is by Red Barber.

Sleepless Tuesday
RKO (53,403) Edgar Kennedy
18 mins.

Put Edgar Kennedy into a situation where under an adjoining finger of his wife he is asked to curb his temper by repeating “I’m a bad boy, I’m a naughty boy...” and an audience may be expected to go into howls. It will. Unfortunately, however, the 18 minutes of “Sleepless Tuesday” is not confined to one situation. The plot is concerned with the taming of the irascible Edgar into acceptance of a mother-in-law whose idea of a good time is playing a radio at pitch with no concern for people who want to sleep. It is asking audiences a little too much of their credulity to accept this situation. Its premise therefore destroys what starts out with promise of being a keen comedy but wins up with an attempt to force the laughs.

Water Babies
WB (1907) Sports Parade
10 mins.

Water skiing, aquaplaning and water toboganizing by teen-age youngsters with nonchalant ease is depicted in Technicolor at beautiful Cypress Gardens Florida. Featuring Dick Pope, Joe Hornstein Has It
April 28, 1945

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13-year-old expert, the group is shown during preliminary explanation and finally in a series of expert performances with much telling, more experienced sportmen. Produced by Blum-enthal and Heiler, supervised by Gordon Hollandsfeld and directed by Andre de la Varre, with narration by Knox Manning, this subject should be a diverting addition to any program.

Film-Vodvil No. 4 (Good)

Col. (6594) 11 mins.

While this two-reeler features the Korn Koblers, Cynda Glynn, billed as an Eccentric Comedienne, runs away with the show. Her work is a joy to the eye and her vocal gift, revealing a trained voice, harmonizes well to her acting in the vein of comedy. The Korn Koblers render Little Brown Jug and Casey Jones. An additional act is Frances Urban with a part of dancing while playing the violin simultaneously, which she does well.

Pistol Packin' Nitwits (Fair)

Col. (6433) All-Star Comedy 17 mins.

A burlesque of the old "pay-off-the-mortgage-or-marry-me-gal" type of melodrama. The comedienne work for the girl owner of a Western honky-tonk and try to aid her in paying off the mortgage so she can marry the combination Lone Ranger-Superman with whom she has fallen in love. Lightly amusing.

Newsteel Synopses

(Relased Wednesday, April 25)

MOVIETONE NEWS (Vol. 27, No. 67)—President Truman begins heavy task as Civil Executive; Tanks mop up in Philippines; Ernie Pyle killed in Ryzyna. Ancient transport in China for modern war; Allied armies push to junction in Germany. Archibald Spellman asks help for Catholic charities.

NEWS OF THE DAY (Vol. 16, No. 269)—Allies close on Berlin; Front line pony express. A day with our new President; Ernie Pyle meets death; Needy ask help; China's chain gangs help war; Movieland fashion surprises.

PARAMOUNT (No. 68)—Truman's first week in the White House. First pictures of Ernie Pyle landing in Okinawa where he was killed; Analysis of problems facing delegates at United Nations Conference in San Francisco.

RKO PATHE (Vol. 16, No. 70)—American troops sweep through Germany; President Truman takes up reins of office; Yanks clean up Japs on Northern Lunar; Coolies pull supplies to front in China.

UNIVERSAL (Vol. 17, No. 191)—President Truman at work; World; a World War II U.S. sailor, who was killed off Okinawa; Labor teams of coolies pull junks through turbulent rapids in Chinese river; Queen Wilhelmina returns to Holland.

ALL-AMERICAN (Vol. 3, No. 131)—New York patrol car wins decorations; Boys' Club of Washington, D.C., stages show; Dr. Pickens and Ted Gamble, Treasurers Department speak; Todd Duncan and wife off to South America; 22nd Division advances in Italy under enemy fire.

(Released Saturday, April 28)

MOVIETONE NEWS (Vol. 27, No. 68)—Last days of war in Germany; Paris thrilled as French march again; Heroes of the week; Princess Elizabeth joins British women's army; Nylon used in making tires for B-29 bombers; San Francisco world conference gets under way.

NEWS OF THE DAY (Vol. 16, No. 264)—Reich affaire as Allied Army races along all roads to Berlin; Conference at San Francisco; Purple Hearts for Two Heroes; Princess Elizabeth in uniform; Newsteel ace killed in action.

PARAMOUNT (No. 69)—Princess Elizabeth works on car as member of A.V.P.; Delegates arrive for San Francisco world conference; Last days of the Reich; Nazis horrors shown.

RKO PATHE (Vol. 16, No. 71)—Germany crunches; Nazi held prisoners liberated; South African Prime Min- ister, General Smuts arrives for San Francisco conference.

UNIVERSAL (Vol. 17, No. 392)—Soviet Foreign Minister Molotov and Secretary of State Stalins contenido; Nyvons making giant tests for B-29s; Boeing builds last B-17; Allied advance on Berlin as Frankfurt becomes city of ruins.
COMING

Beautiful Chinese... The... Bambina-Carolee Barry, Jr. 
Blonde Ramrod... Virginia Grey-Donald Cook. 
Easy to Look At... Gloria Jean-Kit Grant. 
Hear That Trumpet Talk... Nancy Beery, Jr.-Lola Collier. 

TOMORROW NIGHT

I'll Tell the World... Leo Tracy-Berna Joyce. 
Lady on a Train... O. B. Durkin-Ballana-B. Bruce. 
Mr. Sullivan... Fredric March-Bette Davis. 
Naughty Nini... Abbott & Costello. 
Paradise Beach... Ingrid Bergman, William Tabbert. 
Once Upon a Dream... R. Pala-S. Foster-L. Allbritton. 
Pancake the Great (M/F)... Donald O'Connor-Peggy Ryan. 
Pillow of Dust... L. Channing-Ed. Bramble. 
See Me Lover... Glenn and John-A. Carter. 
Song of the Century... Nancy Kelly-Wallace Russell. 
Sorcerers from the West... Allen Jones-Bona Gravina. 
Sweet Murder... Joan Blondell-L. Farnsworth. 
Strange Confession... L. Channing-B. Joyce. 

WESTS

Beyond the Pose... Rod Cameron-Eddie Dew. 
Beyond the Trail... Rod Cameron-Frankie Faison. 
Riders of the Santa Fe... Rod Cameron-Eddie Dew. 
Trail to Canyon... Eddie Dew-Life-Time. 

Westerns (Coming)

Frazier Col... V. DeCarlo-R. Cameron-A. Devine. 
Revenge of the Big Grudge... Rod Cameron-Frankie Faison. 

WARNER BROS.

11/16/44

Mr. Skitching (D)... Bette Davis-Claude Rains. 

11/22/44

Aces and Old Lass (OF)... Gary Grant-Priscilla Lane. 

11/29/44

Concoctors (D)... Paul Henreid-Hardy Lamarr. 

12/6/44

Doughboys (C)... A. Sheridan-J. Carroll-J. Wyman. 

12/13/44

Hollywood Canteen (OF)... All-Star. 

12/20/44

Kiss Me, Deadly (OF)... Marjorie Reynolds-Dana Andrews. 

12/27/44

Last Ride (D)... R. Travis-Lance Long. 

1/3/45

Objective Burma (D)... E. Flynn-James Brown. 

1/10/44

To Have and Have Not (D)... A. H. Bogart-L. Bacall-W. Brennan. 

1/17/44

Very Thought of You (D)... E. Bogart-L. Bacall-W. Brennan. 

1/24/44

Animal Kingdom... Aran Readean-Doris Morgan. 

1/31/44

Big Sleep... H. Bogart-Lewslill BCassil. 

2/7/44

Cyrano de Bergerac... Gilbert Roland. 

2/14/44

Cinderella Jones... Joan Leslie-Robert Alda. 

2/21/44

Cora Is Green (D)... Betty Davis-John Dall. 

3/1/44

The Strange Lady (OF)... B. Miranda. 

3/8/44

Devotion (D)... O. DeHavilland-L. Lupino. 

3/15/44

Escape to the Desert... Joan Leslie-Robert Alda. 

3/22/44

Janie Gets Married... Joan Leslie-Robert Alda. 

3/29/44

My Honeymoon... Barbara Stanwyck-Greg Baitz. 

4/5/44

My参考资料、Willy Lowery... B. Garfield-G. Fitzgerald. 

4/12/44

Off Their Laughing... P. Hemm-G. E. Parker-K. Knowles. 

4/19/44

Pillow at Pat... Lina Duvall-Sydrew Cranston. 

4/26/44

Pride of the Marshes... B. Garfield-P. Baitz. 

5/3/44

Rhapsody in Blue... Joan Leslie-Robert Alda. 

5/10/44

Rhapsody in Blue... Joan Leslie-Robert Alda. 

5/17/44

Saratoga Trunk... Gary Cooper-Ingrid Bergman. 

5/24/44

The Secret Life... B. Davis-G. Ford-W. Brennan. 

6/1/44

The Time... The Place... Robert Alda. 

6/8/44

Girl (Tech)... D. Moranz-J. Carson-J. Wyman. 

6/15/44

Steve... J. O'Hara-Tracy-C. Curly Too Young to Know... Joan Leslie-Robert Alda. 

6/22/44

MISCELLANEOUS

A Boy, a Girl and a Dog (D)... Harry Davenport-Sherly Muffett. 

Ind... 

Adventures of Mark Twain (M)... Jack Hulbert-Otis Clark. 

1944

Calcutta (D)... Charles B. Fitzsimons-J. Blythe. 

1944

Cape to Cairo (OF)... J. Blythe. 

1944

Children of the Dance... Norma Shearer-Dennis Morgan. 

1944

Cinerama (D)... Joseph McEvevley. 

1944

Great Mr. Haase (B)... W. F. Lucien-Elizabeth Allen. 

1944

Hedda Hopper's (OT)... The Secret Life... B. Davis-G. Ford-W. Brennan. 

1944

It Happened in Cibarab (OF)... Erich von Stroheim-V. Romano. 

1944

Mrs. Bird of Paradise (OF)... Cary Grant-Grace Kelly. 

1944

Mystery of Saraveza (D)... J. Holmes-Edna Faulkner. 

1944

Night Train (OF)... Sheree North-Lady. 

1944

Secret Mission (D)... B. Davis-L. Town. 

1944

Taxi to Treasure... R. Russell. 

1944

They Met in Morocco (M)... Sarah Seddon-John Viv. 

1944

Thunder Rock (OF)... G. Redgrave-B. Mullin. 

1944

Zoya (D)... G. Vidal-anna-A. Skalkowska. 

1944

20TH-FOX

Block

224 TO 215

1944-45

4/10/44

A Royal Scandal (O)... Tallulah Bankhead-William Eythe. 

4/17/44

2/12/45

Gentleman's Agreement (O)... B. Brandies. 

2/19/45

The Man Who Never Was (OF)... B. Brandies. 

2/26/45

Mattie's Kiss (OF)... B. Brandies. 

3/5/45

M.E. (OF)... B. Brandies. 

3/12/45

Monster in the Midst (O)... B. Brandies. 

3/19/45

Philadelphia Story (O)... B. Brandies. 

3/26/45

ROBERT T. FAYR

4/2/45

A Streetcar Named Desire (O)... B. Brandies. 

4/9/45

In Hiding (O)... B. Brandies. 

4/16/45

In Hiding (O)... B. Brandies. 

4/23/45

The King of Chinatown (O)... B. Brandies. 

5/1/45

The King of Chinatown (O)... B. Brandies. 

5/8/45

The King of Chinatown (O)... B. Brandies. 

5/15/45

The King of Chinatown (O)... B. Brandies. 

5/22/45

The King of Chinatown (O)... B. Brandies. 

6/1/45

The King of Chinatown (O)... B. Brandies.
NEW PICTURES STARTED THIS WEEK

When the weather man says "not much change in temperature," he allows for a degree or two away from normal. While we are not concerned with normally here—hardly anything is normal these days—we do use the number of pictures which started at this time last year as the basis for current starters. And so we say "not much change in production." Last year six started. There were seven starting this week:

**COLUMBIA**

**MONOGRAM**
Sunbonnet Sue—Principals: Phil Regan, Gale Storm. Director, Ralph Murphy.

Saddle Serenade—Principals: Jimmy Wakely, Johnny Jones, Lee "Lassie" White, Nancy Brinkman. Director, Oliver Drake.

**PARAMOUNT**
The Book Club—Principals: Betty Hutton, Barry Fitzgerald, Don De Fore, Andy Russell. Director, Noel Madison.

**REPUBLIC**
The Big Bet—Principals: Betty Balfour, John Beal, Allen Jenkins. Director, John Farrow.

**SILENT FOX**
The Ten Cents a Dance—Principals: Dickie Moore, Annette Funicello. Director, Charles Lamont.

On Stage, Everybody—Principals: Jack Oakie, Peggy Ryan, Johnny Cole, June Brady. Director, Jean Yarbrough.

**TITLE CHANGES**

"After Eve" (MG) now BETWITCHED. "Here Comes Trouble" (Mono.) now TROUBLE CHASERS. "The Amorous Ghost" (RKO) now THE PASSIONATE GHOST.

**FILM BUYER'S PRODUCT SUMMARY**
Features (not including western series pictures) completed and in production.

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**SHOWMAN'S TRADE REVIEW**

April 26, 1945
300 Years
BEFORE SIMPLEX PROJECTION

- From the imaginative thinking of these early ingenious pioneers of projection there unfolded a new and magical world of illusion which is today exemplified by the superb performance of modern

SIMPLEX
SOUND
and
PROJECTION

Choice of the Leading Theatres of the World

Since the birth of motion pictures, exhibitors have looked to our products for leadership in projection. Tomorrow—as yesterday and today—SIMPLEX equipment will continue to prove that—BETTER PROJECTION PAYS!
REVIEWED IN THIS ISSUE

China's Little Devils 16
Crime Doctor's Courage 16
Honeymoon Ahead 16
Oath of Vengeance 17
Rough, Tough and Ready 16
Swing Out, Sister 17
The Brighton Strangler 17
The Southerner 16

PRODUCT GUIDES
Begin on Page 41

Vol. 42 No. 16

MAY 5, 1945

Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published weekly by Showmen's Trade Review, Inc., 1501 Broadway, New York, N. Y., U. S. A. 10 cents a copy, $2 a year.

CHARLES E. 'CHICK' LEWIS
Editor and Publisher
GREER GARSON
GREGORY PECK in M.G.M's
THE VALLEY OF DECISION

THE BIGGEST!
RADIO CITY MUSIC HALL

FOR THE BIGGEST!
PEARL BUCK'S
thrilling novel of adventure,
love and jealousy...under the
China

Primitve Passions
flame into conflict...in the hearts
an American doctor, the woman
married and the girl who loves him.
amid the devastation of daily bombing

RKO puts this one in top
budget for national magazine
advertising...to

28,645,284
CIRCULATION
—including full pages in LIFE—
WOMAN'S HOMECOMpanion—
McCALL'S—RED BOOK—LOOK—
LIBERTY — TRUE STORY —
WOMAN'S DAY — PIC and the
entire FAN LIST.

SPEED TOTAL VICTORY!
THE MIGHTY 7th WAR LOAN
Sky

STARRING
RANDOLPH SCOTT • RUTH WARRICK
ELLEN DREW

with ANTHONY QUINN • CAROL THURSTON • RICHARD LOO

Produced by MAURICE GERAGHTY • Directed by RAY ENRIGHT
Screen Play by Brenda Weisberg and Joseph Hoffman
LOUISVILLE
1st week all time record.
BUFFALO
CINY
DENVER
INDIANAPOLIS
MEMPHIS
BUFFALO
PHILLY
ATLANTA
MILWAUKEE
FRISCO

RECEIPTS ARE SKY HIGH FOR **GOD IS MY CO-PILOT.**

Starring
DENNIS MORGAN • DANE CLARK • RAYMOND MASSEY • ALAN HALE • ANDREA KING • JOHN RIDGELY

Produced by ROBERT BUCKNER • From the Best Seller by that Ace Flying Tiger COL. ROBERT LEE SCOTT, Jr. • Directed by ROBERT FLOREY • Screen Play by Peter Well and Alen Finkel • Music by Franz Waxman

WITH ALL YOUR MIGHT!
The Mighty 7th War Loan

Warner Picture—one of the Biggest!
Welcome Back, Ned

This week saw the return to activity of Ned Depinet following his long illness and convalescence.

We are happy to report to his army of friends that Ned is looking better right now than at any time we can recall for the past few years.

These have been—and are—trying times for men in top executive posts in our industry. They have had to burn the midnight oil and put in hard licks for the war effort. But they should also remember that their value and services in behalf of the war effort will cease altogether if they work themselves to the breaking point.

Welcome back, Ned! It was swell seeing and visiting with you.

Shifting Sands

One amazing point brought out in the visit with Depinet was his statement that although revenues are high all over the country, the western territories are showing definite advances over other areas—continuation of a trend that has been noticeable for some time, according to the RKO distribution chief.

For many, many years the biggest portion of the national gross was coming from the eastern states. Now the flow seems to be in process of leveling off for the country as a whole.

This is a very good sign and portends for the future a better balance, geographically speaking, of the nation's business volume. And opinion in many quarters seems to indicate that this leveling off process is not merely "for the duration" but will continue into the future.

Take The Ball, Boys

Current war news may make your Seventh War Loan efforts a bit tougher at the start, but the ball has to be carried down the field to the goal, regardless of the obstacles and difficulties that may stand in the way.

Fortunately, we have a good, level-headed committee at the top of this campaign and the same holds true of the field forces working throughout the country. Sam Pinselski, in case you don't know it, is a regular guy and a lot like you yourself, Mr. Exhibitor. He knows, by practical experience, what you are up against and he's trying his darndest to give you every possible help in framing a successful bond-selling campaign.

So brush off all those rumors about bonds being tough to sell this time and set your sights for top sales.

Curves Ahead

As a result of a survey made about eight months ago—at about the time reconversion first became a very hot topic—it seemed fairly evident that when the boom conditions started to ease off, grosses at the big first run houses, might taper back slowly.

This need not mean a falling-off in the national gross to any great extent but rather a shift of business with attendance in the key cities flowing away from the extended first runs to the second and subsequent runs.

If, as and when that comes to pass it will be a good thing for the industry as a whole and the subsequent runs in particular.

Any trend back to the later runs is bound to have a good effect on exhibition in general.

Tear Down . . . Or Build

The building up of exhibitor goodwill is rarely, if ever, a matter of one season or one picture. But there still exist some supposedly smart executives who believe that for this, that or the other reason, their company is entitled to be classed with the top companies and thus entitled to demand the same terms and rentals for the occasional good picture. They seem to forget that certain top companies got that way over a long period of years and a succession of successful seasons during which their customers made money while they made money.

Some wag once coined the phrase that you have to crawl before you walk. If you try to rush the routine you generally end up bowlegged.

And who wants bowlegged pictures, anyway?

New Dress

We introduce with this issue a new cover design, not merely for the sake of change or the purpose of doing something different—however much such action may bring in a bit of freshness now and then—but rather because we believe we have found a means of more pleasingly and more effectively expressing the editorial policies which are translated into print inside the covers of this "Service Paper of the Motion Picture Industry."

It will be noted that we have retained the general character and the service features (including the listing of titles of pictures reviewed in the issues—as originated in this field by STR).

"CHICK" LEWIS
Depinet Sees Films Holding Patronage

(Soo Cover)

Bronzed, smiling and apparently eager to get back into harness, Neil E. Depinet, president of RKO Radio, returned on Monday morning to his office at company headquarters in New York after an absence of more than 10 weeks following an illness suffered in Los Angeles in mid-February while on a trip in connection with the industry's Red Cross drive. Depinet said that during his vacation in Phoenix and the Arizona area, he had plenty of time to think and that all of his observations and thoughts on film business further convinced him that the industry will play as great a role in the reconstruction following the peace as it has during the war.

He indicated his belief that the levels of theatre attendance will be maintained after the war and that the industry's production, distribution and exhibition branches will have a greater responsibility than at anytime in the past in bringing together home and foreign countries into contact with one another and serve as a medium of enlightenment. Depinet stressed evidence which he said he observed as a movie fan attending a show every night during his vacation in Phoenix. The interest displayed by people in newreels as well as the entertainment portions of shows he said, impressed him with the important function the motion picture now performs.

The RKO Radio president paid compliment to Bob Monkhouse and Phil Reisman—general sales manager and head of foreign distribution, respectively—for the job they had performed during his absence. He expressed regret that there probably will not be a national sales convention of the company this year. "I am a great believer in these get-togethers of all of the boys at least once a year," he said.

Will Whitmore Is Appointed Western Electric Adv. Manager

Appointment of Will Whitmore, advertising supervisor of Western Electric Co., as advertising manager to succeed H. W. Forster, deceased, was announced this week by F. B. Wright, the company's director of public relations.

Joining Western Electric in 1929, Whitmore has served the organization continuously since that time. His work in the company's public relations department has covered all phases of publicity, advertising and magazine editing. His articles, especially in the field of popular science, have appeared widely in business, trade and photographic magazines.

Plan to Fete Goldstein

A farewell dinner to Maurice Goldstein, newly appointed Monogram eastern division sales manager, was scheduled for May 14 at the Hotel Taft, New Haven. Reservations are being made by Connecticut film men, as well as guests from Boston and New York.

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Sponsored by Majors

Due to an engraver's error, the names of the companies which inserted the special feature on the War Loan message in the trade publications were inadvertently omitted. The companies which sponsored the insert, as part of their contribution to the War Loan campaign, are: Columbia, MGM, Paramount, RKO Radio, Twentieth Century-Fox, United Artists, Universal and Warner Bros.

These inserts appeared in the special War Loan section and issues of the trade papers which appeared late last week.

Dickson Rejoins FWC

In Executive Post

Dick Dickson, veteran showman of both the exhibition and production ends of the industry, has rejoined Fox West Coast Theatres as head of the Theatre-Purchasing-Construction Department of the circuit's theatre department in California, it was announced last week by Charles P. Skouras.

He succeeds in the assignment R. H. McCullough, recently promoted to president of the Television and Pre-fabricated Construction Department of National Theatres, Inc.

Dickson, familiar with all phases of the theatre business, was formerly a district manager with Fox West Coast. He left the organization four years ago to enter the production end of the industry.

Result of Time Rebellion Awaited by Minn. Exhibitors

When rural Minnesota legislators forced what was thought to be a "gesture" measure to restore standard time in the state, displacing war time, before they would pass bills in which Governor Thye was particularly interested, rebellion begun in the Legislature. In spite of the Legislature, the Minneapolis City Council voted to remain on war time, and other large cities in the state were expected to follow suit.

As a result, small town and rural managers fear that night clubs may seize the opportunity to add an hour to operating schedules by staying with the Legislature and returning to standard time. On the other hand, theatremen in the larger cities do not expect the rebellion to have any effect on operations.

Bergman in WAC Relations Post

Maurice Bergman, Eastern advertising and publicity director of Universal Pictures, has been named chairman of the public relations division of the War Activities Committee of the industry, it was announced by Francis S. Harmon, vice-chairman and coordinator of the committee. Bergman is the latest of a group of motion picture advertising and publicity men who have been called to the defense of the nation. Also serving are: Monroe Greenhill, United Artists; Oscar Doob, Loew's, and Harry Goldberg, Warner Bros.

Sachson Back at Desk

Arthur Sachson, Warners' assistant general sales manager, returned to his desk Monday (April 30) after being confined to his home since February because of a serious spinal ailment.

Nazi Atrocities Films Released to Public

Release Tuesday of newreels showing conditions in notorious Nazi "death" camps met with a lively response by trade reviewers when exhibited in New York first-run and neighborhood theatres. Only New York City first-run theatre deleting the atrocity scenes from the newreels was the Wonder Theatre in the City Music Hall where managing director, Gus Eysyell, explained that since the theatre is patronized by a large community of women and children, he did not wish to take any chance on "shocking and sickening any squeamish persons in the audience.

[The films with an arresting record-breaking worstings to the audience not to look. "Of you are susceptible to gruesome sights." Indications were, however, that patrons were determined to see.

An early report on audience reaction in the first run of the newreels said that while the pictures had a profound effect on theatre patrons, with some women emitting suppressed gasps and others averting their eyes, the majority simply sat through the showings without expressing any particular emotion.

In Washington full attendance at two screenings of Pathé News were urged in simultaneous hearings before the House and Senate. George Dorsey, Pathé's Washington Bureau chief who arranged the screenings, said that 250 to 300 legislators, as well as the press and others, attended each showing. Another screening Tuesday for the House Appropriations and Steering Committees was requested by Speaker Sam Rayburn. Unanimous opinion of the legislators who saw the films, it was said, was that they should be seen by everyone in the United States.

SHOWMEN'S TRADE REVIEW

Title and Trade Mark Registered U. S. Patent Office

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Strand Penalized for Admitting 4 Minors

For the first time in the 25-year history of Warners, the Theatre Division was imposed Monday (April 30) by License Commissioner Paul Moss for admitting four minors to the theatre, one of whom bought the tickets, although he was near the door with his parents, and bringing in his Commissioner’s office that he appeared older than the draft age and that it was not, under the rule of the theatre, such a minor. Commissioner Moss ordered the theatre closed from midnight Monday to 3:05 p.m. Tuesday, and from midnight Tuesday to 3:05 p.m. Wednesday.

According to a statement from the Commissioner’s office a person telephoned the Board of Education that several children were in front of the Strand. Attendance officers proceeded to the theatre where they observed four boys at the sidewalk curbing their money to gain admission. With one boy buying the tickets, all four entered the lobby and presented the tickets to the doorman who accepted them, and then presented the stubs to one of the boys. The officers then identified themselves, the statement continues, and requested the stubs, but were refused. The officers, learning that the boys were unlawful absentees from school, escorted them into the office of Assistant Manager Manuel Meyers and in his presence voted each of the children the fact that they were unlawful absentees from their respective schools, that tickets had been sold to them and been admitted to the theatre by Strand employees at a time their schools were in session. The statement pointed out that the boys were passed by the attendant in front of the box-office, sold tickets by the cashier, and admitted by the doorman. One boy was 13, the others 15 years of age. Each was charged with an admission violation.

"The Strand Theatre makes a special effort to comply with the law," said the Commissioner. "It has always successfully eliminated from its ticket lines children obviously under 16 years of age. Considering the circumstances involved in attempting to judge the age of individuals, the Management feels it has been successful in upholding this law. It believes that the Commissioner’s decision to shut down the theatre because of his finding of an accidental and technical violation is unjust.

"The management sets forth three facts so that the public will understand why the Strand Theatre will be closed today and tomorrow until 3:05 p.m."

Griffith Amusement Co. to Produce Own News Weekly

With the establishment of a complete film laboratory, the Griffith Amusement Co. will produce a news weekly for the circuit. Under the direction of Lew Chatham, Griffith district manager, Melton Barker has set up the organization and will produce the news weekly. The service includes all screen rights on the Tulsa, Okla., screens.

Visit of British Ambassador Halifax in Oklahoma City

 Residents of Oklahoma City, A M playing in the Cotton Bowl were among the tests for the project. Tryouts of the films over the circuit proved substantially profitable.

Cowdin Recovering From Operation

Recovering from an operation at Roosevelt Hospital to remove Cowdin, chairman of the board of Universal Pictures Company, Inc., is reported in excellent condition.

End to Price Discrimination Is Sought by the SCTOA

Where price discrimination is found to exist against members of the Southern California Theatre Owners Association as a result of contracts entered into with distributors, which have the apparent effect of raising the cost of sales between independent and circuit buyers, a selling price arising from such discrimination was enjoined in a meeting, it was declared by Paul Williams, SCTOA counsel, at a dinner given in his honor this week in San Francisco.

"When discriminations of this character which involve a selling price of permits to a minor or in an interior run in the same territory are thoroughly analyzed and found to exist," said Williams, formerly Assistant United States Attorney who now heads the organization, "all will agree that such price discrimination amongst a distributor’s customers has no place in an industry which has attained the high position of motion pictures, both nationally and internationally. Indeed, if unjustified price discrimination is not voluntarily corrected by the industry itself, it will furnish one of the principal causes for eventually bringing the industry under public control and regulation as a public utility. This I assume is a thing that nobody in the industry desires.

"Pointing out that SCTOA will not be a buying agency of the industry, Williams said that the association would try to solve disputes of its members by equitable price. He said that the association will offer a form of arbitration in which the arbitrators are selected from men familiar with the industry. Formation of such organizations as SCTOA, Williams said, is the work of Price F. Skouras. Archie Wolff presided at the luncheon meeting.

Leserman, Buchanan Leave for Conferences With UA Producers

Carl Leserman, United Artists general sales manager, and Barry Buchanan, director of advertising and publicity, were scheduled to leave New York for Hollywood Thursday (3) for conferences with various company producers in forthcoming releases.

Buchanan, making his first trip to the company’s studios, will meet with producers to formulate complete advertising and publicity campaigns on the United Artists films that are being released through UA. He will discuss merchandising plans on “Spellbound” with David O. Selznick; “My Fair Lady” with George Segal and Jennifer Jones; “Guest Wife” with Jack H. Stibrick; Ennich’s “Story of G.I Joe” with Lester Cowan; “Signature In Red” with Andrew Stone; and “The Outlaw” with Howard Hughes representatives.

Silverstones Arrive in England

Murray Silverstone, president of 20th Century-Fox International Corp., has arrived in England accompanied by Arthur Silverstone, the corporation’s home office representative in Great Britain.

Clarity Law for Exhibitors

The nettlesome problem of child labor and violation of the law by the theatre chain in New York City was thrown open for discussion at a meeting in the Riverside Theatre here last Tuesday (1) conducted by Edward Consi, Industrial Commissioner of Labor, New York State Department of Labor, augmented by representatives of the board of education and the state’s legal advisor and former Attorney General, Louis M. Weber, Skouras Theatres attorney, the meeting.

Commissioner Consi ruled that the violations by motion pictures as a group placed them categorically in an in-between bracket compared with flagrant violations by other industries. A survey of 234 movie theatres in the greatest New York area made between October, 1944, through March, 1945, revealed that 76 theatres had been found in violation of the law. It affected 103 children of which 80, between 16 and 17 years of age, could have been legally employed if they had been working papers. Pointing to the serious aspect of the situation, the commissioner said that 22 children between the ages of 14 and 15 who were employed without working papers were, in addition, working during the late hours, the most serious violation ofCommitted also pointed out that the labors for the 14 and 15-year-olds were employed without working papers. It is mentioned that we have also received complaints that operators in the projection room do not receive their full period. One problem confronting employers is the altered period—a 14 or 15-year-old child will change his date of birth, thus leading the employer to believe he is 16 and may work after 6 p.m. It is the responsibility of the employer to check this carefully.

The though minors are usually employed as ushers, ticket collectors, and cashiers, they are sometimes assigned to work as projectionists and projectionists. In one instance is quite dangerous. The investigator found a 15-year-old boy on a high scaffold in the street changing signs at 10 p.m. The scaffold instance disclosed that the boy’s job was only a few days later to ascertain whether the employer had discontinued employment of the children until working papers were secured. On second trial it was found that such a child had been employed without a job for several days under the same conditions. The job was made a few days later to ascertain whether the employer had terminated employment of the child until working papers were secured. During both visits the investigator had not only made every effort to explain the law, but had also pointed out that since it was hazardous work, the employer would be subject to double compensation in the event an accident occurred. The employer, however, insisted on accepting the seriousness of his position, turned on the investigation and accepted the letter and went on his way.

Commissioner Corrs commended W. B. England of the RKO Theatres, Philip Harding of Fabian Theatres, the Randolf Amusement Company, Morris Shep of Lawns, to the instance for cooperation in clarifying the legal aspect of the law with the managers of their theatres.

Raymond Schmertz Promoted

Raymond Schmertz, 20th Century-Fox salesman in the Cleveland territory for the past five years, has been promoted to sales manager, succeeding Edwin R. Bergman who resigned to become manager of the local PRC exchange. Before coming here he has worked with 20th-Fox and the old Fox Film Corp. for nearly a quarter of a century.
Allen Named MGM District Manager

With the announcement by William F. Rodgers, vice-president and general sales manager of MGM, of the promotion of John S. Allen, Washington branch manager, to district manager in charge of the Pittsburgh, Cincinnati and Washington areas, the new managerial structure recently introduced by MGM has been completed. Pursue of the new sales organization, Rodgers stated in announcing Allen's promotion last weekend in New York was to effect a closer relation with the exhibitors and thus assure the company the greater responsibility to any changes which may develop in the post-war era.

Allen's elevation comes as a reward for his service of 18 years with the company. Rodgers said that he and his company took pride in the fact that for a number of years the policy of promotion from within the ranks had obtained at MGM.

Under the new divisional arrangement, Allen's territory, comprising acres, includes Cleveland, Detroit, Indianapolis and St. Louis, are under the supervision of John J. Maloney, central sales manager with headquarters in Pittsburgh.

Maurice N. Wolf's Boston district, Joan J. Bowen's district, consisting of New York and New Jersey; Herman Ripps' district, comprising Albany, Buffalo and New Haven; and Robert Lynch's Philadelphia district are under the supervision of Edward K. O'Shea, eastern sales manager with headquarters at the home office. Ripps will also continue to manage the Albany exchange in addition to his district supervision over Buffalo and New Haven.

Sam A. Shirley's Chicago district; Ralph W. Maw's district, comprising Des Moines, Milwaukee and Minneapolis; and Henry A. Friedel's district, made up of Denver, Omaha and Salt Lake City, are under the supervision of John E. Flynn, western sales manager with headquarters in Chicago. In addition to Friedel's district supervision over the three exchanges, he will also continue as manager of the Denver exchange where he makes his headquarters.

Astor to Distribute 'Caldonia'

Worldwide distribution for the first Louis Jordan musical, "Caldonia," has been acquired by Astor Pictures Corp., according to R. M. Savini, president. Deal for the picture, which will be released immediately, was made through Berle Adams, manager of Louis Jordan productions.

June Reissue for 'Destry'

Universal announced this week that the company would make available to exhibitors during June its "Destry Rides Again," starring James Stewart and Marlene Dietrich. Reason: the limited number of westerns currently available, especially of top-budget quality.

Gerstein Associates Closing

Closing of their publicity offices at 9 Rockefeller Plaza on May 5 was announced this week by Evelyn Gerstein Associates. Miss Gerstein will continue as U. S. representative for the National Film Board of Canada on the World in Action films distributed by United Artists.
GRABLE’S GORGEOUS IN THE MUSICAL THAT OUTSTRIPS THEM ALL!
Area Leaders Set Plans For Vigorous Drive

Evidence that theatremen of the U. S. are keenly aware that they have a big job on their hands and are determined to set a new high in Bond selling endeavor mounted as the starting date for the Seventh War Loan campaign (which runs from May 14 through June 30th) approached and reports from exhibitor and publicity chairmen in various areas arrived at New York headquarters for the industry committee.

Trade press representatives who have watched the development of all the previous Bond drives are in a position to estimate the comparative activity in this campaign with that which took place in the earlier War Loan efforts by the exhibitors and others in the movie industry.

In the New York area the committee headed by Irving Lesser and with Morris Kinzer as Campaign Director has set up what is unquestionably the most ambitious drive ever attempted in the Greater New York sector, and this same condition of vastly stepped-up activity has been indicated from every other section of the country. Massachusetts, under Marty Mullin's chairmanship; the entire Western division under the direction of Charles Skouras; the South, the Mid-West, all areas are giving tangible evidence of concrete plans for the most vigorous campaign in the industry's history. Reports of meetings, details of activities which surpass in scope and elaborate scheme the most ambitious showmanship of the past are so voluminous that the trade press cannot attempt detailed coverage of the exceptional efforts now going forward for the industry's "Showmen's Seventh" War Loan endeavor.

In setting up the campaign, National Chairman Samuel Pinanski turned the job over to the men in the field and told them that it was up to them to make good for the industry in its assignment to cooperate with the Treasury. The men in the field have taken Pinanski at his word, judging by the energy of drive plans in all territories.

ALABAMA
R. M. KENNEDY

CONNECTICUT
HENRY NEEDLES

CONNECTICUT
HERMAN LEVY

DELAWARE
A. JOS. DEFIORE

D. C.
FRIST F. KOGOD

MAINE
C. J. RUSSELL

MARYLAND
FRANK DURKEE

MARYLAND
ELMER HOLTE JR.

MASSACHUSETTS
M. J. MULLEN

NEW HAMPSHIRE
MEL MORRISON

NEW JERSEY
H. LOWENSTEIN

NEW JERSEY
FRANK DAMIS

NEW JERSEY
ISADORE EPSTEIN

NEW YORK
M. A. SILVER

NEW YORK
C. J. LATTA

NEW YORK
MAX YELLEN

PENNYSYLVANIA
SIDNEY SAMUELSON

PENNYSYLVANIA
M. A. SILVER

PENNYSYLVANIA
MORRIS FINKEL

RHODE ISLAND
MARTIN TOOHY

RHODE ISLAND
ED FAY

VERMONT
FRANK VENNENT

Seventh War Loan Exhibitor Chairmen Eastern District

A departure in motion picture industry drive organizations was established by Samuel Pinanski, national chairman of the "Showmen's Seventh," with the formation of a field Coordinating Committee as part of the national campaign executive personnel. The coordinators are theatremen who know their territories and thus they assure the campaign headquarters of intimate contact with the important exhibitor state chairmen in each area.

Joseph Kinsky, chairman of the coordinators, acts for the Eastern division which includes the states of Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia and the District of Columbia. Exhibitor chairmen for these states are shown in photos on this page.
**SHOWMEN’S TRADE REVIEW**
May 5, 1945

**The Box Office Star**

**Rough, Tough and Rady**

*Columbia* Comedy-Drama 66 mins.

**AUDIENCE SLANT:** (Family) The old routine about the two baddies who fight over their girl-friends is still good for some entertainment, especially to those who enjoy such things.

**BOX-OFFICE SLANT:** Will prove a satisfactory second feature in most situations.


**Plot:** A story of a young man whose partner, a young lady, is in love with him. Having swiped his best friend's girls for years, he finds himself in a different position when he steals the one girl his friend really loves. Enmity arises between them, which doesn't end before they're shipped overseas with the salvage command. However, all ends well when one saves the other's life, and the girl, now a Wac, shows up again.

**Comment:** That old routine about a buddy who steals his pal's girl-friends has been made into a picture again, this time teaming up Chester Morris and Victor McLaglen. This result is a satisfactory offering in the secondary spot in most situations. For laughs, there's the usual mugging and bungling; for action, there are sea battles and thrills where the deep-sea diving sequences. Morris and McLaglen give satisfactory performances. The story of divers doing duty for the Army Engineers Salvage Division. Jean Rogers does well as the girl in love with Morris, and Veda Ann Borg, as the "real" girl friend, is good in a good bit of work, though the script leaves one wondering about her. Direction is by Del Lord; production by Alexis Tchu-Taxnis.

**Legion of Decency Ratings**

**FOR Week Ending May 5th**

**SUITEABLE FOR GENERAL PATRONAGE**

**Captain Tugboat Annie** Texas Manhunt

**SUITABLE FOR ADULTS ONLY**

**Marshal of Laredo**

**Monogram Drama 75 mins.**

**AUDIENCE SLANT:** (Family) The entire family should be interested in this authentic story of the Chinese children who helped harass the Jap hordes who invaded their land.

**Cast:** Harry Carey, Paul Kelly, "Ducky" Louie, Hayward Soo Hoo, Gloria Ann Chew, Fred Mah, Jr., Ralph Lewis, Sue Soo Hoo, Louie J. Lee. **Credits:** Produced by Rudolph C. Pabst. Story and screenplay by Eric Taylor. Based on the radio program, "Coffin & Co.," by Max Brand. Photography, L. W. O’Connell. Directed by George Sherman.

**Plot:** A young Chinese refugee boy, the only living member of a destroyed village, is adopted by the American Flying Tigers in China. He learns all the Commando tactics of warfare, in spite of their desire to protect him. Later on he teaches these to other refugee children living at a white mission. Then this band go out to do their share of sabotage on the Japanese invaders.

**Comment:** A highly exploitable picture and one that should bring in very satisfactory returns for both Monogram and the exhibitor, is this timely war story about "China’s Little Devils." For with the war in Germany nearing an end, the war in the South Pacific will take on more impetus, and with China being used as one of the main bases for bombing Japan, any story about China will be timely and of strong interest to the average the- rregoer. This is especially true if the movie happens when it contains the plight of children, as this one does. The picture introduces a young Chinese boy, "Ducky" Louie, and he does very well in his role of the leader of the little guerillas. Playing top roles are two such fine trouper as Paul Kelly and Harry Carey, while a number of young Chinese boys and other players, representing the Flying Tigers and the Japanese invaders, round out quite a large supporting cast. Production by Executive Producer Trem Carr is effective and Monta Bell gets credit for the direction.

**China's Little Devils**

**Columbia Mystery 69 mins.**

**AUDIENCE SLANT:** (Family) A crime doctor mystery that will entertain most of the family, especially those who are familiar with this detective through previous offerings and radio.

**BOX-OFFICE SLANT:** A worthy program offering.


**Plot:** Tragedy follows the marital life of a young millionaire. His first two wives met violent deaths on their honeymoons, so when he marries the third time, his wife asks the Crime Doctor for help. During the investigations, he is killed. Suspicions point to several people, guests at a dinner party. There are several other murders before the mystery is solved.

**Comment:** A worthy program offering and one of the better in the mystery drama series. It should fit in perfectly for the Saturday matinee trade and the adults who come to see the good thriller. As the Crime Doctor who helps clear up so many involved cases and who in this case uses psychoanalysis, Warner Baxter turns in a nice portrayal. Hillary Brooke does exceptionally well in her assignment and un-

**Honeymoon Ahead**

Universal Drama With Music 58 mins.

**AUDIENCE SLANT:** (Family) Another Allan Jones musical that has several songs to satisfy the regular fans, and others, who aren’t considering the fare.

**BOX-OFFICE SLANT:** Like others in this series, is a satisfactory light offering.


**Plot:** When a prison choir loses a radio sponsor because the leader is pardoned, they make arrangements for a released member to ingratiate himself in a bank robbery so he can be returned by the police. Their plans fail because of a young girl who loves the leader, and complications arise from the robbery.

**Comment:** This latest Allan Jones musical has several songs and a "not-to-be-taken-seriously" story that should satisfy the regular fans and a lot of others who are easily pleased. Its title will attract many a thirsty choir who thinks it will come up with a lot of music for entertainment, but who will, unfortunately, be disappointed in the finished product. Most of the fault lies with the slow-moving but the cast is good, each member doing his respective work satisfac-

**The Southerner**

United Artists Drama 92 mins.

**AUDIENCE SLANT:** (Family) Depicting the misery, squallor and fortitude of the poor Southern tenant cotton farmer, this des-

**BOX-OFFICE SLANT:** Lack of marquee names and apparent exploitable angles will probably relatives of those who des-

**Plot:** Following the death of his uncle from exhaustion and heat in the cotton fields, Zachary Scott determines to take his advice and "work for himself." He and his wife, Betty Field, with their children, Jay Gilpin and Bunny Sunah, with Granny, Beulah Bondi, take over the family farm in a miserable hovel on uncleared land. Scott finds his family clear the land, plant a crop and look toward to a lessoning of their misery. One of his efforts to get people to follow the advice of the town doctor to get a cow to provide milk for the youngsters who recovers, and then having a cloud of dust from the crows that destroy their year’s work. They start all over again.

**Comment:** Although technical details and period values have been handled with extreme care, and direction is masterful in its feeling
for detail and for the subject depicted, this picture never lifts itself out of the trough of dissonance with which it is surrounded. A few moments are pretty good, but the overwhelming sense of futility in which the family finds itself in spite of the determination and fortitude evidenced by Zanuck and Field as the farmer and Betty Field as his wife. Performances by all concerned are excellent, even though the material is not made to order for any of the players. It does with them little opportunity to display their skills. J. Carrol Naish as a sour, uncooperative neighboring farmer plays the taciturn attitude with which the story is endowed.

Comment: This is another of those inexpensive comedies with music obviously made to appeal to the. The family, of course, is much the same. In this instance, the story is weak, the acting fairly passable and the music just so-so. Harmonica Playing the Orchestra will enjoy one of the numbers by the andRod Cameron. The conductor is Ken. Rod Cameron fails to convince as a swing trumpeter. Frances Raffin, the story, is weak, the acting fairly passable and the music just so-so. Harmonica Playing the Orchestra will enjoy one of the numbers by the Leo Diamond Quintet. Rod Cameron fails to convince as a swing trumpeter. Frances Raffin is the story, is weak, the acting fairly passable and the music just so-so. Harmonica Playing the Orchestra.

Cast: John Loder, June Dupree, Michael St. Angelo, Miles Mander, Rose Hobart, Gilbert Emery, Rex Evans, Matthew Boulton, Dot Milburn, Ray Larder, Fred Crute, Bill Wolfe, Credits: Produced by Herman Schlom. Directed by Max Nosseck. Original screenplay by Arnold Phillips and Max Nosseck with additional dialogue by Hugh Green. Photograph by J. Roy Hunt.

Plot: John Loder, having just completed a successful run in the play, "The Brighton Strangler," in which he portrays a homicidal maniac, receives word that his brother of the London “blitz” and assumes in real life the part he had played so long on the stage. He murders the Lord Mayor of Brighton and the chief inspector of the district, both of whom were objects of his wrath in the play. He is about to strangle June Dupree when a series of circumstances lead the police to a London roof garden, similar to the last scene locale of the play. He falls off the roof and is killed.

Comment: While the story in this drama had possibilities, it has been done to make it into anything other than a standard melodrama. It would be the second half of a double bill. John Loder and June Dupree perform in a fair manner, and others in the cast do a creditable job. Production is of the obvious “quickie” treatment given the production. There are, however, showmanship possibilities in the theme and style, so that entering the showmen should be able to attract pretty good patronage, at least at the outset of the engagement.

Swing Out, Sister

Universal Comedy With Music 60 mins.

AUDIENCE SLANT: (Family) One of those inexpensive produced comedies with music that should get by with the adolescents. Not-too-discriminating adult audiences will be mildly entertained.

BOX-OFFICE SLANT: Where these musicals have proved popular, this new entry should do fairly well and need not have the support of a stronger feature.


Plot: The musical star in this picture, in love with Frances Raffin, his star singer, but believes her memory of an early love with Rod Cameron, sympathy conductor, will stand in the way of their contemplated marriage. She visits her aunt, Billie Burke, who is sponsoring the Symphony Orchestra, and discovers she loves Cameron, who really is a swing addict. Following complications during which she nearly marries Stone to spite Cameron, all ends well.

Comment: This is another of those inexpensive comedies with music obviously made to appeal to the. The family, of course, is much the same. In this instance, the story is weak, the acting fairly passable and the music just so-so. Harmonica Playing the Orchestra will enjoy one of the numbers by the Leo Diamond Quintet. Rod Cameron fails to convince as a swing trumpeter. Frances Raffin is the story, is weak, the acting fairly passable and the music just so-so. Harmonica Playing the Orchestra.

Cast: Ann Miller, William Wright, Robert Williams, Ray Walker, Charles D. Brown, John Eldredge, Eddie Bruce. Credits: Produced by Wallace MacDonald. Photography by Hype Jond. Directed by Will Jason. Plot: To escape her manager and thus get herself a much-needed vacation, a radio singer hides in a parked car. She's found there by the owner, who though he believes her an escaped murderess, offers to help her. They fall in love but many misunderstandings arise before they pledge their life together.

Comment: These Columbia-Ann Miller melodramas are good program fare, for they are light and frothy and have those famous Miller dance routines for the entertainment of all. Because of this, your patrons may be a little surprised to find that in this picture, which is also supporting fare, Miss Miller daries a step; she just sings and emotes. The story gives her the type of role in which she presents several songs quite satisfactorily and handles her comedy lines well. William Wright is fine in his role as a newly arrived cowboy, and Ray Walker, Robert Williams and John Eldredge are among others in the cast who perform well under Director Will Jason's guidance. Wallace MacDonald produced.

Catholic Church tells the story of the enforcement of the picture, or the enforcement of the picture, for the most part, is a situation that involves with everyone's well-being. The kids and others who follow this type of picture, will be satisfied with the performances turned in by Gus Treble Crabbe and Al (Fuzzy) St. John, but they'll be disappointed when nothing exciting happens to the children who are the audience for this demonstration.

In other respects, the plot is standard stuff, for as usual, there's trouble between the ranchers and settlers.

Quebec 6 Per Cent Luxury Tax

Newest Headache for Distributors

Quebec's government's most recent tax proposal, which would have raised the price of imported goods and services by 6 per cent, has been met with widespread opposition. The tax, which was introduced in an effort to raise revenue and reduce imports, has been widely criticized by both distributors and retailers, who argue that it will hurt their businesses and undermine consumer confidence.

The distributor must pay the tax. At the same time he cannot re-collect it from the moviegoing public, for admission prices cannot be increased without the permission of the Wartime Prices and Trade Board which, being Federally constituted, has no interest in the matter until such time as the distributor makes application for price adjustments. It has been estimated that the new tax will cost the distributors approximately $50,000 per year. If the distributors and other theatre owners are left to deal with the situation, they are likely to find that the cost of doing business is too high to be passed on to the public without a corresponding increase in prices.

The Allied Exhibitors of Quebec are sending a delegation to Quebec City to discuss the matter with the provincial government.

Rites for Mother of Geo. Bowser

Funeral services were held Friday (April 27) at the Greek Orthodox church on San Julian St., Los Angeles, for Mrs. Spyroula Bowser, 73, mother of George Bowser, general manager of Fox West Coast Theatres, who passed away Tuesday (April 26). Interment followed at Inglewood cemetery.

Kay to WB Studio Post

Ellwood W. Kay, story editor under Jack Wilk in the Warner home office for the past two years, leaves New York in about two weeks to take up more important work in the story department at the Burbank studio.

Form Screen Guild Productions

A new distributing company formed by 20 individuals, including the Screen Guild Players, under the name of Screen Guild Productions, Inc. Tentatively known as Cardinal Pictures Corp., the organization met in Chicago over the weekend to complete details for operation plans.
An Idea Or Two Concerning Photos of Stars on Covers;

Material of Human Interest

We're almost convinced that Spring is here. The warm, balmy days outnumber the cold, rainy ones. And though we never know from day to day what the next 24 hours will bring (even the weather report is not always infallible) we're beginning to feel that real winter days will be few and far between from now on. Temperatures during the past few days have ranged from 35 to 70 degrees, and on a couple of days recently the mercury soared to 84, an unheard-of reading for March. Now that we are well into May, with months June, July, August and September not far behind, we can look forward to autumn weather in October.

Courageously, we ventured outside today minus our coat. After all, we can't continue to perspire in the belief that—well, maybe this is just a brief, abnormal period. It has lasted too long already for that. Our winter overcoat has definitely gone into storage. And now that that's out of the way, we'll see what the programs have to offer.

Two theatre's in Michigan operate on different times. The Midway in Davison operates on Eastern War Time, while the DeLuxee and Capac in Inrall City and Capac operate on Central War Time. Guess we don't keep very good track of our meridians, time belts, etc., but we had no idea Michigan was divided in its time observances. Cover pictures on the two programs should please both sexes; one is Lana Turner, while the other is Van Johnson. We still think the idea of offering prizes for the best home-made albums featuring these cover photographs would be a good way of stimulating interest in the programs and building patronage. Or perhaps, contestants could be offered passes for the best letters each week on why they like the particular player being featured on the cover.

Publicity material in the program for the Normandie Theatre, New York, is concerned wholly with brief bits about the players appearing in the week's offerings. The items are not necessarily biographical, but more or less of human interest. One, concerning Laughton, states that while making a tobacco shop scene for "The Suspect," he pulled away while cigarettenguards were not looking; another declares that Ella Raines, who also appears in the picture, is big in big-city entertainment. Charles Laughton's acting to get her A.B. degree from the University of Michigan.

Such material as this can be picked up from the press book on almost any picture, and there's probably more chance of gaining readership through its usage than by a long-winded story about the entertainment qualities of a film. What selling there is to be done should be done in the display announcement. An exception, of course, is in the announcement stories on the front pages of the so-called tabloid-style programs.

Consideration should also be given to preparation of human-interest material for "boxes" to be planted on newspaper announcement pages.

In looking over the calendar program for the Marius Theatre, Lakeview, Ore, we noted that changes of show take place on Monday and Friday. The weekend shows are devoted to westerns and action films. Well, that's the way it used to be out in the midwest when we were a youngster, except that the action stopped last Saturday night, with a little more dignified form of entertainment available for the movie-going populace on Saturday. Who couldn't buy any in of "blood and thunder" on Saturday (or perhaps any other weekday, preferably from Thursday), but Saturday is when the more refined type of entertainment was presented. That's why it surprised us a little to note that the "blood and thunder" at the Marius starts on Friday and continues right on through Sunday. We suppose it all depends on what one gets used to. For ourselves—we go to Sunday school and then drop in at the theatre that afternoon to see a saga of the wild west? Perish the thought.

Jim Owen had nothing to say on the back of his calendar for April. Probably too busy getting ready for the Spring fishing season.

Since his bad luck with black ink a few weeks ago, that Needs raised no chance of having anything but colored inks now, such as lavender and blue, in printing programs for the Granada Theatre, Brooklyn. He certainly did a swell job in announcing a recent Easter Fun Festival for children. A really nice layout. Program consisted of a Roy Rogers western, along with seven cartoons and a Three Stooges comedy. And, oh yes, there was also a western featurette, "The Wagon Wheels Westward," on the same program.

Most of the space in Thomas Di Lorenzo's program announcement for the showing of "National Velvet" at New Paltz, N. Y., was devoted to quotes from New York newspaper critics' reviews. Where people take stock in big-city reviews, and they evidently do in New Paltz, space devoted to review quotes is wisely utilized. The time has come for us to bring this discussion to a close. We'll see you again in a few days.

Horror Show Features Prologue and Jinx Items

Showmanship of the old, but always new style was used to the maximum to build up Republic's double horror showing of "The Phantom Speaks" and "The Vampire Ghost" at the Hawaii Theatre, Hollywood, where the double bill opened recently and date with the same bill at the Elite in Beverly Hills.

For a week prior to the opening the Hawaii Theatre lobby displayed superstitious and jinx items such as a black cat, an electric chair, broken mirrors and ladders atop a poster. The electric chair was green-lighted for weird effect and electrified for sparks display.

Specially prepared recording was broadcast via the theatre's speaker system for an eerie prologue in which a man was strapped in an electric chair similar to the one in "The Phantom Speaks." As the man struggled and incomprehensively threatened to return to life and "get" members of the audience the speaker interrupted with orders to begin the execution following which screams were heard. As the lights went on the "phantom," fought with a red spot, ran up the theatre aisle, waving his bands from which sparks emitted, laughing insanely. The speaker uttered: "The phantom will never die." Special radio transcriptions were employed on local radio stations. These signs on the theatre roof plugged the program.

Local Contacts Valuable in Civic and Theatre Enterprises

The value of establishing and maintaining strong local contacts was communicated again by Fred McSpadden, Fox West Coast manager in Tucson, Arizona, during the 6th War Loan when he placed the names of two of the contacts on the all-important Pearl Harbor Day Committee.

Fred Dragonette, brother of the famous Jessica Dragonette and Frank Wong, president of the city's Chinese Chamber of Commerce, were instrumental in skyrocketing the sale of bonds in McSpadden's theatre. From Dragonette's efforts he was able to advertise a personal appearance of Jessica and through the Chinese leader the huge oriental population made their bond purchases through the theatre.

Through other local contacts McSpadden also was fortunate in being able to obtain a personal appearance of Robert Wallor, who drew additional thousands and was responsible for even greater increases in the bond sales total.

'Pirate' Sold Via 18 Stores

Eighteen general stores in 13 small surrounding towns near Tilbury, Ontario, recently distributed specially printed heralds on "The Princess and the Pirate," through a tieup with a work clothes manufacturer. The tieup was arranged by Harland Rankin, owner of the Plaza Theatre in Tilbury.
Hat Tieup Highlights 'Scandal' Campaign

A promotion with the outstanding hat designer, Lenaeta, in which a series of glamorous hats were designed based on the fashions in "A Royal Scandal," is now being arranged so that theatres from coast to coast will be enabled to tie in their showings of the 20th Century-Fox picture with local outlets of the hats.

For the New York showing at the Roxy Theatre the hats were displayed in the windows of New York's swank Stein & Blaine and were advertised in New York newspapers giving credit to the film and the theatre presentation. The schedule now being prepared will allow other exhibitors to tie-in.

Other highlights of the New York campaign included all known media to reach every New York home, including wide usage of teased ads weeks in advance of the Roxy opening. These were timed to coincide with special fashions in magazines such as Look, Good Housekeeping, Photoplay, Movie Mirror, Movieland, Motion Picture, Screen Guide, Seventeen and others. Other magazine tie-ins and breaks in the national campaign will continue.

About 20,000 sheets of paper were snipped in the outdoor and transportation systems campaign. In addition 3000 cards were planted in transportation vehicles.

Radio was made a powerful ally in the campaign. Exclusive of spot announcements more than fifty breaks in a few weeks were obtained.

Life Magazine to Give Full Coverage to Monogram Western

Most complete coverage ever given by Life to a western film is now in effect on "Cowboy Serenade." Monogram picture now in production, with Jimmy Wakely starred. Writer Dick Wilk and cameraman George Lasky have been assigned by Life to prepare a complete story of the making of the film, and together with Dave Kaufman of the Monogram publicity staff are now living on location with the company at Circle J Ranch in the San Fernando valley for the entire duration of production.

Coverage will include actual shooting days at Circle J, Monogram Ranch and other locations, as well as evening activities after working hours. Resulting layout is expected to embrace pages six pages or more in Life, under the title, "How Westerns Are Made." Oliver Drake is producer-director of the film, and Lee "Lasses" White and John James are featured.

Eythe Completes 5 City Tour For 'Scandal' at Baltimore

William Ethye's personal appearance tour to Atlanta, Chicago, Pittsford and Philadelphia was completed recently by another appearance at Baltimore where the 20th Century-Fox star of "A Royal Scandal" Was feted by newspaper and radio writers at a reception at which Mayor Theodore Roosevelt McKeldin extended the city's greetings prior to the opening of the new Ernst Lubitsch designed Waldorf-Astoria.

Eythe was guest of honor at the reception and dinner at the Hotel Belvedere, hosted by Morris M. Meilhac, president and operator of the New Theatre. Sid Blumenstock, assistant exploitation manager of 20th Century-Fox, accompanied Ethye on his tour.

Employes Are Urged To Foster Courtesy

Pointing out that Mayor Kelly proclaimed the week of April 29 "Chicago Courtesy Week," urging all Chicagoans to observe courteous conduct in all human relations, Charles Ryan, assistant zone manager of Warner theatres in that territory, has issued a bulletin to all Warner employes explaining why courteous consideration in the organization, for each other and for the public, should not be allowed to lapse.

"The courteous man is always careful to avoid the other fellow's feelings, and be polite to all, rich and poor, learned and ignorant, old and young. Being human he may become irritated under certain trying circumstances, but if he does, he strives not to let it show, even if his language or his attitude. He realizes that many of the acts of courtesy may soon be forgotten, but that people have a discomfiting faculty of remembering acts of discourtesy for years. He who respects others is respected by them. A great man shows his greatness by the way he treats little men."

"The quality of a country as a war depends upon the amount of reserve power behind. Whatever keeps a nation fit and full of vim contributes to its capacity for endurance. The amusements of a people are an essential part of their efficiency. The theatre gives the soul of a spectator an excursion into the mimic world, and the spectator is refreshed and strengthened. The horror of war presses upon us every evening on the radio and in the newspapers. Against this, we need to impress upon the patron through courtesy, the fine good fellowship of the place and the 'no trouble to help your spirit.' First, last and always, your job is to render the sort of service you would like to receive. We believe in courtesy, generosity, good cheer and friendship; but most of all, we believe in courtesy. Therefore, it becomes in our employ to remember this always—to treat all patrons with courtesy and careful consideration.

"COURTSHIP is one of the factors in building goodwill. You cannot buy goodwill. It is something you get by giving. It is not a thing of dreams, and it is not for sale. The foundation for all successful businesses is goodwill. It (Continued on Page 20)

Press Agent's Dream

Columbia has been rewarded with one of those rare experiences that make life in a publicity department worthwhile. A letter came recently from Miss Elizabeth A. Baker, supervisor of elementary music education in the Roanoke, Va., schools, requesting permission to buy two of the Sigmund Spaeth tune-tracing records being distributed as part of the campaign on a "Song to Remember." Seems Columbia had given them two records gratis, and they were so popular with the students Miss Baker decided two more were in order. Needless to say, the records were shipped post haste and marked "no charge." (If you, too, plan such a request, be sure your turntable speed is 33 r.p.m.)

MGM Adds 'Photos of Month' To Its Exhibitor Services

A new exhibitor service was inaugurated this month by William R. Ferguson, MGM exploitation director, in the form of "MGM'S Photos of the Month." The service will consist of a selection of the ten best photos illustrating exploitation stunts, displays, lobbies, theatre fronts, street ballyhoos and other promotional tips received each month by the home office exploitation department.

Exhibitors whose photos are selected for the service will receive a parchment honor certificate, and the one earning the most citations in one year will receive a special annual award. Special consideration will be given to small theatre exhibitors who contribute to exploitation purposes, it was announced.

The new service supplements other exhibitor services mentioned in the latest issue of the Motion Picture Weekly Exploitation News, MGM Honor Roll Campaigns, Small Town Exploitation Feature in press books and the exhibitor's monthly.
Contest Springboard of Campaign on Tree

When PM devoted a full-page spread to a pigtail contest held by a children's society in New York, Hal Horne, director of publicity-advertising-exploitation, had 20th Century-Fox's press book department incorporate the basic idea into the campaign book for "A Tree Grows in Brooklyn." Clearance for reproduction of the page was obtained from PM and the stunt converted to an easily-worked contest focused on Peggy Ann Garner, who wears pigtails in the film.

A good example of how the stunt is working out first came from Bridgeport, where Loew's Poli, which took its cue from the press book on 'Tree,' garnered at least 1500 lines of publicity through stories and pictures in local papers, with apparent results at the box-office.

The theatre captured 1500 additional admissions through attendance on the part of families and friends of 500 youngsters who entered the pigtail contest. Stunt was worked by Lou Blumenthal, New England publicity director of the Poli Circuit, Matt Saunders, manager of Loew's Poli, and Ralph Stitt of the exploitation department. The tie-in on the contest was with the Bridgeport Post, which ran details, plus pictures, for several days, with heavy credit for the picturization of the Betty Smith best-seller.

Ryan Urges Warner Employees in Chicago Area to FosterCourtesy

(Continued from Page 80) does no harm to smile and say "good evening" even if it is raining. There is a tremendous asset in a pleasant smile, and the man behind that smile has a big advantage, especially in business.

"Some employees are so naturally pleasant that the public finds real satisfaction in dealing with them, but there are some whose attitude is so irritating that patrons go out of their way to avoid them and suggest to their friends to do likewise. Most of us ignore the absurd slight to our intelligence, but it is only sensible to admit that we do have a strong tendency toward blinding ourselves to realities. That common fault to which we have undoubtedly brought more serious trouble to both individuals and nations than any other thing.

"In closing, I will quote Ralph Waldo Emerson: 'He who a thousand friends has never one to spare, and he who has one enemy will meet him everywhere'."

Endorsement, Coloring Contest Aids 'Caballeros' in Pittsburgh

An endorsement by the Better Film Division of the American Federation of Women's Clubs, was the result of a special screening held for officials of that organization for Walt Disney's "The Three Caballeros" in connection with the picture's showing at the Penn Theatre in Pittsburgh. The endorsement which was added to the organization's list of 30,000 persons.

A coloring contest, sponsored by the public schools, cooperative ads and window displays were other highlights of the campaign.

Riesters 'Personal Endorsement' Helps Sell 'Roughly Speaking'

George Riester, general manager for Doc Buckley Theatres, utilized the "personal endorsement" angle to good effect in his campaign on Warners' "Roughly Speaking" at the Capitol, Shamokin, Pa., and other houses.

By playing up the family appeal of the picture, with his personal assurance that the customers would not be disappointed, he brought in considerably better than regular "A" business.

MGM's Subsequent-Run Ads Aid Neighborhood Theatres

Three sample ads shown here are in reduced size and have appeared in two column widths and about 7 inches deep in Chicago and other newspapers. The ad for "Mrs. Parkinson" indicates the usage of the blank space in the other two ads in which theatre names and starting dates of the pictures would normally appear.

An example of service to exhibitors where it really counts is the subsequent run advertising prepared by Metro-Goldwyn-Mayer's home office advertising department for the benefit of exhibitors in neighborhood runs where such advertising may be used with greatest value.

In giving a lift to pictures for which the first run ad and exploitation campaigns have long since been finished MGM has been placing this type of advertising in Chicago suburbs particularly, where upwards of fifty theatres share in the advertising benefits, and occasionally in Detroit, where the infrequency of insertions has been more or less unavoidable due to the limits of newspaper space. Where bookings permit these ads have been inserted in Kansas City newspapers, too. Recently through its Philadelphia office MGM has placed a subsequent run promotion in newspapers and by way of special heralds on "Thirty Seconds Over Tokyo" in the New Jersey territory. This subsequent run advertising policy of MGM’s home office advertising department goes a long way to alleviate oft repeated complaints from exhibitors that the importance and force of the excellent ad campaigns essayed for first run pictures is often dampened when the picture plays the subsequent run theatre anytime from 90 to 20 days after the first run. Reports from exhibitors compiled in Leaders of the Motion Picture Edition of SHOWMEN'S TRADE REVIEW also have mirrored requests from exhibitors for aid, which is being given by MGM for its top productions whenever subsequent run booking arrangements make this procedure possible.

Ties Scout Salvage Drive With 'Tomorrow the World' Campaign

Manager Michael Strang, Loew's, Theatre, White Plains, tied in his showing of "Tomorrow the World," which has a Boy Scout angle, with the General Eisenhower Boy Scout Waste Paper Salavage Week, making his theatre the focal point of the drive in his locality.

In cooperation with Charles A. Vaneck, chairman of the City Boy Scouts Salvage Drive, arrangements were made to award Medals and Pins from the stage of the theatre "for meritorious service."

A $25 war bond prize has been offered by the theatre to the Scout Troop bringing in the most paper during the entire drive which extends through April.

In addition to newspaper announcements, school bulletin boards made room for notices about the drive and the picture and the local radio station featured it in its weekly quiz program.

Strang has devoted part of his limited lobby space to an exhibition of Boy Scout participation in the campaign and intends to maintain it throughout the drive, thus capitalizing on future picture exhibitions.

Radio Stunt Aids 'Seeing You' Opening at Philadelphia

For the opening of "I'll Be Seeing You" at the Fox Theatre in Philadelphia, Paul Morris, United Artists representative, and Elmer Pickard, manager of the Fox, set up a radio stunt in which five members of the armed forces made telephone calls to their families scattered in various parts of the country. A local radio station announced that telephones would be set up in the theatre lobby from which the three Soldiers and one Wac and a Sailor would talk to their families and that the station would broadcast the conversations.

Newspapers were serviced with photos and stories of the human interest event.

'Burma' Aids WMC in Boston

Paramount and Fenway theatres in Boston, in cooperation with the local War Manpower Commission, arranged a full window display on Warners' "Objective Burma" in the R. H. White Company store. Display showed some of the essential war materials made in New England, with cards urging people to "get a war job."

Endorsement, Coloring Contest Aids 'Caballeros' in Pittsburgh

An endorsement by the Better Film Division of the American Federation of Women's Clubs, was the result of a special screening held for officials of that organization for Walt Disney's "The Three Caballeros" in connection with the picture's showing at the Penn Theatre in Pittsburgh. The endorsement which was added to the organization's list of 30,000 persons.

A coloring contest, sponsored by the public schools, cooperative ads and window displays were other highlights of the campaign.
Loew's Gray Manual Covers All Angles

Highlights from the exceptional exploitation and advertising campaigns essayed by three Loew Theatres in New Orleans, Rochester and Houston have been incorporated into a new manual on "The Picture of Dorian Gray" under the supervision of Oscar Doob for the use of Loew Theatres everywhere.

The three campaigns themselves were so exceptional that the reports from the theatres were made out as single-spaced typewritten copy on forms to nine pages and these contained just details without the usual padding.

The manual of 30 pages reproduces outstanding ads from the campaigns, shows plans of exploitation and ballyhoo and gives detailed descriptions of the exact methods used to accomplish these excellent results.

Working on a premise that the picture would have to be sensationalized to do a successful box-office job the Loew men in the field used every idea they could dream up and every medium available to put the picture across with remarkable results at the box-offices of all three theatres.

Advices from Doob to all Loew Theatres states..."If you have any really good exploitation ideas and you need some extra money for them, let me know..."We can get an unreasonable amount of money you need to sell 'Dorian Gray'...it is okay to exceed your regular local (advertising) budget for extra space for larger ads...and in your recommendation for costs for any special advertising. We'll give you a quick answer.

With all the counter-attack their "sibils" because "I couldn't spend the money," Doob concludes his advice about advertising and exploitation expenditure, "...a cost-cutting operation is one of those rare exceptions; we're not breaking policies or making new ones; just bending the old ones to meet a special situation."

Another part of the manual starts where other exploitation campaigns usually end; after the picture's opening. Discussing the "Gray" run at New York's Capitol Theatre, Doob points out the information that the 35th day of the run was the biggest 35th day any picture had attracted at that theatre and that extra effort to be made on the part of out-of-town theatre managers to continue the advertising after opening to keep exploitation hold-over business.

**Bacall Whistling Contest Is Staged at Capitol in Sioux City**

Highlight of the advance campaign for "To Have and Have Not" at the Capitol Theatre, Sioux City, Ia., was a "Bacall of the Wild Whistling Contest," put on over Station KTRI. The stunt is based on Miss Bacall's utterance to Humphrey Bogart in the film: "If you want something, just whistle." Warners Bros. have been supplying exhibitors with a "whistle transcription" which has been proving very effective as a "call to the box-office," but the staging of a live whistling contest goes several steps beyond.

Two local USO clubs cooperated in the preliminaries, with their hostesses serving as judges, and eight finalists were selected to compete for the championship, with a $25 war bond at first prize.

The station's tombstone announcer was assigned to emcee the contest.

**Shopping Bags Plug Film**

Imprinted paper shopping bags were used by Carl Sherred to promote Columbia's "A Song to Remember" at the Maryland Theatre, Cumber land, Md., who exclaimed: "To save paper 'remember' to carry this bag every day. For a great picture remember to see 'A Song to Remember' at the Maryland."

**Timeliness Is Stressed in Two Campaigns on 'Counter-Attack'**

The exploitable possibilities and timeliness of Columbia's "Counter-Attack" have been demonstrated graphically in the top two exploitation campaigns essayed by managers Bill Depree and Alec Davis of the Lafayette Theatre, Buffalo and the Warner Theatre, Worcester, respectively, in their early showings of the picture.

In Buffalo Depree worked closely with the nearby Bell Aircraft plant, local stores, Russian War Relief and the public library and succeeded in arranging valuable tie-ups through these media. In the Bell Plant posters were mounted on all available bulletin boards with copies. Bell AirCorps and King Cobras have helped make the great Russian Counte r-Attack possible. Now see the story behind it in the Columbia picture, 'Counter-Attack.'

The War and playplays completed the valuable tieup. The Bell house-organ also carried the story of the film, illustrated with stills from the picture the weekend before opening. The bodies of the airplane plant was dressed with a display consisting of photos of the Bell planes with copy explaining "this type of aircraft made the great Russian Counter-Attack possible."

Bacall of the 7-day radio contest over two local stations running three hours each morning and also arranged to have Russian War Relief headquarters in the city mail 500 cards to its own mailing list urging attendance at the picture. The War Relief agency also donated two full windows to the picture in its two branch offices.

Department stores, public and lending libraries, beauty shops, etc., cooperated with window displays and the distribution of bookmarks and heralds.

In addition to generous space from the city's leading newspaper the picture received added sales impetus from the Polish Press, widely read in Buffalo, which ran news stories with accompanying stills in addition to telling the "story in pictures."

Highlight of Alec Davis' campaign in Worcester was his arrangement with a radio station to run a direct wire into his theatre lobby and broadcast hourly news bulletins.

uses 'Local Boy' Angle to Exploit 'Vanities' in Denver

Capitalizing on the "local boy makes good" angle, Manager Ralph B. Batschelet of the Paramount Theatre, Denver, set up an extensive exploitation campaign for his showing of Republic's "Earl Carroll Vanities," utilizing in addition a special front, several window displays, a lobby whisky wagon, newpaper and radio to pre-sell the musical.

The theatre front included blowups of Tommy Ivo, born in Denver and who studied dancing in a local school, with other enlargements of dancing girls, cut-out letters, fitter, etc. Songs from the picture and Woody Herman's name were prominently displayed.

Fourteen window displays, all of which utilized 1x14 stills were set in downtown locations, including a special display in the city's largest music store.

The Jimmy Gallagher School of Dancing at which Tommy Ivo received his dancing instruction cooperated in a campaign which resulted in the sale of 2000 tickets.

Radio was used extensively, including a promotion in which the station announced various names taken at random from the telephone book, with listeners receiving guest tickets if they called the station within a stated period of time following the announcement.

**James Dunn, Betty Smith Aid Springfield 'Tree' Campaign**

James Dunn, 20th Century-Fox star, and Betty Smith, author of "A Tree Grows in Brooklyn," were the focal points around which George Freeman built his exploitation campaign for the picturization of the book, which played his Poli-Springfield Theatre recently.

Harry F. Shaw, division manager for Poli New England Theatres, and Lou Brown, director of publicity and advertising, arranged a reception for the two celebrities at which members of local radio stations and newspapers were present, results of which the newspapers and radio stations reported, building interest in the picturization of the book, benefiting the local showing of the picture.

Radio and newspaper interviews, book window displays and cooperative advertising were also features of the campaign.

Sam Horwitz assisted Freeman in the arrangements.

**Wolfe's Theatre, Buffalo**

**OUTDOOR TOGS DISPLAY. A display of outdoor togs was used in Wolfe's Theatre, Buffalo, to attract attention to the opening of Republic's outdoor Roy Rogers special, 'Utah.' Widespread promotion highlighted the opening. Joseph Rosenfeld was assisted in the excellent campaign by Manager Jerry Ross.**
DENVER

Albert De Bernardi, Jr., drama and film editor of the Denver Post, died following a heart attack.

John L. Steele, raucous, has entered the industry by buying the Select Theatre at Limon, Colo., from W. E. W. Wieselmand, who is going on a long vacation.

W. H. Ostenberg is busy with architects and contractors in an effort to get action on the rebuilding of the Snow-Cluff, Neb., which was destroyed by fire a few weeks ago.

He plans to be building by June and to have the house in operation before the first of the year.

Betty Long, Columbia booker, is on a vacation.

Fox Intermountain Theatres are rebooking and advertising the War Bond drive to-day after May 15 will put on a day-and-date with downtown first-runs. It will pay day-and-date with either the Denver and Esquire, or with the Firemen. This will give South Denver its initial first-run.

Fred P. Brown, United Artists salesman, spent several days in Pt. Boning, Ga., in April to acquaint himself with the routine of the War Bond show which will tour Colorado the last of May and the first of June. Brown will be advance man and liaison for the Colorado War Finance Committee. The show will consist principally of showing the Infantry takes Japanese pill boxes, using all the equipment to kill, including flame-throwers, bazookas, machine guns, etc.

Fox Intermountain Theatre notes . . . C. W. (Stu) O'Brien, city manager, Montrose, Colo., has resigned (the Army); Jack Henry, assistant manager of the Aladdin, Denver, takes the Montrose job; A. C. Stalcup moves from the city managership at North Platte, Neb., to a similar job at Sheridan, Wyo.; Russell Berry moves from Rawlins, Wyo., to the North Platte job; Charles Wallace moves from house manager at Cheyenne to the city manager at Rawlins; Margaret Lansing, Rawlins city manager, to Paramount, Cheyenne, as house manager.

CHICAGO

Four hour shows are on the way out in loop theatres. The last one played McVicker's Theatre with 'Objective Burma' and 'Guest in the House' on a twin bill with shorts which ran beyond that time last week. Managers here report that patrons tire at these long shows.

Most loop first-run houses have single feature bills with shorts. It is a certainty from now on that these long shows will be confined to the neighborhood houses.

The independent Jovan Monroe Theatre is showing "Princess and the Pirate," on a percentage deal. If successful there is no doubt that it will make similar deals for future bills.

Republic's "Flame of Barbary Coast," premiered here at the Essaness Woods Theatre using newspaper, radio, billboards, street cars, and for the first time, poster sheets on the L cars.

The Chicago State Street Council comprising the big stores and the Balaban & Katz theatres on that street have completed plans for V-E Day celebration. Plans call for the closing of the stores if the signal is received during the business day of the victory. If received at night the stores will be closed all of the following business day. As yet what the loop theatres will do on that day is still under consideration.

The office of Alex Manta and Jack Rose are now booking 30 theatres.

W. P. Roche manager Morton Van Praag announced "Strange Illusions," a PRC film will have its premiere at the Oriental Theatre in the loop week of May 4.

Mrs. J. S. Bublik, Essassee partner, has returned following a visit with her son, Lt. Arthur, hospitalized at Springfield, Mo., recovering from injuries received in overseas duty.

A large delegation from the industry attended the funeral of Julius Goodman of the Goodman Harrison Theatre Circuit who died last week.

Interest was at Rosbilh Cemeter.

Sam Lamaskey, business agent of the Film Employees R45 local, announced that Universal and United Artists exchanges started paying their employees the 10 per cent increase allowed by the War Labor Board in its recent decision. The payments are retroactive to Dec. 1, 1942.

Ben Eisenberg, manager, announced that 500 theatres in the Chicago area, including the Chicago, Apollo, RKO Grand, and Rialto in the loop, are showing Columbia films in honor of the Montage anniversary.

June 6 is the tentative date set for the 7th War Loan free movie day here.

Ben Eisenberg, Monogram manager, Abraham Gumbiner, Louis Harrison, Sam Jaffe and Jack Kirsch, theatre owners; Jack Flynn, MGM Western manager; Thomas Flannery and Manuel Smerling have accepted the Leo N. Levy Hospital Association of Hot Springs. The hospital and clinic is free, nonsectarian and is operated under the auspices of the B'nai B'rith.

The Northern Trust Co., trustee, has sold the Monroe Theatre, formerly operated by the Trinix Circuit, to a syndicate headed by James Jovan.

L. T. Com. John J. Manley, formerly manager of the Chicago Arena Theatre has been placed on the inactive list and has accepted an executive position with the Wacker Corporation.

Manley is a navigator aboard the aircraft carrier Wolverine.

Lt. James Gibson, former assistant manager of the Chicago Theatre, has been awarded the Air Medal in recognition of his work in bombing German planes factories. Donald Szobody, also a former employee of that theatre, was promoted to sergeant and has received the Air Medal for bravery in air combat.

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Memphis

Tom W. Young, distributor chairman of the War Activities Committee for the Memphis area, announced that his committee is hopeful that each of 433 theatres in the area will make something toward the War Bond drive May 14-15. "I am appealing to every theatre owner or manager to have a bond show, or a day when the mission will be by bond purchases, or a children's war stamp show. I feel this is a patriotic must for theatremen." Meanwhile, Arkansas has been divided into seven districts and a series of luncheon meetings are being held to work up interest in the bond campaign, exhibitors attending from a radius of 30 miles. Mrs. Edith Evans is chairman of the Newport area where the luncheon was held May 1. Miss Emma Cox of Osceola held her district meeting at Jonesboro, May 2. Paul Jones of Pine Bluff followed up May 3 meeting there and at Eldorado Remond Young and Cecil Culp of Arkadelphia were co-chairmen at a meeting on May 4. M. J. Prunski of Nether Little Rock chairman of the meeting May 8 at Little Rock, and Ollie Brown of Fort Smith will hold his luncheon meeting on May 9. Harry Ruby of Berry has set his meeting for May 10 at Fayetteville.

Phil Williams, advertising and publicity director of the March of Time, was a Memphis visitor last week.

Jimmie Gillespie, 20th Century-Fox exploiter, was in Memphis last week on "A Royal Scam" and "Heavenly Body." The exhibitors were conference on the making of the film.

Cliff Wilson, Monogram booker before induction into the Army recently, has been sent to Fort Sill, Okla., for his basic.

Harry L. Rub, Berryville, Ark., exhibitor, made one of his occasional trips to Memphis. Film Row this last week. Other exhibitors seen around Film Row were L. J. Lambert, Kansas City, representing Commonwealth Circuit in Arkansas; Lyle Richmond of Senath, Mo., John Mohrsted of Hoyt, Mo., Walter Lee of Heber Springs, Ark., John Shaffer of Portaville, Mo., and Whyte Bedford of Hamilton, Ala.

Ben Cimaram of Dallas, district manager of Ra, visited the Memphis branch last week.

Joe Simon, Warner house manager, has returned from New York.

INDIANAPOLIS

Local theatres are having trouble with juve- nile vandalism. Indiana has had to remove all furniture and paintings from the mezzanine for safe-keeping and avoid destruction. Youngsters have pulled down curtains and draperies and destroyed furnishings in rest rooms. Loew's had to remove writing from walls. Lipstick seems to be the favorite weapon. Being freely on walls, one vandal was apprehended by police, and taken to the juvenile aid division during the week after shooting the stencils of heads and causing a commotion among patrons. The situation is far from being under control at present. Several hundred patrons of another community theatre were thrown into a panic last Monday night when two unidentified youth boys tossed torpedoes into the house. Seats at another neighborhood house were marked with knives. Exhibitors report increasing damage to

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Everything

in

"SALOME, Where She Danced"

THAT SPELLS B-O-X-O-F-F-I-C-E
WALTER WANGER'S TECHNICOLOR PRODUCTION

Yvonne DeCarlo and David Bruce in one of the many romantic moments.

Rod Cameron and Walter Slezak vie for the attention of Yvonne DeCarlo, who has just been presented to San Francisco society.

The pursued outlaw, David Bruce, ready to shoot his way to freedom, races across the Western plains.

"A new eyeful" says Walter Winchell
One of the seven veils.

Yvonne DeCarlo does the Salome dance for the wildest, toughest audience ever assembled.

Bruce and Albert Dekker clash wills and swords for love of DeCarlo.
Yes, "Salome, Where She Danced" has everything... everything that adds up to a box-office smash hit. An unusual, romantic story spiked with adventure, suspense and hard-hitting action; an unusual star, chosen for her great beauty and talent; a fine supporting cast—all expertly assembled in a production of outstanding quality.

In other words, Walter Wanger's Technicolor production, "Salome, Where She Danced" is true to the Universal formula, combining the best elements of motion picture entertainment for the greatest pleasure of the greatest number of movie-goers.

WALTER WANGER presents

Salome, Where She Danced

with

YVONNE DeCARLO
ROD CAMERON • DAVID BRUCE • WALTER SLEZAK
ALBERT DEKKER • Marjorie Rambeau • J. Edward Bromberg

Screenplay by Laurence Stallings • From an original story by Michael J. Phillips
Directed by CHARLES LAMONT • Associate Producer, ALEXANDER GOLITZEN • Produced by WALTER WANGER

universal pictures
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their property. Other vandalism reported to police over the week included the breaking of windows in homes, and extensive damage to parked automobiles.

Two popular films on South America were shown on Thursday night at the Central Public Library.

Louis Rogers, ad sales supervisor, 20th-Fox, was in Indianapolis last week on an inspection tour.

Frank Clark, 20th-Fox exploitation director for the Indianapolis area, has returned from Denver for Monday's vacation.

Kenneth Dotterer, head booker at 20th-Fox exchange here, now holds the record as Film Row's busiest booker. During the past week, he handled a five-pound bass in Webster Lake.

Approximately $300 was stolen from a receptacle in the lobby of Loew's Theatre last Saturday night. The money had been donated by theatre patrons to help defray the cost of telephone calls of hospitalized soldiers convalescing at Billings General Hospital, Ft. Harrison.

Gordon Schenck, RKO head booker, has gone to the Detroit exchange to replace Walter Goryl who has been inducted into the Army. Allen Bills, who has been assistant booker here, becomes head booker.

Claude W. McKeen, Warner Bros. manager is ailing. He has been obliged to remain away from his duties for his little improvement.

Guy Hancock, United Artists salesman, who has been a patient at St. Vincent's Hospital, suffering from asthma, has gone to Tucson, Arizona.

Harry Mandell, Film Classics franchise holder in this area, has returned after a week in New York.

Film visitors last week included J. B. Stein, Terre Haute; Morris Reinicke, Terre Haute; Ethel Walsh, Scottsburg; Al Borkenstein, Ft. Wayne, and John Micu, Ft. Wayne. William Eberhardt of the Variety Club staff, who was a patient at the City Hospital last week, has returned to his home.

"Duke" Hickey of the MFPDA passed through Indianapolis last week on his way to the San Francisco conference.

CLEVELAND

Clem Pope, for many years one of the leading figures in the local industry, has tendered his resignation as RKO Theatres district manager due to ill health. Pope has been successively manager of Keith's East 105th St. Theatre, the RKO Palace in this city, and he succeeded to the post as district manager when his predecessor, Nat Holt, left to become assistant to Charles W. Koerner on the west coast. C. Harry Schriber, city manager of RKO Theatres in Cleveland, succeeds Pope as theatre district manager in this area.

Jack Mindstuck, MGM city sales manager since 1943, assumed his new duties as manager of the MGM Buffalo branch last Monday. Mindstuck has been with MGM since 1930 when he joined the Detroit office as booker. Since then he has served as booker in Indianapolis and Cleveland, salesman in Pittsburgh and Cleveland, and finally city sales manager.

Tony Stern, president of the Warner Club, was the moving spirit of the Warner Club party held here Friday (28). Originally scheduled for April 16, the party was postponed in deference to the death of President Roosevelt.

Harry Lande, onetime leading independent distributor in this territory and recently engaged in another line of business, has moved to San Antonio, Texas.

Jack Sheu of the Shea Circuit and his northern Ohio managers were in town for their regular monthly meeting of the Eastern division and on a city council conference. In addition to Sheu, in attendance were Bob Russell, Ashtabula; Bob Rhodes, Akron; Jack Hines, Youngstown; Durward Duty, Dover, and William Gilliam, New Philadelphia.

S/Sgt. William Masmarek of the Air Corp, husband of Margaret Macasby, Republic head-booker, has returned on a 30-day furlough on rotation leave after serving 16 months overseas.

Bob Snyder, head of Film Classics here, reports that the Palace Theatre, Akron, has booked "Whitering Heights" and "Barbary Coast." This is worth noting. The Palace seldom plays reissues.

Mrs. W. A. Smith of Akron is carrying on with the management of the Majestic Theatre where her late husband left off. She was here on a booking assignment during the past week.

M. M. Jacobs, who operated the independent imperial exchange, has acquired Astor Pictures' "One Romantic Night" (originally titled "New Wine") for Northern Ohio distribution. The picture, starring Ilona Massey and Alan Curtis, was originally distributed through United Artists.


Howard Spiess, ex-Cooperative booker, who has been a patient in a service hospital in Corona, Calif., since he was returned from active duty in the Pacific, has been transferred to Segate, N. Y.

A. J. Lindsey, National Theatre Supply advertising manager, is in town convening with local NTS Branch Manager L. H. Walters. Walters announced he is taking orders on American chairs for post-war delivery. Delivery will be made in the order of contracts received.

Dick Wright, Warner assistant zone manager, was in New York on business.

COLUMBUS

May 15 is the deadline for applications for refunds from Ohio exhibitors who have been paying a three per cent sales tax on five-cent candy sales from vending machines. The Independent Theatre Owners of Ohio has warned its members that this does not mean that the state department of taxation will automatically dismiss any that are filed after that date. The Ohio Supreme Court, in a decision handed down Feb. 21, decided that there should be no sales tax on five-cent sales made by vending machines if the sales were separate and apart from other sales which amounted to nine cents or more. It is reported, however, that the state tax department has yet to make a test case made on the general question of refunding taxes.

Bill to repeal the Ohio three per cent admissions tax and to permit Ohio cities to levy their own amusement taxes was killed in a legislative committee session last week. Exhibitor interests in the state vigorously opposed the bill. It was feared that if admission taxes were given to municipalities, the tax might mount to as much as 10 per cent in some cities. The bill's fate was watched with interest by industry leaders throughout the country, since if it had been passed it might have served as an encouragement to other states to do likewise.

From eight-year-old Carolyn Brollier, a victim of last summer's infantile paralysis epidemic, P. J. Wood, secretary of the Independent Theatre Owners of Ohio, received last week a bronze medal in recognition of his work as Ohio state chairman of the motion picture division of the 1945 March of Dimes. Presentation of the medal, inscribed by Nicholas M. Scheneck, national chairman, was made in the offices of Gov. Frank J. Lausche. Ohio benefactors contributed $316,246.28 in the 1945 campaign.

PALM SPRINGS

Palm Springs might be a movie fan's idea of heaven with the Village crowded with film's outstanding personalities.

Virginia Bruce is stopping at the Racquet Club.

Lana Turner and Turhan Bey getting their morning vitamins at Brock's Waffle Shop.

Dave Rose and Capt. Ben Landis have checked in at the Colonial House. Other guests at the Colonial include the Charles Spencer Chaplins, Jimmy Ritz and Lou Irwin, actor's agents.

John Davis is here and was hostess to several men in the service at the Chi Chi.

Mary Livingston and Jack Benny entertained at dinner, Bill Morrow at Roger's Ranch. Morrow, now in the Army, is Benny's former script writer.

Paulette Goddard and Burgess Meredith exulting over the compliments of the day with Randolph Scott and Darryl F. Zanuck.

WASHINGTON

A check for $130,865.87 representing more than 50 per cent of the estimated aggregate funds raised in the District of Columbia for the National Foundation was handed to John Russell Young, president of the board of D. C. commission, and general chairman of the campaign here, by John J. Payette, general zone manager of Warner Bros. theatres, and Carter T. Godfrey, eastern division, Warner Bros. Sales, who were cochairmen of the entertainment committee of the district campaign in the March

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d of Dimes drive. The amount represented the collections in all theatres here which participated in the drive.

A special benefit performance for the Parent Teacher Association was arranged by Claude Land, manager of the Silver Theatre, with Abe Lichtman of Lichtman Theatres who donated the use of the Howard Theatre for the occasion. The presentation was a stagia version of "The Woman," by the Thespian Club.

The Avalon Theatre here in conjunction with the Uptown Washington Lions Club arranged a "free movie" matinee for the benefit of the United National Clothing drive with Frank Sabotka booking "Home in Indiana" for the occasion. Admission was five or more pounds of clothing.

In preparation for its new policy of showing premiere pictures, the Metropolitan Theatre has been given a decorative overhauling. The balcony promenade has been painted and refinished with modern drapes, mirrors and fixtures. New drapes and lighting effects have been added to the stage and throughout the entire theatre. The marquee and street signs have been done over completely, new rest rooms have been installed, and a large check room has been added in the balcony. Further plans call for a renovation of the orchestra pit.

DES MOINES

A new 800-seat theatre with stage facilities will be constructed at Independence, Ia., near the site of the former Grand Theatre destroyed by fire last March. Bob Malek, a United Airlines pilot located at Chicago, has purchased a 60-foot front on the Gedney block property from E. F. Brown, then operator. Malek had owned the Grand which was located in the Gedney hotel block. Malek has engaged the firm of Harrison and Weatherall, Des Moines architects, to draw plans for the theatre.

Tom McCoy, manager of the Orpheum Theatre at Dubuque was about ready to close the house until summer weather arrived when the heating equipment broke down. But instead of closing he looked around and found a 26-year old steam tractor used to run threshing machines. McCoy hooked the steam engine to the alley back of the theatre and forced the steam into the building through a pipe and found it worked satisfactorily. The Orpheum is probably the only house in the country being heated by a threshing machine boiler.

Carroll Lane, former motion picture operator and state representative from Carroll, Ia., has purchased the Crescent Beach Hotel and cottages on Lake Okoboji.

When R. E. Brown, Neola, Ia., theatre exhibitor, takes a vacation, he believes in doing it right with no worries about business. He closed his theatre while taking the vacation.

PORTLAND

Joseph L. Lawrence and D. K. Edwards of Salt Lake City have leased the Star and Mayflower theatres in Weiser, Id., R. G. Frisby, former manager of Salt Lake City, has been appointed manager.

Charles Scouras left for Los Angeles following conferences with department heads of the Everett N. A. State Theatres. In Seattle Scouras was accompanied by Tom Paige, assistant, Eddie Zabel, buyer for the National Theatres, Harry Fox, treasurer and John Berterro, attorney.

Charles Scouras, Paramount exploiter, is on route to Hollywood following a week's confinement in Spokane as a result of an attack of influenza.

Mr. and Mrs. Bell and Mrs. Bell are now operating the Pacific Poster Co., here in addition to their city Film Delivery Service. Charles Stewart, former owner of the Pacific Poster

HARRISBURG

"A Song to Remember" was held over for the second week at the State, where Gerry Hollis, manager, arranged an outstanding promotional campaign. Music stores of the area, the public library and two lending libraries cooperated. Ten thousand shopping lists were distributed by the self-service grocery stores of Harrisburg and vicinity; window displays, one of which featured an old piano keyboard, sheets of music, and flowers, were set up throughout the business area. One department store dress shop advertised "clothes to remember."

Gene Plank, formerly an assistant manager at the Rio, is serving with the Army, as a Sergeant, in Oregon.

Sam Gilman's campaign for "Between Two Women," in its second week at Loew's Regent, boomeranged right back in his lap as he got more than he bargained for in the promotion. He had planned to have three usherettes wear station-wagon coats, bearing on the backs pictures of Van Johnson, and when they were noticed by any of the "boy-to-sox" crowd to offer the photo to the first girl who requested them, providing she was wearing a "sox."

The stunt brought out a crowd of several hundred teen-age girls to both front and stage entrances and the Rio's three usherettes to change their attire in a nearby store, but found this was almost as bad, for the crowd followed the trio, and nearly caused a riot.

OMAHA

Articles of incorporation were filed in Lincoln for a non-profit Civic Theatre Guild of Omaha giving the Community Playhouse its first major competition in 20 years. The new group plans a three-play season this summer at the Sokol Auditorium. The action was taken following the resignation of Berne Enslin, director of the Community Playhouse, who will direct the production of the new guild, headed by Max Hill, Clarence Tool, president of the Playhouse, said Enslin was leaving by "mutual agreement" after a difference of opinion as to whether the Playhouse should be "amateur" or "semi-professional."

Omaha is bidding for the premiere of "Captain Eddie." Rickenbacker first worked here as a mechanic, got his initial experience as a driver of racing cars and really received the inspiration to become a plane pilot.

Constance Moore, star of Republic's, "Earl Carroll Vanities," comes from Sioux City, Ia., where her father still owns a grocery company. Laura Bacall was in Omaha three years ago modeling for a women's apparel show. It wasn't news then, but now it is.

Russell Fraser, Des Moines, new publicity chief for Tri-States Theatres, spent several days in Omaha.

Ed Lurie, publicity man for Monogram, also was in this city. Accompanying him for interviews with the newspaper and radio stations was Emile Wanatka, who housed the Dillinger gang.

FOR SUPPORT IN DRIVE. Gov. Maurice Tobin of Massachusetts presented a telegram to E. A. Cuddy, state chairman of the Dimes campaign for the motion picture industry. Award is in recognition of the wholehearted cooperation rendered by the exhibitors of Massachusetts in the 1945 Dimes campaign. Pictures here are: (1-2): Max Melnick, Warner Bros.; Circuit Management Corp.; Joseph Brennan, Allied Theatres of Mass., Inc.; Gov. Tobin; Arthur Howard, Affiliated Theatres Corp.; and Cuddy, M & P Theatres.

Omaha Co., has become co-owner of the Theatre Utility Service Co. here.

Henry Heise has gone to Arizona with the hope of recovering his health.

M. F. Merrick of the Rio Theatre, Portland, is a guest of Vete Stewart, Seattle manager for Warner Bros.

Exhibitor booking films on Seattle Film Row included: Ben White, Poulsbo; Bill Porter, Portland; W. B. McDonald, Olympia; Mike DeLeo, Pt. Townsend; Clarence Baur, Bremerton; Don Bonnalle, Friday Harbor; Walter Vellet, White Center; Mr. and Mrs. W. A. Cochran, Snoqualmie; Chet and Sue Nilsson, Tacoma.

Guy Navare, well known exhibitor is convalescing at his home following a recent illness.

Circuit officials here report that the patronage in suburban theatres is gradually showing marked improvement. The belief is shared by many of the downtown theatres who assert while there is no marked evidence of it yet, patrons are getting out of the habit of rushing to the first-runs.

R. W. Carruthers of Regina has taken over the management of the Enderby Community Theatre at Enderby, B. C., from F. S. Routlen,
He's GREAT with a gun... and he's got to kill!

The Great FLAMARION
"GREAT WITH A GUN"

ERICH VON STROHEIM · MARY BETH HUGHES

with DAN DURYEA · STEPHEN BARCLAY

ANTHONY MANN—Director · Screen Play by ANNE WIGTON, HEINZ HERALD, RICHARD WEIL · Story by ANNE WIGTON
Based on a character "BIG SHOT" by VICKI BAJM from Collier's Magazine · Producer—WILLIAM WILDER

A REPUBLIC PICTURE
REGIONAL — Continued

James O'Keefe, 20th-Fox exploiter, was host at a gathering of newspapermen and their wives following a preview of "A Royal Scandal." Warners sent out invitations for a screening of "It Happened in Springfield" to the Police Department, social workers and educators.

Alice Porter, who resigned from the War Department that her fiancée died of wounds received on Iwo Jima, letters were received at the 20th-Fox exchange from William Pope, stationed with the Air Force ground crew in England, and Tony Kohlman, former booker, now with the Army in Germany.

Bert Rosenbaum has been added to the Columbia booking staff.

Lev Bagle held a War Loan drive meeting 20th-Fox employees.

Exhibitors booking on the Row last week included Lloyd Rogers, Welch, W. V.; Mrs. Mac Tye, 20th-Fox, starring Friz and Bill Lulieb, Chakeres Circuit, Springfield.

The Universal Club presented Amy Barker, a recent bride with a beautiful chime clock.

Nathan Halperin, Universal, is convalescing at the Jewish Hospital following an appendicitis operation.

DETROIT

Because two nearby movie theatres obtained better film bookings, Nicholas George, operator of the Allen Park Theatre had to give away dishes and present vaudeville acts in order to meet the unfair competition, he charged in Federal court here. George filed an anti-trust suit against 10 Hollywood film distributors. He charged them with conspiring in their sales of exhibitors' rights to the Lincoln Park Theatre and United Detroit Mel Theatre in Melvindale. He asked damages for alleged losses resulting from the unfair competition.

Attorneys for the Fox Theatre building failed to have the increased tax assessment reduced by the Common Council. The attorneys said their arguments that the theatre had become obsolete and that the increased taxes encouraged an extension of the potential slum area. The assessment was increased from $5,064,900. The theatre attorneys filed an appeal.

PHILADELPHIA

All exchanges are scheduled to be closed next Monday, (5). A high percentage of participation in the exchange's meeting for the Seventh War Loan drive at the Ritz Carlton Hotel. Meetings were held up-state all week as follows: May 1, Allentown; Fox exchange; Barre; 3rd, Pottsville; 4th, Harrisburg; concluding in the big meeting on Monday. Sidney Samuekon, area drive chairman, George Smith, district distributor chairman; Samuel E. Appleget, district distributor head; Bob Lynch, Lou Finske, Ulrik Smith, George Beattie, Al Davis, Sam Gross, Mort Magid, Larry Williams, William Maisell, Joe Engel, Herb Given, Charles Zagrands, Albert M. Cohen, George Fishman and Mike Weiss were expected to be present.

Of interest to the industry is the annual statement of City Treasurer Edgar W. Bair, Jr. for 1944, which shows that the city received $1,457,719 from amusement taxes; $5,525 for amusement licenses and $3,627 for amusement permits.

Edgar Wolf, manager of the Wyna Theatre, is ailing in the Presbyterian Hospital. Al Reh, manager of the Mastbaum Theatre, celebrated a birthday this week.

Frank Hammerman, Republic salesman, has resigned to become manager of the RMC exchange.

Lt. Jack Harris, former manager for the Allied interests, and a son of Ben Harris of the American Film Exchange, was a Vine Street
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visitor this week.
Jerry Myers, former manager of the Bell Theatre, is back at the theatre after receiving his discharge from the Army.
Sam Hersch of Royal Pictures in California was a visitor to the independent exchanges last week.
The industry committee in charge of the activities for the Seventh War Loan for Eastern Pennsylvania, Southern New Jersey and Delaware dedicated its efforts in the drive in honor and memory of the late President Roosevelt and adopted the slogan "Carry On!"
Jay King, manager of the Yorktown Theatre, Elkins Park, a Philadelphia suburb, and chairman of the War Activities Committee theatre division, Montgomery County, recently turned over to Raymond K. Mensch, treasurer of the county chapter of the National Foundation for Infantile Paralysis, a check for $6,370 representing 50 per cent of the collections taken in the 27 theatres in the county from January 25 to 31.
Benny Glaze, projectionist at MGM, celebrated a birthday last week.
Joe Lutz, projectionist for the 20th Century-Fox exchange, boasts of a thriving antique business as a sideline.

BOOKERS of the various exchanges here have gone over to Local F-7 from Local B-7.
J. Howard Smith, 20th Century-Fox salesman, who left for the Pacific Northwest 24th, was accorded a dinner by the Family Club at the Variety Club rooms.
Ann Murray, head cashier at RKO, was married last week to Jimmy Munday, not connected with the industry.
United Artists New York district manager Sam Leibowitz was a visitor to the local branch last week.

NEW YORK

Rumors circulating on Film Row here these may weeks— to the effect that a showdown was looming on the question of the distribution of the many theatres that had shown discrepancies in returns paid and actual grosses on percentage deals— found support this week when this department obtained confirmation that Warner Bros., had reached a settlement of additional payments to the distributor by several theatres. The houses, all of which are booked by the Brandt Theatres, included the Kisco, Mt. Kisco; Rome, Pleasantville; Amelia, Amelia, N. Y. (all of the foregoing are operated by the Sunburst estate), and the Edison, Penny, White Plains, Bronx, and the Music Hall, Tarrytown, N. Y.
RKO has withdrawn "Dumbo" "Bambi" and "Snow White" from screen. The bookings and extended playing time of "The Three Caballeros." The bookings were earned by the staff of 20th Century-Fox inclusive of the overage earned by IS on the sales force as a result of the anniversary drive was converted into the purchase of $10,000 worth of bonds for the 7th War Loan.
The Rex Theatre here closed April 22.
The Arcade on upper Broadway was partially destroyed by fire April 19 and has been closed indefinitely.
In a letter from Lewis Martin of the Majestic, Paterson, N. J., the exchanges were informed that a letter of protest had been issued by Local 71 to the Service had been appointed its booking agent.
A report that Confidential Reports was seeking the services of the bookings department for ten salesmen in the industry to complete their personal was denied by Jack Levin, general manager. Levin stated that they men sought preferably are men who have had no previous experience in show business because he believes they are more adept for training in the type of service process than to render. Preference will be given to ex-service men and men who wish to augment their incomes, he added. The booking office seeks to purchase situations.
The rate of pay, Levin said, is $8.75 daily, plus incidental expenses.
Irving Lester, general chairman for the New York area War Activities Committee for the industry, has requested all theatremen attending the breakfast at the Waldorf-Astoria Hotel, May 8, to be on hand and at their tables by 9 a.m.

Police Commissioner Valentine appealed to the exhibitors assembled at the luncheon of the ITOA for their contributions of $1 each as members in the Police Athletic League as a crime deterrent and prevention of juvenile delinquency. The enthusiasm by the exhibitors prompted one to ask whether he could obtain 50 memberships.
Edward K. (Ted) O' Shea, MGM Eastern sales manager, will celebrate on May 10 his silver anniversary with the company. On January 3, he celebrated his silver wedding anniversary.
Stanley W. Hand, publicity manager of Allied Service, and Mrs. Hand announced the birth of a son, Owen Kenneth, April 26, at the Park West Hospital.
Max Wallach, New York exhibitor, while on duty as a bus boy at the Stage Door Canteen one night last week dropped his tray and made his way hurriedly to a soldier wearing the insignia of the first Army. His agitation was due to the fact that he had not heard from his son who is also with the 1st Army, in over three weeks. Questioning the soldier, Wallach received the assurance that he knew his son and reported him all right. Wallach's son was 20 years old on the day of the incident. The soldier had been sent home to recuperate from wounds.

ST. LOUIS

Henry H. Klaverkamp and Ralph W. Bau have filed new suits in the St. Louis Circuit Court in a joint effort to obtain $107,000 in damages from the officers and trustees of the St. Louis Theatrical Brotherhood, Local 6, an affiliate of IATSE, on the ground that the union has illegally assessed and deducted from the salaries in excess of the dues charged to other members of the organization and that they also had been blacklisted by the union. The former stage hands filed similar suits in February, 1944, which were dismissed last December when the court sustained a demurrer filed on behalf of the defendants. A joint suit that had apparently been shown. It was stated that their petitions failed to cite the actions of the union's by-laws in the content of the proofs contained that the legal assessments for membership dues was only five per cent of salary. Klaverkamp and Bau said they were members of Local B-2, an auxiliary union of No. 6, and when they obtained employment under the jurisdiction of Local No. 6, they were assessed 15 per cent of their salaries between January 4, 1935, and August 5, 1943, when they allege they were blacklisted and subsequently were unable to obtain employment as stage hands. Klaverkamp demands $35,250 in the lawsuit, punitive damages and $2,575 in money due in overpayments in union dues, while Bau seeks $50,000 actual and punitive damages.

A Japanese regimental flag captured in the Philippine Islands by Fic. Dimitrios James, 20, of Tompkinsville, Pa., son of Tomm James, owner of the Comet, Douglas, and Strand theatres, St. Louis, has been forwarded by the young soldier to his parents together with a certificate authorizing him to keep the battle trophy in the Army museum, before entering the Army in 1943, attended a local high school and assisted his father in the operation of the theatres. He was recently awarded the Bronze Star for heroic action action in Luzon.

Robert C. Cluster, Salem, Ill., theatre (continued on next page)
operator of Southern Illinois was hospitalized at St. John’s, Richmond Heights, Mo., for several days and has returned to his home.

Frances E. Barrett, daughter of David F. Barrett, St. Louis trade paper correspondent, returned to her home following an emergency appendectomy performed at the Missouri Baptist Hospital.


Some 200 in the industry in greater St. Louis, Eastern Missouri and Southern Illinois attended a luncheon meeting at the Coronado Hotel last Monday to hear the details in the plan of campaign for the 7th War Loan drive. Al Stetson, personnel director of the Fanchon & Marco-St. Louis Amusement Co., acted as toastmaster in the absence of Harry C. Arthur, Jr., War Activities chairman for St. Louis.

Ted Lending, manager of the Kirkwood Theatre, Kirkwood, Mo., during a recent “standing room only” period at the house, observed a patron munching a dry sandwich as he waited patiently for a seat. “You ought to have something to wash that down with, brother,” Lending said. With that he made for the stairway to his living quarters and reappearad with a bottle of ice-cold beer which he gave to the surprised patron. “It’s on the house,” said Lending.

Ethan A. E. Shepley, St. Louis attorney and a member of the local panel of the American Arbitration Association, recently has had two new assignments handed to him. He was the chairman of the Missouri Constitutional Convention’s taxation and revenue committee, and now with Richard S. Rigter of Kansas City, has been selected by Howard Elliott, speaker of the Missouri House of Representatives, to help a House committee draft legislation revising the tax laws to bring them into line with the new constitution voted in February.

In Fanchon & Marco Enterprises, Inc., appellant, against Thomas N. Dysart, et al, respondents, pending before the Missouri Supreme Court at Jefferson City, the respondents’ brief with the case has been filed.

Harry Crawford, manager of the Missouri Theatre, apparently has been confused with Wahoo Sam Crawford of the Detroit Tigers of the early 1900s, for he has been invited to participate as an instructor in the local baseball school for juveniles. Opinion here is that he doesn’t know a bat from a ball.

The case of Brandriff vs. Ansell Amusement Co. has been dismissed in Federal Judge George H. Moore’s court for failure to prosecute and for failure to comply with an order of the court entered April 21, 1943.

MILWAUKEE

Nick Coston, assistant manager at the Riverside Theatre, is functioning as relief man during vacations.

Robert Kujawa has been appointed assistant manager at the Alhambra Theatre, while Thomas Cos is the new doorman.

The favorite luncheon spot for the Row, especially Metro, is called the Snake Pit.

Exhibitors booking films on the Row here included Ray Lenz, Pastime, Horicon; Charles Coulson, Badger, Stoughton; Frank McWilliams, owner, and Robert Hutchings, manager of Home and Portage, Portage; Charles Perrizzo, Badger, Oneonta; Mrs. Walter Kursenski, Douglas, Racine; H. Franke, Brookfield.

Rose Granell of the 20th-Fox personnel paid a visit to her husband, Sgt. Jack C. Granell, stationed at Scott Field.

James Coston, Warner zone manager, arrived here for conferences with Al Kvool and Mark Breeze, circuit executives.

The Milwaukee Historical Museum offers plenty of interest to showmen with its copies of rare movie theatre and legitimate theatre programs.

BOSTON

William Hurlburt, Monogram franchise holder in Detroit conferred here with Herman Riklin, Monogram vice-president.

Max Selette, formerly with the Boston Latin Quarter, has been appointed manager at the Metropolitan Theatre, Providence.

Dan Seletsky, M & P booker, is a patient at the Beth Israel Hospital.

Sam Paik, manager with National Screen, is head shipper with PRC, replacing George Jefferson.

Jerry Wechsler, WB sales manager, and Mrs. Wechsler celebrated their 24th wedding anniversary.

Rumor has it that the M & P Theatres have purchased a plot of land in the center of the Quincy-Fenway district and plan to build a large theatre on it.

‘San Pietro’ Depicts An Action in Italy

A segment of the Italian theatre of war long overshadowed by the prevailing phase of the struggle in Central Europe and the titanic task still ahead in the Pacific area, was revealed in “San Pietro” at a private screening held in New York last week by the War Activities Committee of the Motion Picture Industry for the trade press in advance of the film’s distribution under Warner Bros. headings.

Produced by the Signal Corps of the Army Pictorial Service and released through the Office of War Information, it is a 38-minute pictorial report on the film of the action for the possession of the Liri Valley in Italy.

With an introduction by Gen. Mark H. Clark of the 5th Army describing the strategic purposes of the Italian campaign to draw as many German forces from the Russian front and the French coastal areas and to contain them on the Italian Peninsula, the film fades into the action as a small group of combat elements under Maj. John Huston attached itself to the 143rd Infantry Regiment of the 36th Division with a mission of photographing one complete battle as seen from the side of the Infantry.

The record is grim, pulls no punches, and death on both sides tells the reality of the struggle with the obituary of mortals as a last requiem for the fallen.


Philadelphia Tent Donates $7,500 to Fight Delinquency

The Variety Club of Philadelphia has projected its activities into the civic welfare of that city by voting $7,500 from the club’s Treasury for purchase of gymnastic equipment and for the maintenance of the Mahlon Lewis Community House, situated in the heart of Philadelphia’s colored residential district. This charitable undertaking marks an additional public endeavor to the Philadelphia Tent’s established work in connection with the National Commission for the prevention of juvenile delinquency, and was motivated by the desire to help stamp out juvenile delinquency and the prevention of crime.

The purpose of the additional charity is to support the work of crime prevention and juvenile delinquency as conducted in the Quaker City by a group headed by Judge Nochom Winnet of the Municipal Court.

A committee appointed by Clint Weyer, Philadelphia club chairman, after a meeting with Judge Winnet, thought so well of the project that it subsequently accompanied him to Baltimore to attend the dedication of a boys’ club sponsored by the Baltimore Tent.

Yates Returns to New York After 2 Months on Coast

Herbert J. Yates, president of Republic Production, Inc., returned to New York this week (May 3) after a two months trip at the company’s North Hollywood studios. He was accompanied by William Saal, his executive assistant.

While on the coast Yates sparked studio plans for the celebration of Republic’s 10th Anniversary and formulated plans for forthcoming productions, including the scheduling of the company’s “first feature film since the beginning of the war," to be produced this July by Frank Borzage as his first production under his recently signed producing-directing pact.

'HERE'S HOW WE'LL DO IT.' Carl Shalit (seated), Columbia’s central division manager, explains to his five branch managers some of his plans to put the central division in first place in the Montague 20th Anniversary Campaign. Standing around the desk (l-r) are: W. Guy Craig, Indianapolis; Joe Ginn, Detroit; R. C. Hill, St. Louis; Joe Miller, Albany; Phil Fox, Buffalo.

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NO MATTER WHAT ELSE YOU HAVE TO DO TODAY, TAKE TIME OUT TO READ EVERY WORD OF THIS WIRE:

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION
A. N. WILLIAMS
PRESIDENT

SYMBOLS
DL = Day Letter
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LONG SL13 NL PD NEW YORK N.Y. APR. 25, 1945

STEVE BROIDY CARE MONOGRAM PICTURES CORP.

"DILLINGER" SMASHED ALL EXISTING RECORDS OPENING DAY VICTORIA THEATRE DESPITE HEAVY RAIN ALL DAY. 700 SEATS NET RECEIPTS FOR DAY $6020.88. WITH TEN SHOWS "DILLINGER" PLAYED TO 8100 PEOPLE WHICH WITH SEATING CAPACITY OF 700 MEANS THAT IN ADDITION TO FILLING EVERY SEAT FOR EVERY SHOW, THERE WERE 1100 STANDEES DURING THE DAY, PROBABLY MOST AMAZING RECORD HUNG UP BY ANY MOTION PICTURE IN ANY THEATRE ANY TIME. THIS SURPASSES GROSS FOR SUCH PICTURES AS "NORTH STAR", "WILSON", "FIGHTING LADY". NECESSARY HAVE POLICE CONTROL CROWDS. AUDIENCE REACTION EXCEPTIONALLY GOOD.

MAURICE MAURER
VICTORIA THEATRE BROADWAY NEW YORK

Make way for MONOGRAM!

"DILLINGER" A KING BROTHERS PRODUCTION
Featuring Edmund LOWE • Anne JEFFREYS • and introducing LAWRENCE TIERNEY as John Dillinger with EDUARDO CIANNELLI • MARC LAWRENCE • ELISHA COOK, Jr. • Directed by MAX NOSECK • Screenplay by PHILIP YORDAN
THEATREMEN AT KAYE COMEDY PREVIEW. Several theatemen were among those who attended the trade screening of Samuel Goldwyn's "Wonder Man" held last week by RKO Radio at the Astor Theatre on Broadway. Some of them are seen here, along with studio writer Don Hartman and Danny's brother, Larry Kaye. Left to right: Jack Harris, Walter Reade circuit; Bernie Meyerson, Fabian Theatres; Harold Rinzer, Randolf Force Circuit; Hartman; Lucille Tenanbaum, Century Circuit booker; Kaye (Larry).

Short Subject Reviews

Kickapoo Juice (Amusing) Col. (6602) Lil Abner Cartoon 7 mins.

Lonesome Polcaet and Hairless Joe are as amusing as any two characters which have come out of the inkpot into the cartoon world. Into this Technicolor adventure of Lil Abner, Mammy Yokum enters the lists on Daisy Mae's side hoping to get the elusive Abner to marry the poor girl. The fun really gets under way when Mammy starts mixing dynamite with the drinks of Dogpatch's two bachelors, Polcaet and Hairless Joe. It helps some but it does not solve the problem of tying the knot between Abner and Daisy Mae.

When GI Johnny Comes Home (Exceptional)

Paramount (P4-3) Noveltoon 8 mins.

This should send audiences out humming and whistling. With some in Technicolor, the cartoon screen song is an up-to-the minute adaptation of the popular song When Johnny Comes Marching Home, and has been given a rollicking treatment with the aid of the bouncing ball which accents the words and rhythm. The original melody has been embellished with modern lyrics, with the cartoon animation tying in with the words of each verse of the song. It's a natural for a tieup with local music stores.

The Iron Masters (Excellent)

Col. (6807) Sport Reel 91/2 mins.

Narrated by Bill Stern and featuring Jug McSpadden and Byron Nelson, this cinematic golf lesson will prove interesting and entertaining even to those who don't play the game. The ease with which these two masters smack a ball right up to the pin will cause envy to spring in the heart of every duffer and amazement from every moviegoer.

The Master Key (Good Action)

Universal Serial—13 Chapters 17-20 mins. each

Based on the activities of a group of Nazi spies in America in 1938, "The Master Key" develops, chapter by chapter, the devious, unbelievable but interesting means by which a plan for control of American Business was attempted. There is nothing, if not action, in each chapter winding up each time with the usual death-

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THE GAY SENORITA (Comedy-Drama. Principals: Jinx Falkenburg, Jon Bannon, Thurston Hall, Steve Cochran. Director, Arthur Dreifuss. Plot: A wealthy American contractor plans to destroy an entire block of the Mexican quarter, and build a warehouse on the site. His plans are thwarted when his nephew falls in love with the granddaughter of the Mexican's leader and they conspire together to save the historic old street from destruction.)

RUSTY (Comedy. Drama. Principals: Ted Donaldson, Conrad Nagel, Margaret Lindsay. Director, Paul Burnford. Plot: Story of a boy who finds an ex-German war dog, who was brought to America by a discharged soldier, and is determined that the ferocious animal shall take the place of his beloved pet who was killed by a car. His efforts to keep the dog for his own lead to the arrest of two German secret agents and also re-unite his father and his step-mother.

TOMORROW IS FOREVER (RKO) Drama. Principals: Claudette Colbert, Orson Welles, George Brent, Irving Pichel. Plot: Believing her husband to have been killed in World War I, a young woman (Welles) is supposed to be the wife of a supposedly dead husband returns to America, only to discover that he has a son that he has remarried. Keeping her secret from everyone, her husband wins and it is not until after his death that his identity is revealed.

Cast as Theatrical Agent

William Halligan, character actor and former New York theatrical agent, has been cast as a New York theatrical agent in B. G. DeSylva's "The Stork Club," starring Betty Hutton.

Jones to Produce 'Break-up'

Paul Jones has been assigned by Paramount to produce "Break-up," an original screenplay by Richard Flournoy, co-author of "The More the Merrier" and director of the screenplay of "The Affairs of Susan."

NEWSREEL SYNOPSIS

MOVIETONE NEWS (Vol. 27, No. 70)—San Francisco Peace-parade goes to work; German parachute forces execute Mussolini; World's mightiest carrier named for Roosevelt; Army asks more fat salvage; Pierce battle rages for Okinawa.

NEWS OF THE DAY (Vol. 16, No. 263)—Last days of war in Europe; Battle ordeal for Americans in grim fighting on Okinawa; World security spotlight on Soviet Communist Motors; Mightiest U. S. aircraft carrier named for Franklin Roosevelt; Fisherman's paradise for veterans; Appeal to Mrs. America.

PARAMOUNT (No. 71)—Security Conference tackles first problem; Mussolini is caught by Italian patriot forces and executed; Army calls for more waste fat; New carrier honors Franklin D. Roosevelt.

RKO NEWS (Vol. 16, No. 73)—Delegates from every part of the world attend the United Nations Conference; U. S. warship is christened the Franklin Roosevelt; Army asks for more fat salvage; precarious and Japanese planes.

UNIVERSAL (Vol. 17, No. 94)—World Parade gets down to business; Mussolini is executed; Carrier is named for Franklin D. Roosevelt; Yanks advance on Okinawa; Major General Hardrig urges fat salvage.

MOVIETONE NEWS (Vol. 27, No. 69)—Generale Eisenhower, Bradley and Patton visit captured prison camp where the Nazis killed thousands of enslaved laborers; United Nations gather to form an organization which will prevent future wars at Peace Conference at San Francisco.

NEWS OF THE DAY (Vol. 16, No. 267)—Official U. S. Army films offer horrifying proof of Nazi brutality—scene that General Eisenhower wants every American to look upon; last war crime of the ghastly brutality that has shocked the world; President Truman opens Peace Conference in San Francisco.

PARAMOUNT (No. 70)—United Nations Conference on International Organization opens in San Francisco without fanfare and dedicated task; General Eisenhower visits concentration camp liberated by the 3rd Army.

RKO NEWS (Vol. 16, No. 72)—Allied troops advancing inside crumbling Germany, uncover evidence of horror of organized German brutality; German attempts to help formulate the plan for peace, men of good will from forty-six United Nations gather for the San Francisco Conference.

UNIVERSAL (Vol. 18, No. 393)—The Peace Conference, now famous for revealing the unbelievable brutality committed by the Nazis in their murder camps; San Francisco Peace Conference is officially opened by Secretary of State Stettinius.

ALL-AMERICAN (Vol. 3, No. 132)—Mrs. Bethune off the Peace front: Congress; Harlem Boys' Club picks most popular kids: Air hero is laid to rest in St. Louis; Chicago piles join the large brigade; "Y" jury selects "Best Built Man"; Negro clergyman made Bishop by Episcopal Church.
WHEN sound pictures were first made possible by Western Electric, a lot of people thought this new development was just an interesting novelty—too imperfect and too expensive to last. A passing fad.

It took real vision to see what that early sound might one day become.

Vision on the part of scientists who knew how much better sound could and must be made.

Vision on the part of producers and exhibitors who realized that sound meant greater realism which was bound to build greater than ever box office.

Continuation of that same brand of vision and incentive will be needed after the war. The scientist and the engineer have learned much in these last few years of accelerated war research. They possess the knowledge and the desire to have sound contribute even more to making the motion picture one of the world's greatest forms of entertainment.
NEW CAPRAS-BRISKIN FIRM INCORPORATED AT MILLION

Officially launching Hollywood's newest major production company, Col. Frank Capra and Samuel J. Briskin have filed $1,000,000 articles of incorporation for Liberty Films, Inc. with the corporation commissioner in Sacramento. Attorney David Tannenbaum of the firm of Swarts and Tannenbaum organized the corporate setup. Liberty Films, the name under which Capra and Briskin plan to produce some of the screen's most important independently-made product, has a capital stock of $1,000,000, represented by $750,000 preferred and $250,000 common, with a par value of $100 per share for each block of stock.

While Capra remains in the Army, completing his assignments, Briskin is going ahead with organizational plans. The partners have not indicated the organization through which they will release. It is known that Capra-Briskin have been negotiating for rights to the stage hit, "Harvey," and that either this or "The Flying Yorkshireman" will be their first production.

RKO RADIO SELECTS JAMES WARREN AS ITS NEW WESTERN STAR

James Warren, college athlete signed by RKO Radio on a long-term contract, will be this studio's new western star, making his bow as a stagebrush hero with that company in a screen version of Zane Grey's "Wanderer of the Wasteland." As a sort of a dress rehearsal for his new role, Warren will first appear as a movie cowboy, one of the leading roles, in "Ding Dong William," screen version of the Richard English magazine stories.

Robert Mitchum, who recently completed "Ne- vada" and "West of the Pecos," two of the eight Zane Grey stories to be filmed by RKO Radio, has been called into the U. S. Army and is now at Fort McArthur.

SET CAMERA DATE FOR 'DIARY'

"The Diary of a Chambermaid," starring Paulette Goddard, which Burgess Meredith and Jean Renoir will respectively produce and direct for RKO Radio, will face the cameras on the first week in June, provided strike problems do not interfere. Conflicting commitments prevent Dudley Nichols, originally identified with the project, from doing the dramatization of the Octave Mirbeau classic.

FOX TO MAKE 'U' WESTERNS

Wallace Fox has signed a term deal at Universal as a director-producer of westerns. He will have charge of the program of westerns, of which Universal makes seven a year. The first two will be "Rodeo Cyclone" and "Man from Powder River."

TWO MORE FOR WALLACE

Richard Wallace, who recently completed "Kiss and Tell," has been signed by Columbia to direct two films during the coming year.
Republic to Star Don Barry
In Three Gangster Dramas

Immediately following completion of his starring role in ‘E. Jocelyn White’s mystery-thriller for Republic, “The Crooked Mile” which goes before the cameras soon, Donald Barry will be starred in three gangster films by the studio, based on the lives of three of America’s most notorious gangster-killers. Barry will also collaborate with the writers on the screenplays, according to William O’Sullivan, who will produce the group.

First of the trio will be “Baby Face Nelson,” on the screen treatment of which Barry is collaborating with Royal King Cole, writer. Next will be “Gang of Kansas Gray,” based on the official files of “Ma” Parker and the Karps gang. Last of the trio is to be “Pretty Boy Floyd,” the story of that gangster and his pal-in-crime, Red Hamilton, who with shorn-haired Bonnie Parker, terrorized Texas.

‘Guest Wife’ Made in 53 Days
As Location Trips Are Canceled

Elimination of location trips during the filming of the Jack H. Skirball—Bruce Manning film comedy, “Guest Wife,” which was directed by Sam Wood for United Artists release, resulted in the picture being filmed in the record period of 53 days. Substitution of special photographic effects and more extensive stage settings for distance locations, enabled Wood to keep his actors working virtually without interruptions. The film set a new record for the number of consecutive days the actors appeared before the cameras.

Don Ameche and Claudette Colbert are co-starred in the romantic comedy which features Richard Foran. The cast includes Grant Mitchell, Charles Dingle, Maurice Costello and Chester Clute.

Boy Choristers Signed for Film

The St. Luke’s Choristers of Long Beach, famous boys’ choir, have been signed by Leo McCarey as the 8th grade graduation class in “The Bells of St. Mary’s,” first Rainbow Production for RKO Radio release starring Bing Crosby and Ingrid Bergman. Choristers are conducted by William Ripley Dorr.

In Washington for Conferences

Dore Schary, Selznick International producer, and Allen Rivkin, writer, were in Washington this week attending the meetings of the, better known as General Alexander Vandegrift, Commander of the United States Marine Corps, on the film version of Niven Bush’s best-selling novel, “They Dream of Home.”

Martha Sleeper Back to Screen

Martha Sleeper, who left Hollywood nearly nine years ago to devote her talents to the Broadway stage, returns to the screen with a prominent role in “The Bells of St. Mary’s,” Rainbow Production being produced and directed by Leo McCarey for RKO Radio.

MG M Signs Jan Clayton

Jan Clayton, currently featured in the Theatre Guild hit, “Congo,” on Broadway, has signed to a new long-term contract at MGM. Her first picture for the studio was “This Man’s Navy.”

Hubbard Signs With Universal

Lucien Hubbard has signed a term deal at Universal to write and produce two pictures yearly. Hubbard was formerly with Metro-Goldwyn-Mayer, Paramount and Fox.

RKO Radio Swings Into Tune Groove With Musicals

RKO Radio is swinging back into the tune-film groove. Its current production schedule counts more musicals than it has known in the past six years.

In editing stages are “George White’s Scandal” starring Joan Davis and Jack Haley, and “Sing Your Way Home,” starring Haley, Anne Jeffreys, J. Carrol Naish, Mr. McGuire and Glenn Vernon. “Radio Stars on Parade” is before the cameras. This novelty comedy musical stars Wally Brown, Alan Carney and Frances Langford. Cantinflis, Mexico’s famed comedian, and George Murphy will star in “The Magnificent Trump.” Lena Horne and an all-Negro cast will be featured in “Sweet Georgia Brown.” The studio will also film George Abbott’s Broadway hit, “Beat the Band.” Eddie Cantor’s new musical, in which Joan Davis will co-star, will have a western background. Frank Sinatra will sing again for RKO Radio in “Bar of Music,” his third picture for the studio. Bringing the total of musicals to 10 will be “Riverboat Rhythm” and “Ding Dong Williams,” musical based upon the Richard English magazine stories and starring Glenn Vernon and Marcy McGuire.

3 Monogram Films for May

Three new films will be under way at Monogram during May. “Sunbonnet Sue,” Scott R. Dunlap production with Gale Storm and Phil Regan, with Ralph Murphy directing, has already started and will continue through most of May. Starting May 15 will be the third of the current season’s “Cisco Kid” films, with Duncan Renaldo starred; and “The Cobra Stripes,” sixth of the Charlie Chan series starring Sydney Tolter, goes before the cameras on the 25th.

New Monogram Casting Director

Menifee J. Johnstone, for the past 18 years head of her own organization as Hollywood artists’ representative, has been signed as casting director at Monogram studios, according to announcement by Trem Cary, executive producer. Rose Alexander, former secretary to Casting Director Paul Cox, becomes assistant to Miss Johnstone.

PARTNERS IN PICTURE-MAKING

Don Ameche (left) the star, Jack H. Skirball (center) the producer, and Sam Wood, the director, discuss their recently formed partnership arrangement in connection with the making of “Guest Wife,” in which Ameche co-stars with Claudette Colbert. Under “a new arrangement,” Ameche and Wood are partners with Skirball and Bruce Manning, and will share in the picture’s profits.

Dear Mr. Exhibitor’s Wife:

We’re going to meet Nancy Kelly and John Loder today over on the set of the Walter Colmes picture, “The Web,” which Colmes is making for Republic release. It’s a psychological drama about a mysterious woman who appears suddenly in Nancy Kelly’s life, and who claims acquaintance with one of her ancestors who died three hundred years before. This “sets” Nancy off and it’s up to Loder, the doctor, to cure her.

Our entrance onto the set brings us right smack into a fireplace. As we face it, we see behind the burning logs something that looks like “witchery,” but which is actually some kids having a Halloween Party. The camera is practically in-the-flames, for this in a close-up to be used as the opening scene in the picture.

When Colmes, who is also directing, gives the okay, we all move into “The Tavern” where the party is taking place. There, among furnishings that are typically Early American, we find not only the children, Loder and Ruth Ford. She was in the Fox picture, “Wilson,” and plays Loder’s sister in this picture.

As we enter we hear someone shouting, “all extra please clear the room for setup,” meaning that they want to prepare the room for the next scene. This is to take place at the bar, which is in the left-hand corner of the room, up several steps.

While the technicians are working, we visit with Ruth Ford, whom we learn was one of the original members of Orson Wells’ Repertory Group. She turns the laugh on herself by repeating something that just happened. As she explains it: she overheard one of the men saying, “If she were her hair differently, she’d be very attractive and much more glamorous”; at which she piped in that she never wore her hair any differently. Needless to say, he was slightly taken aback. There’s definitely nothing glamorous about the costume she’s wearing at present: a plain, striped blue-and-white cotton dress, with her hair drawn tightly into the top of her head; but since she’s a fine actress, who cares?

The first question we ask Loder is: “When is the new arrival due?” (In case you don’t remember, he happens to be married to Hedy Lamarr) and we’re told “not very long now.” Then we speak of other things until he’s called for the shooting.

We meet Nancy Kelly on our way out, for she doesn’t appear in the scene we just witnessed.

Until next week.

Nancy and John

Scripting ‘High School Kids’

George Plympton and Ande Lamb have cooperated on a current screenplay for “High School Kids,” first of Producer Sam Katzman’s new Monogram series to be grouped under the same title.

SEASON with SAVOROL

P O P C O R N  S E A S O N I N G

S$17.50 per hundred pounds — not rationed

Best Products Co.
BOX 278
NAISHVILLE 2, TENN.

Can’t Get It?

Joe Hornstein Has It

S A V O R O L

Call your nearest SAVOROL dealer or special trucker

united SAVOROL dealers

S A V O R O L SAVOROL
'It Happened in Springfield' Is Launched

With Unprecedented Nationwide Promotion

Since announcement nearly a month ago of Harry M. Warner's letter to exhibitors urging them to give "It Happened in Springfield", produced by the company he heads, "your best possible playing time" because it "can do much good for civilization," promotional activity on the two-reeler project has increased day by day to such an extent that by this time its title has become as well known, both in homes and educational circles, as that of practically any outstanding feature picture.

A 20-page brochure compiled by Warner Bros. and now being distributed to leaders in educational, civic and religious fields, as well as to schools, colleges, libraries, exhibitors and others, contains by-line articles written by an imposing array of 11 nationally-recognized educators, authors, editors and civic leaders headed by John W. Studebaker, U. S. Commissioner of Education.


Following a screening of "It Happened in Springfield" at the Warner Bros. studio in Burbank for the University of California Los Angeles Religious Conference, members of the group began contacting religious organizations and clubs on behalf of the subject, which shows the much-discussed Springfield Plan for teaching tolerance and good citizenship in classrooms. A group of Eagle Boy Scouts also attended the screening, and local units of the organization throughout the country likewise are getting behind the film in tie-ups with exhibitors.

Previews of the subject are being held in the Pittsburgh territory, two in Pittsburgh proper, one for the National Conference of Christians and Jews, members of the Intercultural Society, and city and county schools; the other for 2200 editors of newspapers, foreign-language papers, school principals, teachers, superintendents and others. Other situations where showings were scheduled include Erie, Johnstown, Morgantown, Charleston, Sharon, State College and Clarksburg.

Last week inaugurated a series of multiple day-and-date showings setting new records for a short subject. National Conference of Christians and Jews, after previewing "Springfield" at the Warner home office, wrote all regional offices to "push it to the limit."

In one of the first instances where a major radio network has voluntarily extended its cooperation in publicizing and promoting a motion picture, CBS has joined with Warners and a dozen prominent national organizations, representing more than 30 million people, to arouse nationwide interest in the special short. Groups taking part include YMCA, YWCA, HJ Clubs, Junior American Red Cross, National Federation of Settlements, Jewish Welfare Board, United Christian Youth Movement, Boys Clubs, Girl Scouts, Boys Clubs of America, Camp Fire Girls and 4-H Clubs.

During April one of the most important promotional tie-ups ever made on a short subject involved a four-page miniature replica of Newsweek, first of its kind to be issued for use in publicizing a motion picture short, put out by the educational bureau of Newsweek in cooperation with the Warner educational bureau.

Although Newsweek had distributed a brochure "It Happened in Springfield" the first time when the weekly reproduced its regular front cover and format on a vest-pocket brochure devoted entirely to praise of a short subject. In publishing the brochure, it was said, Newsweek was prompted by the urgency of bringing the picture to the attention of the greatest possible number of persons. Several hundred thousand copies of the brochure have been sent by Warners and Newsweek to those educational and civic groups with coverage including schools, colleges, libraries, educational associations, civic groups, religious organizations.

(Continued on Page 39)

SHOR TS SHOPPING

Warner 'Springfield' Campaign Pattern for Shorts Exploitation; Example of Newsreel Coverage

Never in our memory have we seen a campaign of such nationwide scope on a short subject as that now being executed by Warner Bros. on "Springfield." Here is the story of the Springfield (Mass.) Plan for teaching racial tolerance in the classroom. The campaign is practical, and includes the full extent of the resources at their command. Scarcely a school is being left unvisited. Those tie-ups are being made in every community throughout the nation aware of the subject. By the time its playdates have been completely fulfilled there is every likelihood the "It Happened in Springfield," now the most advertised and publicized short, will have become the most widely patronized.

There is certainly inspiration in the story of such a selling accomplishment. Not all shorts, it is true, have the values so inherent in "Springfield." Not all shorts are worthy of such a promotion. But the majority, far from being mere fillers, do possess entertainment and selling factors that make them worth every smart showman's while to exploit them to the limit in his own community. If the Warners can do it on a national scale, certainly the exhibitor should be able to do it on a citywide basis. Those theatremen experiencing strong box-office success with special cartoon shows for youngsters (to which adults are also flocking) have been convinced of the box-office value of shorts when properly exploited and publicized. It remains only for others to follow suit.

As an example of the newsreels' quick and efficient coverage of the death of President Roosevelt we have before us a report of the activities at Pathe News from the time the flash came in until the job was completed. Following are excerpts from the report, published in The Pathe Rooster, house organ for Pathe News. With few variations, it could serve for any of the newsreel companies.

"The makeup of the day's newsreel had been better than half finished by the time the newsreeler got back to the office. All stories were cut. Scripts, sound track and music were in process of preparation. After many recent late nights on major newsreel issues (Misawa, Iwo Jima, Okinawa, West Front breakthrough, etc), this looked like an exceptionally early one."

"Immediately, of course, plans changed. A storm that had followed the announcement was abruptly terminated, for the newsreel staff at least, by the knowledge that a huge job loomed ahead, and that it would have to be done fast. With every Pathe employee contributing where and when he could, Editor-in-Chief Walton Ament, with Editor Al Butterfield and Head Cutter Harold Bonfield, plunged into the assignment. Simultaneously, the various departments of the newsreel clicked off their special jobs."

"Under Ament's and Bonfield's direction, (Continued on Page 40)
SHORT GETS WINDOW. This one of three windows devoted by Bonwit Teller, one of New York's leading Fifth Avenue department stores, to the RKO This Is America short feature, "Power Unlimited," coincident with its recent engagement at the RKO Palace. This is unprecedented recognition for this series in New York.

Two Color Featurelettes Set

Marking the first time that two Paramount Musical Featurelettes in Technicolor have gone before the cameras in immediate succession, "The Little Witch" and "Homecoming Queen" have been scheduled for immediate production by George Templeton. Olga San Juan and Bob Graham head the cast of "The Little Witch," from an original by Franz Rosenwald, while the cast of "Homecoming Queen" from an original by Jacqueline Duffie is headed by Johnny Coy and Noel Neill.

SHOWMEN’S TRADE REVIEW

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May 5, 1945

'Springfield' Launched With Big Campaign

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tions and leading citizens throughout the country. Latest of the many national organizations to endorse "It Happened in Springfield" is the Council for Democracy, with Ernest Angell as president, and Edward Swig as chairman. In a letter to Warners, Angell said, in part: "Because of the urgent need for the expansion of this whole campaign for the protection at this particular time, the Council highly recommends this film."

On April 28 CBS carried a special coast-to-coast broadcast on "Springfield" on Dolph Martin's Youth on Parade program. Feature of the broadcast was a citation to Harry M. Warner, with Warner participating in the program. Introduced by Mayor J. Albin Anderson, Jr., of Springfield, Mass., Warner said, in part: "We regard the making of this picture as the performance of a civic responsibility. It is part of our investment in America. We feel this picture can do immeasurable good for civilization, that we are winning our schools and civic groups as well as 11 great youth organizations, have so readily endorsed it."

On April 19, the subject was given another nationwide boost on the CBS coast-to-coast program. We the People, when John Garfield and four Springfield school children who appear in the show presented a skit about the Springfield Plan.

Special ads promoting the Youth on Parade broadcast were run on the radio pages of newspapers, and were augmented by one-sheets sent to theatres in all key cities calling attention to the broadcast and announcing the local engagements. The posters were given prominent display, particularly in theatre lobbies.

Publicity interest created, not only by the broadcast itself but also by the importance placed upon it through the special promotion, added considerably to the already huge nationwide interest aroused in "It Happened in Springfield" as the most-talked-about short subject in years.

Staub Reel to Show Winners of Oscars for Past 17 Years

A summary of 17 years of Academy Awards will be prepared by Ralph Staub as one of the Columbia Screen Snapshots for the current season.

The reel will feature the 34 male and female top stars who have been recipients of Oscars, starting with the 1927-28 awards to Janet Gaynor and Emil Jannings, and will present in scenes from the pictures for which they won the awards. Other Award winners to be seen in the show are: Mary Pickford and Warner Baxter; Norma Shearer and George Arliss; Marie Dressler and Lionel Barrymore; Helen Hayes and Frederic March; Katharine Hepburn and Charles Laughton; Claudette Colbert and Clark Gable; Bette Davis and Victor McLaglen; Luise Rainer in successive years with Paul Muni and Spencer Tracy, the latter also winning a second year with Bette Davis; Vivian Leigh and Robert Donat; Ginger Rogers and James Stewart; Joan Fontaine and Gary Cooper; Greer Garson and James Cagney; Jennifer Jones and Pauly Lukas, and the recent winners, Ingrid Bergman and Bing Crosby.

Sniper Kills Newsreel Ace

Gaston Madra, staff cameraman of News of the Day and cameraman of the American Forces representing the American newsreel, was killed by a German sniper in Leipzig on April 29. Madra's spectacular movies of the fighting in the streets of Paris before the arrival of the Allied troops, are among the best action pictures of World War II.

3-Way Tieup Sells Subject for Golden

Taking advantage of the fact that the Clapp Baby Food Company, whose president is H. W. Roden, is located in Rochester, Manager Jay Golden of the RKO Palace staged a world premiere of Universal's short subject, "Author in Babyland."

Title of the picture derives from the fact that Roden, aside from his duties as corporation executive, is also the author of best-selling mystery stories. Therefore, the world premiere campaign was based in a three-way tieup between the publishers, Clapp company and the theatre.

A few days in advance of the opening performance, Clapp sponsored a preview screening of the subject at the Rochester Club to which the press was invited, including the motion picture, book and food editors. A lobby display was used and a trailer projected for one week ahead of the opening.

In his advertising Golden used a photo of Roden. Because of the executive's prominence in Rochester, the Democrat and Chronicle devoted a half-column story to "Author in Babyland." Names and addresses of local youngsters appearing in the short proved good "local copy" for stories that appeared in the Times Union and Democrat and Chronicle.

Displays featuring Roden, the name of his new book, his connection with the Clapp company, and the title of the picture and playdates were promoted in book stores and in the book departments of leading department stores.

Tieups with the Clapp company and William Morrow & Co., publishers of the book, are available to any theatre in any city.

A REAL MONEY SHOW

Ask Any Exhibitor That Has Played It

A Streamlined Feature (40 MINUTES)

"The BIRTH of A STAR"

DIRECTED BY BUD POLLARD

Book it NOW!

ASTOR PICTURES of course!

Book it TODAY AT THESE EXCHANGES


Bud Pollard

SHOWMEN'S TRADE REVIEW

May 5, 1945

THERE'S GOLD IN THE THAR KIDS. Having found that juvenile attendance can really pay off at the box-office, Manager W. C. Tyers of Odeon's Capitol Theatre, Niagara Falls, Ontario, has made children's shows one of the theatre's specialties. To accommodate the crowd pictured above, which represents those still waiting at 10:30 a.m. to gain entrance to a house whose doors had opened at 9:20 and had filled to capacity by 9:20, Manager Tyers was compelled to schedule a second performance starting at 11:30 a.m. The program was made up of cartoons, and a special feature was several prize-winning models of bunny-rabbits. The already-swelled head of Warner's brash carrot-chomping Bugs Bunny is probably near the bursting point, what with his name right up there on the marquee.

Paramount '45-46 Program of 62 Shorts Launched by Morgan at Regional Meets

Through a series of ten regional conferences with Paramount district and branch managers from coast to coast, Oscar Morgan, short subjects manager, is launching the new 1945-46 season on Paramount shorts.

First of the meetings, all of which are limited to district and branch managers because of the war emergency, was held in New York last Monday, followed by Boston on Wednesday and Thursday, with a Philadelphia session set for May 4-5. Other points on the itinerary include Atlanta, May 7-8; Dallas, May 10-11; Los Angeles, May 13-19; Denver, May 21-22; Kansas City, May 23-29; Chicago, May 25-26, and Cleveland, May 27-28.

While on the coast Morgan will spend some time with Paramount studio heads Henry Ginsberg and Y. Frank Freeman, together with George "Dink" Templeton, newly appointed producer of the Musical Parade featurettes. He will also confer with Jerry Fairbanks and George Pal on their respective product, as well as Ralph Rhodes, shorts west coast publicity representative.

Several radical departures in distribution are being discussed at the sales meetings. In addition, Morgan is announcing an augmented advertising schedule which calls for regular monthly trade ads besides the traditional announcement of product at the beginning of the season.

Sales figures, according to Morgan, "indicate a definite trend to play more shorts than ever before. Besides a general overall increase in shorts sales over the previous year, it is noted that some large circuits in strong double-feature territories have materially increased their use of shorts by replacing the second feature with shorts in many key points.

Paramount shorts starts its fifth year as a separate department, having been established in 1941, and the encouraging progress is attributed to this concentration on shorts. All matters pertaining to shorts distribution clear through Morgan under the direct supervision of Charles M. Reagan, vice-president and general sales manager of the company.

Morgan said the company's experience with this policy during the past two years had "paid off." He added that, beginning with the advent of the two-reel Musical Parades in Technicolor, many innovations had enhanced the quality of the company's product over the past two years, including the increased use of Technicolor and the adoption of TechnaScope and emphasis on qual- ity and variety. As proof of this, Morgan pointed to Paramount's record as a three-time (in three consecutive years) Academy Award winner for the best one-reel subject of the year and the record of the company's shorts in practically every exhibitor poll.

Morgan revealed a few minor changes in Paramount's 1945-46 shorts programs. Instead of six George Pal Puppetoons in Technicolor there will be eight. There will be six Musical Parades in Technicolor, 20 cartoons in Technicolor including eight Popeyes, six Little Lulu and six Noveltoons. Jerry Fairbanks will contribute six Speaking of Animals, six Popular Science and six Unusual Occupations. Jack Eaton will produce ten Grantland Rice Sportfights, thus rounding out a program of 62 subjects embodying nine different shorts series.

SHORTS SHOPPING

(Continued from Page 38)

the outline of Roosevelt's life story was sketched. This program was an immense one. In order to work fast, there was no oppor- tunity to weigh scene against scene with ordinary care. Working mainly from memory, and mindful that many important as- pects of the President's life would have to be left out, a subject was plotted which would concentrate the story to its most signifi- cant and most colorful phases.

'Because of the wartime agreement among all newsreels, it was necessary to secure unani- mous consent for a 'special' release. All reeds agreed, and Pathe's problem from there on was strictly its own; to make up the reel and get it into the nation's theatres as quickly as possible.

'Arrangements were set up for coverage in Warm Springs, one-reel subject. George Ronan and Frank Clarke made three-way emergency reservations for travel to Atlanta. But fortunately Charles Beeland, one-time Pathe representative in Atlanta, was located in Brunswick, Ga., on production work for the Navy, and jumped into the assignment. After an overnight train ride to Warm Springs, Beeland turned in the Pathe coverage of the President leaving his "second home" for the last time.

'Within a matter of minutes, George Dorsey, Washington manager, Murray Alvey and Andy Willoner were at the White House, where they captured the historic pictures of President Truman's swearing-in, and of the mournful crowd that gathered at the Flag flew at half staff. These pictures, arriving at La Guardia Field at 9:30, formed the second piece of Pathe News No. 68: Franklin Delano Roosevelt.

'Next, while coloring and cutting operations were moving ahead at a fast pace. By 3 a.m. the subject had been put completely together. By 5:30 a.m. Dwight Weirt had finished his narration of A1 Buffer's script. By 7:30 or 8:00 a.m., the Spanish and Portug- usee narration had been completed. By four that afternoon (Friday, April 13) Pathe News was on the screen, at least by Midwest still and at the press show at the theatre.

'George Dorsey's swift-moving team bore the brunt of thecoverage; following new President Truman, the Cologne News President, the Advertiser lead- ers; discovering and acting on details of the Roosevelt funeral arrangements of the day and the "when" and "how" of arrangements for the "speakers" in New York. Howard Winne, Hyde Park, covered the reactions of the little upstairs town prior to Presi- dent Roosevelt's death. S. Max Blank had the moving scenes of Chicago's grief, and from San Francisco and Los Angeles Frank Schneider sent effective pictures to complete the round-up.

'Sunday morning, in Hyde Park, Robert Wieder photographed the internment of the President in the garden of his home—pictures which no one who has seen them will ever forget—and Bob Donahue followed around the funeral party through Hyde Park to the estate.

'Faced with some 40-old separate pieces of film on the Roosevelt ceremonies in total length, Ament and the editorial staff produced a subject which were only 568 feet, but which was an editorial job in which Pathe News can take pride. In order to get the better Nahans, both Roosevelt, photographed by Dorsey, Alvey, Schmidts and Willoner, patterns, a joint session of Congress, once again the crucial task of selection forced much that might not have been chosen at first. In the famous long sequence, photographed by Winner, Donahue, Oliver, Capron, Vail and VanderVeer, splendid pictures were made by Len Hey Field morn- ing of Roosevelt's death. Regrettably, the whole se- quence, "Roosevelt: Last Days. (Later, President, Truman: First Message) was finished an hour or so earlier than its predecessor, as about dawn, Tuesday, April 17."

Alexander Plugs Bowling Reel Through Livewire Showmanship

An example of how a live-wire manager can attract attention to a short subject is illustrated by Joseph Alexander, manager of the RKO Albee in Cincinnati. Having booked the RKO-Fathre Sportscage, "Five Star Bowlers," the theatre lined up free space in a majority of the local bowling alleys and tackled up a 21x28 two- color poster calling attention to the short.

Tells 'Em Bugs Is on Program

When patrons telephoned Manager Jack Hen- drix of the State Theatre, Wichita Falls, Texas, desiring information about the show, he told them, among other things, that a Bugs Bunny was being shown on the same program. Result: extra Bugs cus- tomers were on hand to see their favorite.
NEW PICTURES STARTED LAST WEEK

Because of the critical situation, no new productions got underway at the studios last week. A single digit, when coupled with a zero, can make a lot of difference between last week and this year. Proof: last week production starters were zero. Put a "one" in front of that zero and you have the number of pictures that were going before the cameras a year ago last week. In other words, 10. Those were the days.

TITLE CHANGES

"Law of Lead" (PRC) now THREE in THE SADDLE.
"Cowboy Serenade" now SADDLE SERENADE.

Showman’s Seventh WAR LOAN DRIVE

100% Showmanship Equals
1% Inspiration Plus
99% Perspiration
CLASSIFIED ADVERTISING

UNIVERSAL (Cont'd)

Comment Running Revised Time
9725 ARC Pin-Up Artists... Good 9 2/10/43
9727 Author in England... 9 2/10/43
9731 16th The Crowd... 9 2/10/43
9732 One-Man Newspaper... Interesting 10 12/23/44
9737 Radio Pilots... Exceptional 9 1/27/43

SWING SYMPHONIES
9214 Ahoo Ben Balder... Fair 7 11/4 44
9219 Painter and the... 7 1/23/44
9234 Pied Piper of Bas... Spect... Exceptional 7 1/23/44

TECHNICOLOR CARTUAGES
9212 Black Nut, The... Good 7 12/24/44
9216 These Were Bab... 7 3/4/45
9215 Painter and the... 7 1/23/44
9219 Ski... 7 1/23/44
9229 Wee Dicks Out... 7 2/10/44

SPECIAL FEATURETTES
9112 Lilac... Expressing 21 11/11/43
9126 World Without Borders... 21 11/12/43

VARITY VIEWS
9352 Eggs for Show... Very Fine 7 12/23/44
9354 From Service to Bomber... Interesting 9 2/26/44
9355 Mr. Chimp Goes to... Fair 7 12/23/44
9354 White Treasure... Interesting 7 1/15/45
9355 Your National Gallery... 1/24/45

SERIALS
9841 Jungle Queen... 13 Chaps. 7 2/24/44
9841 Midnight... 13 Chaps. 7 2/24/44
9817 Mystery of the River Boat... 13 Chaps. 12/24/44
9818 Raiders of Ghost City... 12/24/44

VITAFONE-WARNER BROS.
6166 BUNNY SPECIALS
1723 Have Trigger... Excellent 7 4/21/45
1731 Here's Meat... 7 4/21/45
1722 Ugly Old... 7 2/24/44

RIBBON HIT PARADE
1301 Ain't We Got Fun... 4/14/44
1306 Belle... 4/14/44
1304 I Love to Sleep... 4/14/44
1305 I Only Have Eyes for You... 7 2/24/44
1301 Let it Be Me... 7 2/24/44
1302 Photo... 7 2/24/44
1301 September in the Rain... 7 2/24/44
1301 Sound of Music... 7 2/24/44
1307 When I Was Young... 7 2/24/44

MELODY MASTERS
9709 Bands Across the Sea... 7 2/24/44
9713 Red Witch & Hill... Texas Playboys... 7 2/24/44
9708 Circus Band... 7 2/24/44
9733 Harry Owens and His... 7 2/24/44
9702 Jammin' the Blues... Unique 7 2/24/44
9703 Linc's in the Moonlight... 7 2/24/44
9707 Musical Mexico... 7 2/24/44
9708 Rhythm in the Air... 7 2/24/44
9704 Sonny Dunham & Hill... 7 2/24/44

MIRILL MELODIES
1793 Ain't That Ducky... 7 1/14/45
1794 Behind the Meat Ball... 7 1/14/45
1793 Draftee Hare... 7 1/14/45
1796 Crossmen Teases... 7 1/14/45
1793 Life of a Chicken... 7 1/14/45
1797 Tail of Two Tails... 7 1/14/45
1797 Trix-Happy Hare... 7 1/14/45

SPORTS PARADE
1399 Bahama Sea Sport... 7 1/14/45
1394 Silly Ship... 7 1/14/45
1392 Birds & Beasts Were There... 7 1/14/45
1391 California Heat We Are... Interesting 10 2/24/44
1395 Cuba Calling... Fine 10 2/24/44
1393 Flight of the Flyn... 7 1/14/45
1393 Glamour in Sports... Average 7 1/14/45
1394 Mexican Sea... 7 1/14/45
1395 Swimmers... Interesting 10 3/4/45
1397 Water Babies... 7 1/14/45

TECHNICOLOR CARTUAGES
1302 Blackhead to Bertha... Remarkable 20 1/14/45
1302 Conrad Hilton... 20 1/14/45
1302 Let's Go Fishing... Nice Cash 29 1/14/45
1302 Pleasure to Bathers... Exceptional 29 1/14/45

WANTED
1431 Outdoor Living... Interesting 7 12/24/44
1440 Outdoors Rooming N., Long... 7 3/4/45
1455 Outdoors Rooming N., 2 Floors... 7 3/4/45
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FOR SALE, Nice little theatre, 280 seats, irrigated valley, no competition, cheap rent and living apartment. $12,000.00—half cash, will pay for self in three years. Texas Theatre, Balchowski, Texas.

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DISC CUTO BRIDGE CARDS—$20.00 in 10,000 lots. Smaller quantities, $12.50 per 1,000. 1-75, 1-100. 1M MEDIATE DELIVERY. S. Krou... Showmen's Trade Review, 1301 Broadway, New York City 18, N. Y.

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MORE THAN 12,000 CHAIRS AVAILABLE—LOOK—600 American Fully Upholstered Velour Back. Supple Spring Cushion Chairs, good as is, $5.50; $75 Heywood Wakefield Heavy Panel Back, Supple Cushion Chairs, steel tabular standards, excellent condition, as is, $43.50; 500 Heywood Wakefield Panel Back, Box Spring Chairs, excellent condition, $5.50; 786 Irwin rebuilt fully upholstered fully backed back, re-upholstered box spring cushion chairs, like new, as is, $8.05; 300 Box Audition Chairs. Reduced, $2.85; Wire low for stock list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.

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"FLAMEPREM" your scenery, curtains and drapes the safe way. Use "FLAMEPREM", the only insured preparation approved by Fire Prevention Department. It is harmless as water even on the finest damask materials. Manufacturers and distributors—Gilbert Chemical Sales Co., 700 Lafayette St., Utica, N. Y.

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REVIEWED IN THIS ISSUE
Phantom of 42nd Street 15

PRODUCT GUIDES
Begin on Page 45

Vol. 42
No. 17

MAY 12, 1945

Enlist Your Showmanship to Speed Total Victory
THE WORLD CAN'T DO "WITHOUT LOVE"
Special Days

To Sock The Mighty 7th War Loan

These are the days when history will be made in your theatre... the days when your Bond quota will surge over the top! By applying the Showmen's 1% Inspiration and 99% Perspiration you can make them really count in Bond Sales!

EXHIBITORS—PLEASE!
Upon termination of two weeks' use of your War Bond trailers, return to National Screen Service Exchange so it can be used by another theatre.

THIS MESSAGE IS SPONSORED AS PART OF THEIR CONTRIBUTION TO THE WAR LOAN CAMPAIGN BY COLUMBIA, METRO-GOLDWYN-MAYER, PARAMOUNT, RKO RADIO, 20th CENTURY-FOX, UNITED ARTISTS, UNIVERSAL AND WARNER BROS.
NO WONDER IT TURNED ST. LOUIS UPSIDE DOWN!

FIRST-RUN MISSOURI THEATRE>HITS WITHIN INCHES OF ALL-TIME RECORD!

LOOK AT THE KIND OF ADS THEY HAD TO WORK WITH!

"DESERVES SPECIAL ATTENTION FOR BIG BOX-OFFICE!"
—Film Daily

"A REAL EXPLOITATION NATURAL!"
—Showmen's Trade Review

"SHOULD DO STRONG BIZ!"
—Variety

"FANS WILL GO FOR THIS!"
—The Exhibitor

"FAR SUPERIOR TO GENERAL RUN!"
—Motion Picture Daily

"SHOULD ATTRACT HORROR FANS IN DROVES!"
—Boxoffice

"TOPS IN HORROR FILMS!"
—The Independent

"IT WILL CLEAN UP!"
—Film Bulletin

"AN UNQUALIFIED LULU!"
—Hollywood Reporter
THE DEAD STOLEN... THE LIVING SLAIN...

to get bodies for dissection!

Panicky thrills of terror and macabre mystery, dramatized from the foul facts of the dark days of early surgical research, when no man's body was safe in its own grave.

Boris KARLOFF

THE BODY SNATCHER

THE MOST DARING SHRIEK AND SHUDDER SHOCK SENSATION EVER BROUGHT TO THE SCREEN!
ROXY ENGAGEMENT - BETTY GRABLE and DICK HAYMES in Billy Rose's "DIAMOND HORSESHOE" in Technicolor OUTSHINES ALL THE HISTORY-MAKING MUSICALS FROM 20th CENTURY-FOX

Directed and Written by GEORGE SEATON
Produced by WILLIAM PerlBERG
Look Ahead

With one-half of the war won our country’s resources are now turned full blast on the Pacific battle area. Until that mess is finished we are still, very definitely, fighting a hell of a tough war. And don’t let’s lose sight of that for a moment.

Currently, you are involved in the Seventh War Loan Campaign and now, more than ever, bond sales are vitally important. Don’t kid yourselves that because half the war is over you can relax fifty per cent on your bond selling efforts. On the contrary, it would be our guess that this is the ideal time to double up on your efforts and push the Showmen’s Seventh to a result beyond all expectations.

The present, also, is a good time to start analyzing your theatre’s operation and how it may be affected by reconversion.

Will this shift from total war to at least partial civilian production result in a larger attendance at your theatre? Or will the effect be an adverse one? These and other possible future problems can best be met through advance analysis and planning. If you wait for the problems to arise, your thinking apparatus at that time may be under too much pressure for successful or common sense reasoning out of the solutions.

There are excellent possibilities that certain badly needed equipment may, within a reasonable length of time, again become available. Have you contacted your supply dealer to make sure your theatre will be among the first to get the much needed equipment?

The demand for theatre chairs, carpets, booth and sound equipment, is certain to overtax the capacities of both the manufacturers and supply dealers. Of necessity, both manufacturers and dealers will have to fill requests in the order of their receipt. You have no right to expect preferential treatment over many others who exercised foresight and placed their orders in advance.

More elaborate rehabilitation, such as remodeling, redecorating, etc., especially where some structural changes are necessary, should be well advanced on the planning boards. In fact, the plans should be approved by local building authorities so you can get moving the moment the materials and labor restrictions are relaxed.

It is anyone’s guess as to what victory in Europe or eventual total victory may do to the movie theatre business. But it is certain that you have to keep both feet firmly on the ground and watch closely any and all developments.

Many theatres today are operating on greatly inflated costs that leave little or no cushion against any falling off of average business. Operators of such theatres, particularly, should check all items of cost to find where they can trim ship if conditions dictate such a move, even though well informed sources within the industry maintain that there will be no depression, temporary or otherwise, following partial or complete victory. Be that as it may, we think it a good idea to be prepared for anything that may come along.

Independent exhibitors are probably paying a lot more for pictures than they did prior to the consent decree and each year the distributors’ demands increase. (Will there ever be a time when distributors won’t ask for more?) Many theatres have benefited by boom conditions but we must remember that it is in the smaller situations where the danger lurks most. Any slump, even a temporary setback, can plunge them deep in the red.

In the line of show selling there has been a deplorable falling off in almost every department except newspaper advertising. That is too bad because the spirit and letter of showmanship is the ingenuity the individual theatreman puts into his show-selling campaigns, and, after so long a lapse, many theatremen may find it tough to get back into stride.

This business of opening the doors and jumping out of the way of the crowds, even if true, can’t last forever, and, comes the time when you have to convince a skeptical community that a turkey is really filet mignon, you may find your joints squeaky as hell.

So, we suggest you dig up your old scrap books, brush off your copy of the Encyclopedia (free ad) of Exploitation, and start figuring out how you would entice some extra customers into your emporium of joy and relaxation. (You hope.)

All in all, we feel that this is as good a time as any to take stock of every phase of your theatre’s operation, particularly the items touched upon in this discussion. It is good for your business and good for you. It may serve to indicate, by comparison with pre-war figures, just how your theatre overhead and receipts have changed, for better or worse, since then and on down to the present day.

We hope this “sermon” doesn’t bore you too much but it’s the best we could do this week when bedlam burst loose two days in a row on account of V-E Day—unofficial and official.

Next week, "East Lynne." —"CHICK" LEWIS
Circuit Buying Power Issue of Griffith Trial

Surrender of the German forces in Italy has renewed interest in the public showing of "San Pietro," the War Department three-reel silent made by the WAC. St. Fabian, WAC Theatres Division Chairman, has appealed to exhibitors to give the film the widest possible distribution to all the infantrymen who bore the brunt of the fighting in Italy.

High Playdate Volume Republic Drive Goal

Declaring that preliminary exhibitor cooperation gives every assurance of underwriting the success of Republic's 10th anniversary drive, James R. Grainger, president and general sales manager, reported this week that the greatest concentration of playdates in the company's history is its goal during the drive beginning May 27 and concluding July 27.

More than 2500 theatres throughout the country will be playing the 10th anniversary film, "Flame of Barbary Coast," during the three weeks of June and July. The John Wayne-Am DVorak starter is now current in pre-release engagements in leading theatres in branch and key cities. Concentrated campaigns in such situations, covering newspaper advertising, radio spot announcements and five-minute shows, and posting, as well as special promotion, are backing these runs. Local promotion supplements extensive national advertising in June issues of fan and general magazines, and display advertisements in newspaper supplements. All media highlight Republic's 10th Anniversary.

In connection with the 10th anniversary celebration, the April 28th issue of Business Week carried a feature on Herbert J. Yates, Sr., producer of Republic Pictures, the company's founder, and a similar feature appears in the current issue of Neuwirth.

WB Signs Blanke to Unique 15-Yr. Contract (See Cover)

An all-time record for producer-studio relationship was evinced in Hollywood last weekend when Jack L. Warner, executive producer for Warner Bros., signed Henry Blanke, producer related with the organization, to an unprecedented term contract which will continue his association for the next 15 years and bring his total length of service with the studio to 25 years.

In a statement by Jack L. Warner the policy of entrusting to Blanke many of the studio's most important productions will continue and will be followed in the future. During Blanke's association with Warners, he has produced many of the studio's outstanding successes, having in one year alone, 1936, produced "Green Fawcers," "Anthony Adverse," "The Story of Louis Pasteur" and "A Midsummer Night's Dream," with which the studio won its four places on that year's "Ten Best" list. "Ijezel," "The Life of Emile Zola," "Anthony Adverse" and many other Blanke productions won for the studio the何况 producers and production personnel a long and enviable list of awards from the Academy of Motion Picture Arts and Sciences, and many other groups and competitions.


Thomas Murray Seeks New Trial

Lester Murray filed notice in Chicago of an appeal for a new trial on behalf of his client, Thomas Murray, against the reversal of a jury verdict in his favor by Federal Judge William Holly. Triple damages totaling $105,000 were awarded to Thomas Murray for alleged conspiracy against his Thalia Theatre. The verdict was reversed on an appeal by the defendants.

Target Tokyo Release May 29

"Target Tokyo," a two-reel Army Air Force film which tells the story of the first B-29 bombing raid on Tokyo, will be released by the industry's War Activities Committee and the OWI on May 24 through RKO Radio exchanges.

NLRB Orders Vote in Hollywood Studio Strike Before June 6

The highly contentious jurisdictional dispute, reason for the present strikes in Hollywood between the screen set designers, illustrators and decorators represented by Local 1421 and Local 44, both affiliates of the IATSE, and the question of which local shall represent them, will be determined finally by an election to be held before June 6 in Hollywood. This was announced this week by the National Labor Relations Board in Washington which also decided that set estimators and set controllers should not be included in the election.

Eligible to vote in the election are the striking set designers and those who have replaced them. The order from the NLRB was dated May 7, and eligibility in voting are replacement males and occupied before that date.

West Leads in Depinet Drive

With RKO Radio's Ned Depinet sales drive in its final week, figures for the 14th week show the western division leading. Seattle is in first place with both Los Angeles and San Francisco in second and third place, respectively.

National Field Carriers Meet June 4

National Field Carriers will hold their 1945 meeting at the Astor Hotel, New York, June 4-5.

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Theatre attendance generally throughout the country held to current normal levels Monday and Tuesday as Americans on the home front celebrated both victory and the approach of V-E Day. Although there were some restraints, the motion picture entertainment industry has now established a normal and lasting parity of consumption. The factor was emphasized by leading business men who pointed out that there was already considerable restraints in both Victory and other programs. Factories were now being converted to home consumption, and the motion picture entertainment industry has now established a normal and lasting parity of consumption.

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Tuesday, the brownsout was lifted Tuesday night. All film exchanges and theatre offices closed Tuesday. The Bell & Howell, RCA, De Vry Corp., and Holmes Projectors factories closed also, in compliance with President Truman's appeal.

Downtown—Business in theatres soared upward of 200 per cent as V-E Day celebrants jammed all downtown and neighborhood houses. Extended lines were formed outside of theatres from the time of opening. There were no special advantages in the price of admission. The usual manifestations of demonstrations resembling anything like the 1918 Armistice Day. The increased business was contributed chiefly by the hobby-body sockies and war workers from factories that closed. The downtown Telenews Theatre showing the atrocious films played to capacity business throughout Tuesday with a continuous line of patrons. The brownsout was lifted here Tuesday night.

Cleveland—Monday night's theatre attendance was normal but hit an all-time high Tuesday with long lines at every downtown house. The closing of stores contributed to the unprecedented theatre attendance but audiences nevertheless were quiet and unexceptional. Anything resembling the carnival spirit in the light of the half-victory thus far achieved was an absent factor due most likely to the fact that there are some 300,000 war workers here and the need for producing business is still great. The effect complete victory is, to them, doctrinaire.

Memphis—The end of the war in Europe was taken by and large very calmly here. Theatre managers reported that observance of the victory, both prematurely and after President Truman's radio address, had little effect on attendance. Monday and Tuesday business was normal and the films' drawing power was a matter of entertainment value. The departure of the crowds showed little attitude for revelry and the element of roistering on streets was negative, since retail liquor stores were ordered closed.

St. Louis—First-run houses in most instances experienced improved business Tuesday compared to a generally quiet Monday. Tuesday's grosses, however, failed to equal an average Sunday attendance. At most neighborhood and suburban houses there was a marked decline in attendance both Monday and Tuesday nights. In most instances the vast majority of people instead of seeking amusement went to churches which held special Thanksgiving services.

Tuesday's Theatre League Statistical Report showed that V-E Day celebration, found there was little change from any normal weekday except that the lights on the marquees and in darkened lobbies were turned on. Schools and stores were closed which helped raise attendance figures slightly over a normal Tuesday, but war plants and manufacturing businesses continued open.

Denver—A slight element of confusion prevailed here with some stores closing on Monday, and others on Tuesday. Nevertheless, theatres failed to increase their business above normal Monday and Tuesday business was up slightly. The effect of public enthusiasm had evidently been taken off by the premature announcement on Monday and the message from President Truman on Tuesday had a sobering effect. There was practically no evidence of celebration.

Cincinnati—Huge crowds in town brought appreciably increased patronage to all theatres Monday and Tuesday. On V-E Day schools closed early and department stores closed all day.

Pittsburgh—Following Monday's premature announcement of Germany's surrender, there was some demonstration in the downtown business section; but when word came that the announce ment was not official, downtown's business was turned down and ordinary routine was resumed. Bars in the city and state were closed Tuesday, and some businesses including film exchanges, closed at noon. Theatres, stores and banks, however, remained open.

Milwaukee—The over-all V-E Day here offered a marked contrast to 1918's Armistice Day. There were no demonstrations. Most people regarded the day as an occasion for prayer—rather than vocative rejoicing. Attendance increased somewhat on Tuesday evening. All schools and some commercial establishments closed Tuesday. Bars, taverns and retail liquor stores were closed all day. War plants continued in operation. On Monday most houses reported average business. The atrocious films showing at some downtown and neighborhood theatres on Tuesday were viewed with silent demeanor. All exchanges closed at 1 p.m. on Tuesday leaving a small crew to operate rush orders.

Omaha—Theatres here suffered a slump on Monday, and showed a slight increase in business Tuesday. Oddly, the fact that hundreds of non-war plant workers had a holiday. With grocery, drug, department stores, taverns and restaurants closed, the downtown was practically deserted most of the day. The only celebration was more in the character of an observance as 2500 people crammed the Orpheum for the playing of a film to be shown by a special V-E Day committee. The most exciting element of interest was the turning on of theatre marquees lights. Film men called it

See Film, Form Choir

Paramount, Bing Crosby, Barry Fitzgerald, Producer Leo McCarey and all who have a part in making "Going My Way" know that their picture was instrumental in the formation of a boys' choir at St. John's Church. (Continued on Page 158)
Wolcott Asks Postwar Planning Committee

Pointing out that the motion picture industry is the only big American industry that has not provided an all-industry postwar planning committee and that this situation was against the future, Leo Wolcott, president of the Allied-Independent Theatre Owners of Iowa and Nebraska, in a bulletin issued to members, stresses the need for the two committees and adds that "very few in the industry, aside from those whose present soft jobs might be affected, will disagree with their necessity."

"We set up a War Activities Committee and do a series of simple terrific jobs in the name of our industry for the war effort," Wolcott continues, "and then a couple of bureaucrats slap us back into our old place, and quick. We're classed with saloons, beer joints and gambling dens. Taxes, brownsouts, curfew, threats of price ceilings, and film cut while increasing allotments to other countries. And what do we do about it? We take it laying down, as usual. Why? Because we are so weak and disorganized, so shot with greed, selfishness, grasping license, monopoly, bitter internal strife and law suits we can't even join those who seek to tear us down than stand shoulder to shoulder against them."

Stating that theatre business has been "off" since last Thanksgiving in the small areas and large industrial centers, Wolcott attributes "a big share of the box-office shrinkage to the definitely higher cost of living, taxes, lousy pictures, as well as to the constant drain by the services on the young movie patrons." Further drops, he claims, are certain as the war boom collapses and other entertainments come back into the field, and warns that film rentals must be kept in step. The Iowa-Nebraska Allied head concludes that any exhibitor who cannot reduce his film rentals in the face of the box-office drop, "who cannot resist the terrific percentage deals demanded by many distributors today, is a dead duck."

Bill With Amendment Sponsored By Ohio ITO Passed by House

Senate bill 155 with an amendment sponsored by the Independent Theatre Owners of Ohio which clarifies the Ohio sales tax with respect to film rentals was passed 114-4 Tuesday by the Ohio House of Representatives. With other amendments, the bill now goes back to the Senate for concurrence, where it is expected to be passed and sent to Gov. Lasche. P. J. Wood, ITO of Ohio, secretary, said that the bill, if enacted into law, would save the industry $3 million.

DeVry Gets Fifth 'E' Award

DeVry Corporation, Chicago, recently awarded its fifth consecutive Army-Navy "E" for continuous excellence in the production of motion picture equipment and secret electronic training devices for the armed forces, joins the select few among the nation's producers of vital war goods privileged to fly the coveted 5-star banner.

Two More in MGM 11th Block

Two productions, "The Picture of Dorian Gray" and "South Sea Is My Wife," starring Richard Bong and Rosemary DeCamp, respectively, have been added to MGM's eleventh block, making a total of five for the block. Previews announced are "Without Love," "Gentle Alliance" and "Time Clock" for May; "Dorian Gray" and "Lassie" will be June releases.

'Twice Blessed' Tradeshow Set

MGM's "Twice Blessed" is scheduled to be tradeshown in all exchanges May 29.
"Paramount has a Sure Thing—a Natural across the Board"

"... in this monstrously mischievous tale of a race-track fixer's titanic tribulations with a cocky jockey!"

—Bosley Crowther in N.Y. Times
Weather Rainy, Track Slow — BUT N. Y. PARAMOUNT WORLD PREMIERE of

ALAN "SALTY O’Rourke"

Tops In Non-H
Opening 19-Year Hit

WAY OVER ‘GOING
20% OVER ‘AND NOW

Paramount presents ALAN LADD - GAIL RUSSELL in "SALTY O’Rourke"

with William Demarest Bruce Cabot - Spring Byington and Stanley Clements

Directed by RAOUl WALSH

Original Story and Screenplay by Milton Holmes

6 Great Radio Plugs Every Sunday Thru June 3rd by Wm. Demarest on the Eddie Bracken - Fleischmann Yeast Program
CRITICS BET THEIR LAST ADJECTIVE On This 3-Way Parlay!

**SALTY O'ROURKE**

"Salty O'Rourke' Wins . . . Has the same quality as 'Double Indemnity'!"
—Alton Cook, N.Y. World-Tele.

"If you are going my way, you'll be led straight into the Paramount Theatre!"
—Kate Cameron, N.Y. Daily News

"Hugely amusing... One of the slickest and most entertaining comedies."
—Rose Pelswick, N.Y. Journal-Amer.

"Has all the jolt of a sock in the jaw... Kept audience howling!"  —Jane Coby, B'klyn Eagle

**ALAN LADD**

"You can expect unqualified, raving praise for LADD in this kind of role."  —World-Tele.

"LADD is to dames what Gail Russell is to me."
—Lee Mortimer, Mirror

"LADD does a grand job."  —Journal-Amer.

"LADD proves all over again that this is the kind of role for him."  —B'klyn Eagle

"This LADD vehicle is a natural."  —Ethel Coby, Journal of Commerce

**STANLEY CLEMENTS**

"The Boy of the Hour"

"Amazing young Stanley CLEMENTS from 'Going My Way' gives a magnificent characterization . . . His next step is stardom."
—Archer Winsten, Post

"Stories will be written especially for Stanley CLEMENTS and reams of stuff will be printed about him."
—Daily News

"Hold your hats for a youngster named Stanley CLEMENTS—the boy of the hour."  —World-Tele.

"Keep your eye on CLEMENTS!"
—Leo Mishkin, Morn. Tele.

"Stanley CLEMENTS now belongs."  —Jour.-Amer

"Stanley CLEMENTS is news!"  —B'klyn Eagle

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**DD'S URKE**

very iday g In story!

MY WAY TOMORROW
APRIL SHOWERS OF PRAISE FOR

Paramount

APRIL 25—“Salty O’Rourke” Breaks Broadway
       Record as N. Y. Critics Cheer!

APRIL 25—“Variety” Calls “Bring On Girls”
       Grosses “Rousing”—“Boffo”—“Hot.”

APRIL 26—“M. P. Daily” Headlines—

"'BRING ON THE GIRLS' LEADS"
ALL OTHER SHOWS AT B. O.

19%-Over-Average Take Is Tops In Nation-Wide Sampling of Key-City Grosses!

Veronica Lake
Sonny Tufts
Eddie Bracken
Marjorie Reynolds

in

"Bring on the Girls"

IN TECHNICOLOR

with
Johnny Coy • Peter Whitney • Alen Mowbray
Porter Hall • Spike Jones and His Orchestra
Directed by SIDNEY LANFIELD
Screen Play by
Karl Tunberg and Darrell Ware

2 Terrific Proved
Hits Already In

PARAMOUNT’S
4TH BLOCK
(—but the 5th will top it!)

(—but the 5th will top it!)
End of Newsreel Pool
Not in Sight—Ullman

There are no present indications when the newsreel pool, source of all present footage, will be dissolved and American newsreel companies placed on their own resources. Frederick Ullman, Jr., president of IKO Pathé and Pathe News, told trade press representatives this week upon his return from a month's trip during which he visited Newfoundland, the Azores, Casablanca, Rome, Paris and Cologne, among other German cities. He started as his own opinion that when the French Government functions as a civil government rather than as a military supervising unit, as at present, and when food and transportation conditions have been completely solved, the pool, as far as France is concerned, will be dissolved.

Ullman also saw no indications when and if the sary picture pool, which has been used to good advantage in establishing the murder-mystery following. There's suspense, murder and thrill, so that the average audience should get their share of the kind of entertainment they seek from this type of film. In the role of drama critic for a New York paper, Dave O'Brien makes the transition from westerns to U.S. espionage, in a way that shows he's worthy of such casting. Kay Aldridge, Alan Mowbray, Frank Jenks and Edythe Elliott are satisfactory in their respective roles, and Cyril Mowbray's casting was made for the direction of this Martin Mooney production.

WB to Rebuild English Studio

Rebuilding of the Warner Bros. studio at Teddington, near London, will be started in the near future and as soon as the necessary priorities are obtained, Jack L. Warner, executive producer, announced. The studio was leveled by a robot bomb.

U' Holding District Meetings

A series of district meetings to be presided over by divisional sales managers have been announced by William A. Scully, Universal's president and general sales manager. Purpose of the meetings is to acquaint the sales department of the company's problems as they relate to future Universal releases.

Fan Ranks Growing

A postwar movie fan magazine readership of 30 to 40 millions, indicating an increase in theatre attendance over pre-war legion problems have been reported in 1942. Mr. T. Delacorte, Jr., head of Dell Publishing Co., whose Modern Screen magazine marks its fiftieth anniversary with the June issue, publicized newsreel operations in Germany. Besides the American Military Government law that no more than five Governments may congregate at any one time or place, except in houses of worship where an American military interpreter is always present, there are no buildings, no theatres, no transportation and no money in most large German cities.

Purpose of Ullman's trip was to set up plans for a U.S. espionage picture, which is (made in Rome, but untitled) has been completed.

Army V-E Day Subject Released This Week

Produced in four months under a cloak of secrecy and placed in key-city Metro-Goldwyn-Mayer exchange vaults to await the end of hostilities in Europe, "Two Down and One To Go," a 32-minute Technicolor film directed by the Secretary of War and produced by the Army Pictorial Service for the General Staff of the United States Army, has the problem and instruction of men in service as to their probable disposition after V-E Day, was being released to theatres throughout the nation this week following President Truman's V-E Day proclamation Tuesday. The film is already being shown to every member of the service in the United States and to every serviceman overseas, except those in actual combat, who will view it immediately upon their return to rear areas. Two Down and One To Go explores the overall strategy that brought about the fall of Germany and gives the general plan for the employment of troops for final victory over Japan. With more important to uniformed audiences, the Army's Personnel Readjustment Plan is clarified through reports by the Chief of Staff and the heads of the various service and air forces. The system of credits given each soldier—for months in service, months overseas, decorations, and so on—depends on up to three in number—is explained with animated charts and commentary so as to give the spectator a thorough understanding as to what he is going to tell the service-vicemember will return to civilian life or even a furlough in the United States before being assigned to further service. The picture release is scheduled for June 6.

Although originally intended for the military personnel, to whom it is addressed, the film was deemed so important to civilians, especially to some on the home front, that it was decided to make the picture available to the American public. Approached with a proposal for its distribution, the Motion Picture War Will was in turn asked Metro-Goldwyn-Mayer to handle distribution. Accordingly, MGM arranged to have the prints placed in its exchange and handled the animation, photography was by Lt. Al Kellogg of the Navy and the musical score was arranged by Unitri Tionkin.

Phantom of 42nd Street

PCG Mystery 59 mins.

AUDIENCE SLANT: (Adult) Has all the elements to please mystery fans. Dave O'Brien plays a straight role, however, instead of the usual western hero.

BOX OFFICE: Probably destined for secondary spot in most houses. The O'Brien name may无缘 the patrons, so let them know this is not a western.


Plot: A dramatic critic finds himself involved in a murder which occurred at the debut performance of the daughter of a famous Shakespearean actor so that when several other murders occur among a select theatrical group, the entire family becomes suspects. He finally solves the murder, but before many other unexpected things happen.

Comment: Destined for the secondary spot in most houses, especially those whose clientele go for mystery offerings, this film has the right formula. This film has all the ingredients that have been used to good advantage in establishing the murder-mystery following. There's suspense, murder and thrill, so that the average audience should get their share of the kind of entertainment they seek from this type of films. In the role of drama critic for a New York paper, Dave O'Brien makes the transition from westerns to espionage, in a way that shows he's worthy of such casting. Kay Aldridge, Alan Mowbray, Frank Jenks and Edythe Elliott are satisfactory in their respective roles, and Cyril Mowbray's casting was made for the direction of this Martin Mooney production.

Theatres Across the Nation Take V-E Day in Their Stride

(Continued from Page 9)

"the cheeriest moment" of a day dulled by anti-climax and overcast skies. Even Tuesday evening's business was only that of an average Tuesday.

Los Angeles—Fox-West Coast and Warner Bros. theatres, together with independents here, reported average business on V-E Day.

Portland—Theatres here showed a 10 per cent increase in attendance Monday, but with the official observance of V-E Day and the closing of business establishments, receipts jumped 25 per cent over normal. Doubtless the increase in attendance is the result of a one-hour Bond drive program in the Victory Center.

Headed by "Two Down and One To Go," a 2-minute subject filmed in Technicolor by the Army, a variety of film fare particularly pertinent to V-E Day had been made ready by Government film agencies and film companies. Showing, or soon to show (in addition to "Two Down and One To Go") were: "When Johnny Comes Marching Home," a Paramount cartoon; a special Community Sing from Columbia; "Victory in Europe," a five-minute trailer produced for the Air Force; a two-minute trailer made by Warner Bros. Also released to newsreel this week by the OWI and WAC were two cartoons, "The U.S. We Living" and "Don't Make Him Wear This Uniform." The cartoons are destined for a prime time spot to be added to later issues are "Let's Have a Drink." "All Over But the Shouting" and "City Throes Celebrate the Fall of Germany."
Western and Southern Exhibitor Chairmen

Theatres of the U. S. are ready for the biggest War Bond selling job on record for an industry that has shown progressively larger results in each of the drives preceding this, the Seventh War Loan. Organization this time is on the "grass roots" basis, and the job, as planned in the beginning by National Chairman Samuel Pinanski, is one that will be done under the direct supervision of local theatre and distributor representatives in the various exchange territories.

This week we show pictures of the men who are serving as Exhibitor State Chairmen in the Southern and Western divisions of the country, which, for purposes of this campaign, has been partitioned into four main sections with a Coordinator for each of the divisions acting as headquarters liaison between the men on the firing line and the National Committee in New York.

Coordinator for the Western area is Charles M. Thall of San Francisco. There are 11 states in the Western division: Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.

E. W. (Gene) Street of Knoxville is Coordinator for the South, which district is made up of the following 13 states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, West Virginia.

* Indicates Co-Chairman of State
Top Campaigns For 'Gray' Used
In Rochester and Houston Tests

Two campaigns so exceptional that Loew's Theatres have used them as the basis of a special exploitation manual for Loew's Theatres were carried out by Loew's Rochester under Manager Lester Pollock, Assistant Manager Louise Wilson and MGM Exploiter Jack Gilmore and at Loew's State, Houston, under Homer McCallon, manager, and his theatre staff. Each is described as a 'gray' campaign sugges-
ted by the Loew Theatres home office. In Rochester, for instance, Pollock used art students of the Rochester Institute of Technology in contests monthly designed in the theatre lobby from leading characters in the picture. The sketched attracted large crowds and the contest angle was picked up by newspapers and radio stations adding to the interest in the col-
lege and elsewhere.

An aid to the distributor, the original painting of Dorian Gray as it appeared in the picture, was used by Pollock as the center of a valuable window display. The picture attracted so much attention that Mayor Samuel B. Dicker wrote a letter requesting MGM to present the painting to the Art Gallery. A local columnist described in their entertainment issue. Another letter from Mr. Ellington, president of the Rochester Institute of Technology asked that the painting be presented to his organiza-
tion, this, too, occasioned newspaper comment.

In Houston Manager Homer McCallon ar-
 ranged for Evie Joe Craven, a book reviewer for the largest department store in the Southwest, to review the book and arranged for a screening of the picture for Miss Craven and other executives of the department. Miss Craven was so enthusiastic about the film she chose to review it instead of the book, using Oscar Wilde's original as reference only. As a result of her enthusiasm in her review with the picture's opening, Miss Craven awarded the book and theatre tickets as door prizes.

Another valuable result of the screening and Miss Craven's gratuitous review of the film was the store's use of a full page of cooperative ads featuring the production and Miss Craven's re-
view. These ads were reproduced and displayed in all parts of the store.

Houston, too, benefited by MGM cooperation to the extent of receiving two actual evening gowns from the film around which Manager McCallon personalized Sue Bliven, stylist, for another large department store, to build an elaborate fashion show. The style show was presented in the Rice Hotel's swanky Empire Room and took place on the day prior to the picture's opening. Using a subtle shade of gray, Miss Bliven linked every garment shown either with this unusual color or the period of time covered by the film. She even showed an abbrevi-
ated bathing suit in "Dorian Gray," which she named the color.

The show was climaxcd by models wearing the gowns from the film.

In addition to receiving invaluable publicity from the show itself the store used every pub-
llicity media at its command to publicize it and the film, including 40 inches on page one of the second day's paper, 500 direct mail and radio also used by the store.

Both theatres used every other media known to showcase the new picture with tie-in. The picture which were reported to the Loew Theatres home office in seven and nine pages, respectively, of single-spaced typewritten copy covering details.

RKO Sets National Book Tieup
On 'Betrayal From the East'

A national book tiein featuring window dis-
plays throughout the country has been arranged by the RKO Radio publicity department with the assistance of John Coffey of the McBridge Publishing Co., in connection with the release of "Betrayal from the East."

Highlighting the New York participation of this promotional campaign was an elaborate window and counter display effected by the Doubleday, Doran Book Store, in midtown New York, tie-in with the Broadway premier of the picture at the RKO Palace. Window and counter display consisted of a specially made card featuring star Lee Tracy supplemented with quotations from various newspapers, 11x14 colored lobby display cards, 8x10 scene stills, and copies of the Alan Hynd best-selling novel. Similar displays have been arranged through the cooperation of McBride with book stores and circulating libraries in more than 500 key spots throughout the country.

Tunes Contest Spurs Patronage

A Mystery Tunes radio stunt contest which received wide participation from listeners pro-
jected in conjunction with the showing of "Music for Millions" by Ed Collier, MGM exploiter, and Paul Henen, manager of the Colonial The-
atre, Lancaster, Pa., proved a box-office draw. Excerpts from the music of the film were used to break into programs during the day. An-
ouncements were made that the music was from the film and listeners were asked to identify the music and name the composition. The first five persons calling the station and identifying the music correctly were given guest tickets to the picture. The stunt was used for three consecutive days over station WAGL.

LOGICAL BALLYHOO. And also effective, too, for the showing of 20th-
Fonk's "Thunderhead—Son of Flicka" at the Loew Poli Elm Street Theatre, Wors- terce, Mass. Credit Manager Robert Portle. If you can round up a sign painter, horse and rider—well, that's all you need to have a street ballyhoo that will attract attention.

Style Promotion Set by
Warners on 'Rhapsody'

More than 75 leading department stores and exclusive ladies' shops in the U. S. as well as one in Honolulu and another in Mexico, have already been set by Warner Bros. for a style pro-
motion campaign focused on its forthcoming George Geruchin musical, "Rhapsody in Blue."

Complete wardrobes of "Rhapsody" patterns have been designed by Milo Anderson, of Holly-
wood's foremost designers, with accessories, hats and bags by Casper-Davis and Ben Brody.

Many of the stores, which include Peak & Peak in New York, Gimbel's in Philadelphia, Carson-Price-Scott in Chicago, Filene's in Bos-
ton, J. W. Robinson of Los Angeles, City of Paris in San Francisco, Halle Bros, in Clev-
eland, Bamberger's in Newark, and other promi-


Links Film With Canadian Loan

Pete Egan, manager of Famous Players Canadian's Palace Theatre, Calgary, effected a strong tieup with the Dominion's Eighth Vic-
tory Loan drive and his playdate of Warners' "Hotel Berlin" by providing side display cards for Calgary's 100 streetcars, with officials of the municipal railways providing the space gratis.

Horseshoe Pitching Contest

A horseshoe pitching contest helped sell "Na-
tional Velvet" for Willis Shaffer in Ottawa, Kan.
SURROUNDED BY TERRIFIC STAGE-SHOW COMPETITION

at four of New York's greatest stage-and-screen houses within a 2-block radius—yet "Susan" single-handed outlasts them all—at the same average scale!

with

DENNIS O'KEEFE
Don DeFore • Rita Johnson
Walter Abel
Directed by
WILLIAM A. SEITER
on the trail of these famous Rivoli Record Breakers!

This Week

...at New York's leading house of hits—as "Susan" heads for a high spot on the honor roll of seven long-run sensations that have filled Broadway's biggest non-stage-show theatre for nearly two years!

Joan FONTAINE • George BRENT in HAL WALLIS' Production "THE AFFAIRS OF SUSAN"

Screen Play by Thomas Monroe, Laszlo Gorog and Richard Flournoy • Original Story by Thomas Monroe and Laszlo Gorog

SHE'S GOING Paramount's PRIZE-WINNING WAY
Analyzing Program for the Colony on N.Y.'s East Side; Sherred Sends Us a Sample

The weather man is certainly confused about his seasons. In March, when it should have been chilly and drizzly to favor us with sunshine and mild temperatures—temperatures so mild, in fact, that most people were certain that spring had definitely arrived and fortieth dragged out their warm-weather garments. How wrong those people were, and how tricky that the folder is a "programme" for the Colony. The location and telephone number are also given. Centered in the white strip is this line: "Attractions for Two Weeks Beginning..."

The inside spread is marked by a sort of black ribbon extending across the top. This ribbon, like the panel on the first page, is also solid brown and with the same reverse lettering. Three changes of program are advertised, each separated from the other by means of a vertical wavy line. In some instances, small ad elements are used as cuts; in others, the attraction has only the benefit of cold type. On outstanding pictures a portion of the casts are listed; on others, the stars and a supporting player or two. A paragraph of striking selling copy accompanies the title and cast of each picture. The entire back page, except for the thick solid brown rule running vertically along the left side, is devoted to an ad for another change of program.

We like the type styles that have been chosen for titles, stars and casts. On the back page, however, we note that two different type faces have been used for two different casts. Why the cast on "Objective Burma" couldn't appear in the same face as the others in the program is something we can't understand. It isn't a major complaint we make; perhaps relatively few people, if any at all, will ever notice it. Yet it seems to be a rule that in good printing a certain style of type is chosen for a certain thing, and that style is adhered to throughout.

It probably would prove helpful to Colony patrons if the management listed the time of shows. Some people, it's true, don't mind what time they enter a theatre; but from our observations the number of moviegoers who check on the starting times of features to get in at the beginning increases every week.

In all, we conclude that the Colony program is well put together, and we are happy to reproduce its center spread on this page.

The front-cover halfsizes featuring scenes from "Keep Your Powder Dry" show up very well, and are free from splotchiness, if you get what we mean. The inside spread utilizes two two-color combinations for the black and white effects being advertised, separated in the "gutter" by a diamond-shaped block with reverse lettering. Added attractions are billed on solid discs with reverse lettering, and we have a reproduction scheduled for this page (that of the program for the Colony), we're hoping that Sherred will send us a copy of his house organ so that we can reproduce some portion of one of them when the opportunity permits.

Over in Brooklyn Pat Neels got to the point where he finally covered "the plunge" and "shrink" the size of the program for the Granada Theatre. The format, as far as we can see, serves as much of a purpose as the older one, and the smaller size takes nothing away. The front-cover design is certainly neat and appealing and we hope to reproduce it, too, in a forthcoming issue.

That's about all we have room for now, but we'll see you again in a few days. Remember, if you put out a program, won't you put us on your mailing list?

"Waves" Contest Received Favorably in Frankfurt, Ind.

Even in these days of rationed newspaper space enterprising theatre managers find occasions to make inside excellent of the four- and five-day newspaper contests as illustrated in distributor press books. Joseph Goldberg, for instance, made excellent of the four-day con- test suggested in Paramount's press book for "Here Comes the Waves," starting five days in advance of his showing of the picture at the Roxy Theatre, Frankfort, Ind.

The Frankfort Times sponsored the contest, offering guest tickets to readers naming the title song. In addition to the title song of the contest, which was Acc-cen-tchu-ate the Positive, Response was so great that more pairs of tickets were given than the amount originally agreed upon.

According to Paramount's home office exploitation department theatremen are making increasing use of the suggested contests with favorable cooperation from newspaper editors.

Contests Highlight 'Two Women' Campaign at Poli-Springfield

Plans for the exploitation campaign for "Between Two Women" at the Low-Poll, Springfield, include a radio contest in which listeners will be asked to name six films in which Van Johnson has appeared, including his latest pic- ture, "Between Two Women." Program on which contest terms are to be announced is heard from 5 to 5:15 daily.

Other details of the projected campaign include an ad plug from a beauty shop in which a photo of Marilyn Maxwell or Gloria DeHaven will be featured. A tape has been arranged with a music store on a song featured in the picture and an essay contest has been planted in the local shopping center. A question to "Why Do You Think Van Johnson Is So Likable?" "Ties with cosmetic concerns will also be part of the campaign.

George Freeman and his assistant, Sam Horwitz, are handling the details.

44 Windows on 'Tree'

Harry Weiss, 20th-Fox area publicity director, reports that he placed 44 full window displays during the run of "A Tree Grows in Brooklyn" at Warner's Hippodrome, Cleveland, Most of the displays were arranged by the Public Library and Public Library arranged book displays at the Main Library and all of its branches. In addition it distributed 500 bookmarks. Weiss also used 500 street card to advance.—CL
Yes, Mr. Exhibitor

V-E DAY IS HERE!

• Germany has collapsed but there's still a big Jap war ahead. Our soldiers haven't stopped fighting we can't stop selling bonds!

• It will take more lives and more money. The Treasury Department needs and asks for your help more than ever.

• So get on with your 7th War Loan plans stronger than ever.

• Make your Bond Premiere, Children's Matinees, Free Movie Days count up to bigger bond sales.

It's Up To Every Showman . . .

Speed TOTAL Victory!
Circus advertising men are the top advocates of outdoor billing and there is plenty of method to the manner in which they plan each campaign.

Months before actual playdate an advance crew visits each city on the route contracting for choice locations. It is usually a race between competing shows for the first crack at the choice locations. After the billing is up, the display is not forgotten, for each location and the type and amount of paper is recorded for checking by other crews right up to the time the show hits town. The billing pass given in payment for posting privilege has been gamified by circuses to the point that now resembles an ornate contract form, impressing the recipient with the importance of his duty in keeping the posters on display. If checkers report that posters have been prematurely removed, covered over, changed to a less valuable location, the circus reserves the right to refuse honoring the pass.

All this points up the importance of outdoor posters to promotion in the amusement field, which includes motion picture theatres.

While much progress has been made in the quality of lithographic art since the days of Barnum, big billboards are still made in the technique of valuing each poster location through the research of such groups as the TAB (Traffic Audit Bureau). Standardization of outdoor advertising was undertaken in 1912 with the resulting fixed sizes for posters based on the one sheet. From this basic size poster, outdoor posters expanded with the one-half, six-sheet and 24-sheet sizes as the standards. In 1934 the TAB was initiated to perform a service of audit to the local Advertising Bureau (Audit Bureau of Circulations) in the publishing field, for the large purchasers of outdoor space.

Today it is possible for the owners of outdoor space to supply prospective advertisers with accurate circulation figures on each location. Outdoor advertising buyers no longer have to depend on T. A. B. committee people passing in full view of a certain poster location. They keep separate records of pedestrians, auto passengers, street car traffic, etc., and these gross figures, taken at various hours of the day, are weighted and reduced on a carefully tested formula to provide true net circulation figures. By compounding the circulation of many locations thus checked it is possible to determine the number of posters necessary to provide adequate coverage of each area.

Planning Posting Needs

In showbusiness it has been ill-considered practice for the manager to order paper without consulting his billposter, and, upon its arrival, to shove the costly paper at the fellow with the terse advice: "Get this out—and don't come here again." The theatre manager can afford to spend some of his valuable time making a billing survey of his community in company with his biller. A list should be compiled of all available locations, with each one rated in percentages on the basis of visibility, other posting competition, type of location, etc. In larger cities the type of location (neighborhood and kind of people) has a most important bearing on the planning of a posting program on each type of picture. Each location should be assessed for the proper size paper to get maximum readership on the basis of the distance of visibility, traffic (foot or rolling), competitive posting, etc.

If the posting program is left to the discretion of the billposter it is only reasonable to expect that he will put the paper up in the most easily visible location where lightest traffic is strongest, artificial, is maximum. 2. Place card in far corner of window, facing in the direction of the heaviest approach of traffic. 3. Choose windows in which card will not have to compete with overshadowing competitive displays or merchandise which is more colorful. 4. Windows with few objects on display to compete for attention but with enough interest to stop a good percentage of traffic are superior to cluttered ones.

It is common sense to insist on having each pass paid in payment of a location, inscribed with the location and date the display card is placed and when it can be removed. This places importance on the value of the pass and the cost of the display in the mind of the storekeeper. The billposter should turn in a list of locations on each billing for check by the manager. Spot checks made frequently will impress the merchant with his part of the bargain and serve to keep the billposter alert to the importance of keeping his displays alive and in the best locations.

Window cards, carelessly placed or bent over or shoved half-way behind a competitor's card are just as a waste of money. By the same token, the careless posting of a one-sheet, three-sheet or six-sheet in some little-traveled alley just to get rid of paper is unparisonable waste. Another item which deserves attention is the appearance of stained paper on the sides of stacks or nondescript buildings. In many cases the manager is not aware of its appearance upon the theatre management. White blanking paper, neatly posted as a frame for a poster can increase readership and lend dignity to the presentation, but such blanking must be kept clean and fresh with each posting. Frames for outdoor posting stands must also be kept painted and clean at all times.

If you are buying outdoor posting from a local plant you can, upon request, obtain TAB circulation figures to aid in choosing your lifts as most plants are a member of this group. In a later article we will discuss the details of copy preparation for block type posters and cards.

Jackson Campaigns For 3 Caballeros'

A special campaign put on by Jack Jackson of the Interstate Department of Walt Disney's RKO Radio-loans "The Three Caballeros" at the Metropolitan, Houston, also included build goodwill for the picture. Under the sponsorship of the Junior Chamber of Commerce a special screening was held at the Crippled Children's Hospital with newspaper coverage arranged. A color contest for children with war bond prizes was also a feature. Through Mabel Cassell, director of curricular activities, a general promotion underscore of the picture in all public schools was arranged. This included bulletin board posters. Tilt Foley Bros. and Fillpot book stores had large window displays in addition to counter displays. Leading orchestras were induced to play hit songs from the picture including You Belong to My Heart and The Three Caballeros. Two of the foremost dancing studios, the Asbel School of Dancing and the Laura Dorman Studio gave free lessons. for which the operators received an endorsement of the social version of the Samba-Jongo, featured in the picture.

In addition to wide coverage in the newspapers with both stories and art, ten 24-sheet posters were spotted. Radio Station KTHT (Mutual) put on the air gratis the 15-minute and 5-minute spot. A large number of signs were placed at the end plugs on Station KPRC, powerful NBC outlet.

Full Page Co-op Ad Highlights Peoria Campaign on 'St. Louis'

An outstanding promotion of a full page of advertising on Mutual O'Brien fashions and "Meet Me in St. Louis" fashion design contest in the Peoria Star was a feature of the exploitation campaign on the picture for its showing in the Madison Theatre. Peoria, Lea Worley of the Madison and William Green, MGM exploiter in the territory, arranged the promotion.

In addition to the headline, "We Are Singing 'Meet Me in St. Louis,'" the ad showed six poses of the O'Brien lass, and featured a centerfold showing Judy Garland, the leading man in a scene from the picture. The photo caption announced that the costume worn by Judy in the show would be featured in the windows of Block & Kuhls Co., the store with which the tie-up was arranged. Details of the contest also were published. Several other successive co-op ads continued running, covering the department store advertising field.

Canadian Magazine Digest to Copy Warner Research Setup

Magazine Digest, Toronto, is setting up a research department modeled after the Warner Bros. studio research setup. It is stated in a letter from Murray Simmons, editor and publisher, to Dr. Herman Lissauer, head of the Warner studio research organization. Simmons recently spent a week on the coast, during which time he made a study of the Burbank studio's research methods.

Taste in Music Plans Film

The subject of classical music as a preference or jazz music was the subject of an essay contest for students. It was sponsored by the superintendent of schools in Huntington, Pa., and was inspired by R. Geiger, manager of the Grand Theatre in that city, and Charles Baron, MGM exploiter, for "Music for Millions." The film received excellent plug through school bulletin boards.
ANN DVORAK

BABY COAST

featuring

JOSEPH SCHILDKRAUT

with

WILLIAM FRAWLEY • VIRGINIA GREY

and

RUSSELL HICKS • JACK NORTON

PAUL FIX • MANART KIPKEN

JOSEPH KANE Director

Screen Play by BORDEN CHASE
ADVERTISING TO 45,000,000 THROUGH EVERY IMPORTANT MAGAZINE
Big Ad Campaign

On 'Barbary Coast'

Full-page advertisements in the May and June issues of the fan and general magazine and newspaper publications for Paramount's 10th Anniversary picture, "Flame of Barbary Coast," which is being heralded by one of the biggest advertising campaigns ever instituted in any country to promote a motion picture. Total circulation of the publications is over 43 million.

Money Dates for June

Although there are many money dates in June, this fact should not disturb smart showmen. On the two biggest days of the month—Flag Day and Father's Day—your activities should be aimed at the Seventy War Loan drive which will be at its height. On Thursday, 21st, summer will officially get underway, but there will be many "unofficially" warm days before that time; so, if your cooling system isn't in order, better have it checked and repaired right now. The installation of refrigeration units for cooling systems should make it possible for you to obtain an adequate degree of comfort to maintain coolness in your theatre most of the time throughout the summer. Since travel restrictions are causing most people to stick close to home, your theatre will be the center of community activity and recreation. As a part of this community effort, your management should be sure to keep your entertainment standards at a high level. Wherever any of the following money dates can be capitalized on, do so.

National Observance Periods

June 8: Father's Day. Many of the stunts you might make for this date will be similar to the ones used during the Second World War when the nation was encouraged to make souvenirs for the Armed Forces. Perhaps you could make a special effort to get your patrons to write essays on "What I Own to My Father" or "Why I Love My Father," with the prizes for the best essays going to the parents of young men in the service, etc.

June 13: Father's Day. Many of the stunts you might make for this date will be similar to the ones used during the Second World War when the nation was encouraged to make souvenirs for the Armed Forces. Perhaps you could make a special effort to get your patrons to write essays on "What I Own to My Father" or "Why I Love My Father," with the prizes for the best essays going to the parents of young men in the service, etc.

June 14: Father's Day. Many of the stunts you might make for this date will be similar to the ones used during the Second World War when the nation was encouraged to make souvenirs for the Armed Forces. Perhaps you could make a special effort to get your patrons to write essays on "What I Own to My Father" or "Why I Love My Father," with the prizes for the best essays going to the parents of young men in the service, etc.

June 21: Father's Day. Many of the stunts you might make for this date will be similar to the ones used during the Second World War when the nation was encouraged to make souvenirs for the Armed Forces. Perhaps you could make a special effort to get your patrons to write essays on "What I Own to My Father" or "Why I Love My Father," with the prizes for the best essays going to the parents of young men in the service, etc.

JuCoat-to-Coast Fashion Tie-ups for 'Horseshoe'

Billy Rose's "Diamond Horseshoe," 20th Century-Fox Technicolor musical, will get the benefit of a coast-to-coast fashion tie-up arranged by the executive offices of the Horseshoe.

Adapting a series of fashions worn by Betty Grable, Samuel Chapman, leading New York mannequins, and others, they are seen in hundreds of stores throughout the country, and promoted for the way by exhibitors to work out effective cooperative promotions which result in local window displays and counter displays.

In New York, the fashions were displayed in the swank windows of De Pinna's on Fifth Avenue. In other major cities, counter advertisements by the store plugged the enjoyment of the film at the Roxy Theatre.

Delightfully Dangerous' Contest

Gertrude Tracey, manager of Loew's Ohio Theatre, Cleveland, should be pretty used to radio by now, for she was on the air twice last week; once as the guest of WJW's What's Cooking department and again to announce a local personal contest, which should result in local window and counter displays.

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OMAHA

The Omaha area, threatened with a Class I WobblY action and a 48-hour walkout, has squeezed through with another Class II listing in the latest ratings announced in Washington.

The State Production Urgency committee, alarmed by the continued loss of more war workers than those hired in the area, had recommended the top rating for Omaha.

An Omaha woman received a dressing role from Jean Parker on the stage of the Orpheum Theatre this week where Miss Parker is performing. The role was awarded for an outstanding job in the United Nations Clothing Collection.

No one fainted and no one walked out. That was the report here following the first showing of aattery films in downtown theatres. William Miskell, Tri-State Theatres district manager, said that early reports are that Omahas want to see the atrocities for themselves. Local managers also said they believed box-office grosses had increased slightly.

The Orpheum Theatre at Des Moines is now under jurisdiction of John D. Redmond, district manager for RKO theatres, who has his headquarters here.

Ruthann Hawthorne, a Community Playhouse performer and mother of two, won the "George Sand Memorial Talent Search" contest at the Brandenburg theatre.

Ralph Hall, Paramount booker, has resigned to take over a machine shop in Iowa.

Marie Hasset, Paramount inspector, received an eye injury last week when she was hit by a piece of film. She has returned to work.

James McCann, MGM salesman here, has been transferred to Des Moines.

The Eldorado Theatre at Ewing, Neb., has been sold by J. E. Sutherland to Edith Brandenburg.

E. I. Rubin, chief booker of the Omaha Variety Club, has had excellent luck getting contracts signed by mail for Paramount during his correspondence home, following an operation.

Roy Syfert, Ainsworth, Neb., exhibitor, flew into Omaha Monday to do his booking. The time was spent Syfert told friends along the road he may make it a regular practice in the future.

BOSTON

Out of a mass of reports and rumors that Boston is to have a new hotel and amusement center in its downtown section there is apparently an element of truth that the Ford Hotels, Inc., operating hotels in Montreal, Ottawa and Detroit, intend building as soon as priorities can be lifted.

Boston will pay tribute to outstanding heroes of the war with a parade of the Purple Heart May 13.

S/Sgt. William Mancuso, Jr., former head shipper of National Screen Service, was married to Peggy Monroe of Manchester, England, while on furlough from his base in Germany.

Jack Mercer has been appointed manager of Loew’s Orpheum Theatre. He succeeds George Kraska, recently appointed publicity and advertising director for Loew’s in Boston. Mercer began his theatrical career in 1933 at Loew’s Capitol, New York City.

"Brewster’s Millions," which opened at the Mashi, has proven to be a very unique and successful publicity campaign, is doing big business. John Uston, operator of the Lake in Monson, Mass., filed a clearance complaint last fortnight against Loew’s, Paramount and RKO.

The Lake is subject to 30 days clearance after Brockton and Plymouth, Mass., on Loew product and on other occasions to clearing charge and as available on RKO. Complainant charges that clearance is unreasonable and wants clearance in all cases to be reduced to seven days after Plymouth. Uston also filed a clearance complaint involving his Easton, North Easton, Mass., asking that clearance of this house by RKO be reduced to 14 days instead of 30 days after first-run Brockton.

Gus Schaefer of RKO who has been seriously ill for the last few weeks, is now reported to be improving. Although still confined in the hospital, he is no longer in an oxygen mask.

Ed Coni, head of Theatre Service Supply Co., announced that new Century projectors had been installed at the Roxbury Theatre in Roxbury, Mass.

Sam Silverman, salesman with Federal Films, local distributors for Film Classics, has resigned and returned to his home in New York.

Mrs. Lou Wechsler, wife of the 20th-Fox salesman, is back in Boston after several months in Arizona where she had gone for her health.

Lt. Pearce Parkhurst has been awarded the Bronze Star for participation in the Burma campaign. He is with the Army Air Corps stationed in India.

Carroll Lawler, former owner of the Lawler in Greenfield, Mass., is now in charge of the recreation department for the First Naval District.

Evelyn Mullins and Lena Fitzgerald have been added to the Republic exchange staff.

George Hackett of the Medford, Medford, Mass., is back after a trip to New Orleans where he spent several weeks.

Vancouver

The Elks’ Theatre at Assioboa, Sas., opened recently. The theatre is a modern air-conditioned structure and was built by the Elks to house its club rooms and to provide a means of carrying on its benevolent work in the community.

The show suit between Famous Players-Canadian Corp. and the Odeon Circuit which involves the future possession of a number of theatres is of great interest to the public. There are six Vancouver theatres now under lease to FP which may go over to Odeon in the near future should the case be decided in the latter’s favor. Famous Players claims certain officials of Odeon made arrangements for the closures are against the Odeon Contract. The trial which will be held in Toronto has not been set, but it is expected to come up in the near future.

Earl Haxter, Odeon circuit supervisor for B.C., announced that Jack Stone, now manager of the Marpole Theatre, will take over at Odeon’s next season. He was with the Victory Theatre, Mission, as manager, and is succeeded at the Marpole by his former assistant manager, Al Gaskin.

Changes were effective May 7.

Edward Bickle, old-timer in show business who controls the three theatres in the Cumberland-Courtyard district of Vancouver Island, celebrated his 75th birthday at his home in Cumberland on May 7. Present were his three daughters, one of whom is the wife of H. W. Cooper, who operates the Avoline, Revelstoke, B.C.

Vancouver’s Orpheum Theatre set an all-time high attendance record in April when moviegoers packed the house day after day to view the 20th-Fox picture, “Thunderhead, Son of Flicka.” Mayor Cornett of Vancouver presented Ivan Abery, Orpheum’s fountain pen and an inscribed vellum outlining the achievement on behalf of the producer.

The girl, Herbert, Sask., is operated as an activity of the Board of Trade. At the last board meeting the secretary reported cash on hand as $336.

An important development towards the unity of Canadian projectionists under the IATSE banner, the second within a year, took place recently when the Canadian Employes Union which controlled all Edmonton booths voted to merge with the industry’s dominant labor body. Forty projectionists were affected. With the granting of an IATSE charter to the Edmonton local, it ceases to exist as a competitive body within the trade and as a wing of the Canadian Employes Union which has become associated with the American Federation of Labor. This move leaves two more independent unions to function in Western Canada, Saskatchewan and Winnipeg.

DES MOINES

City people in Iowa prefer single shows while the farm population isn’t so strongly against the double features, the Iowa Poll conducted by the Des Moines Register and Tribune research department, disclosed. A special survey showed 60 per cent of those interviewed were against the double features, 34 per cent for it, and 6 per cent didn’t care. On the question “Do you go to the movies?” the poll showed 77 per cent replied Yes with 81 per cent of the city people, 78 per cent of the town group and 72 per cent of the farm group in this class. On the question as to how often they attended movies the survey showed 34 per cent ardently moviegoers while 46 per cent were irregular. Asked for favorite screen hero or heroine the poll showed Bing Crosby ahead with 10 per cent of the vote with more men favoring him than women. Spencer Tracy was second with seven per cent, and 39 per cent didn’t have a favorite. On the heroine list Bette Davis was second and was named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of the men voting for her and 13 per cent of the women. Bette Davis was second and named by 23 per cent of

A. H. Blank, head of Tri-State Theatres Corp., (Continued on Page 30)
UNDERING SPECTACLE
OF LOVE AND ADVENTURE!

FLAMING DRAMA
OF INTRIGUE
AND GALLANTRY!

WASHBUCKLING
ACTION TO THRILL
THE WORLD!

Storming a castle... to kidnap a king... and rescue a bride!

COLUMBIA PICTURES presents

Alexandre Dumas' "The Fighting Guardsman"

WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein
Based on "The Companions of Jehu" by Alexandre Dumas
Produced by MICHEL KRAIKE • Directed by HENRY LEVIN
was elected to the board of directors of the Des Moines Y.M.C.A.
Elmer Titton, manager of the Warner Bro's exchange here, was married to Mildred Johnson, former owner of Mildred's Flower Shop.
The Harris Theatre at Harris, Ia., has been reopened. It is a cooperative venture operated by the business men of the town.
The business men's association at Blanchard has opened a new theatre with J. C. Irwin serving as manager.
John Edding will open a new theatre at Ardmore next month replacing his Community Theatre.
W. J. Gerbracht has resigned as manager of the Grand Theatre at Estherville where he has been located for the last three and a half years and is leaving for Seattle, Wash., where he will work for Boeing Aircraft. Don Loftus of Charles City will succeed him as manager.

MEMPHIS

Barring of "Dillinger" by the Memphis Censor Board has resulted in a brisk demand for booklets taken over the management of the R. Frank Bailey Prichard of Monogram, reports. The Censor Board recently put the ukase on "Dillinger" because of its "crime background," and on its first day out for the Robertson is too prominent. A threatened ban on Jack Benny's "Horn Blows at Midnight" for irreverent dialogue and the pictures opened Thursday at the Memphis Warner with capacity houses.

M. A. Lightman, president of Malco Theatres Inc., has elected exhibitor chairman of the WAC here; Col. Cecil Vogel, manager of Loew's Palace, and Todd Ferguson, MGM, exploiter, recently won in the Cenlucw for their work in the March of Dimes.
Hugh B. McCullough, exhibitor at Alton, was elected Monday (April 30) after a long illness.

Carl Christian of the Christian-Boggs Circuit, which in December lost its Tuckerman, Ark., house in a fire, is planning to reopen by June or early July.
Katherine Randle has replaced Clif Wilson, now manager of the theatre as booker at Monogram. Mrs. Glen Woods was promoted to Miss Randle's place as cashier.

Lieut. Douglas Johnston, former manager of the poster department of MGM, visited the local office this last week.

Mrs. Benny Denton, MGM booker, reports that her husband now is serving in the Philippines.

G. E. Sibley, exhibitor at Adamsville, Tenn., has sold his theatre to R. R. Clemens.

B. M. Bradford has purchased the Leslie at Leslie, Ark., from E. L. Smith.

John Lowery, owner of the Lowery Circuit at Russellville, Morrilton and Atkins, Ark., is recovering from a recent eye operation.

Lew Andrews, branch manager of Republic Pictures at Memphis until a couple of weeks ago when he resigned to be replaced by Tom Kirk, has accepted the engagement of Manager Andrew Brown theatres at Carter, Yelville, Calico Rock, Hardy and Melbourne, Ark. He will make his headquarters in Carter to manage the theatres which formerly were known as the Kessee Circuit.

Paul Meyers, owner of the Belinda at McCrory, Ark., is taking flying lessons to operate his own plane.

C. W. Tipton, Jr. of the Tipton Circuit at Manila, Monette, and Caraway, Ark., is now in the Navy. Tipton and his father only recently purchased the Monette house.

Norman J. Colquhoun, Republic district manager, has returned to Dallas headquarters after several weeks in Memphis.

H. G. Waldron, who recently purchased the house at Red Bay, Ala., from T. A. Wilson at a reported price of about $45,000, has moved to Red Bay.

B. T. Clements, lumberman, is building a new 500-seat theatre in Belmont, Miss., to cost about $40,000, and which will be open in about 30 days.

Shelley Sandifer, Vandervoort, Ark., exhibitor, is building a new 300-seat house.

H. G. Wafford, Eupora, Miss., exhibitor is home after a long illness in a Memphis hospital.

W. F. Sonneman, Fayetteville, Ark., exhibitor, visited Memphis this last week.

John Godfrey, assistant house manager at Louisville, has been chosen Loew's Southern relief manager to replace Bill Kemp, assigned to the State at Memphis.

Al Curry, former RKO exploiter at New Orleans and Memphis and for the last several years a member of the staff of the Memphis Press-Scimitar, has resigned to take charge of publicity for Lake-Spiro-Schurman Inc.

CLEVELAND

Meyer Fine, WAC exhibitor chairman, sparked the rally here last Monday (7) on the fourd anniversary of the Theatre of the Air by before a 100 per cent representation of the Cuyahoga County theatre owners and managers in the headquarters of the Cleveland Motion Picture Exhibitors Association. In addition to Fine, Capt. Robert Siler attached to Gen. Stilwell's staff, John Wallace of the War Finance Com. and Bill Sprague of the theatre lobby. The programme included two shows. Fine appealed to all exhibitors to follow the lines of the campaign, offering premiums, free movie days, juvenile bond matinees and auctions wherever possible. He also urged the universal use of the trailers, posters and other display material available through National Screen Service. The following regional chairmen were appointed: Toledo, Jack Lykes, manager, Colony Theatre; Akron, B. E. Rhody, manager, Highland Theatre; Youngstown, Peter Wellman, circuit manager with headquarters in Girard. George W. Erdman is chairman for theatres located in Cuyahoga County.

Ben Wallerstein, Warner assistant zone manager on the West Coast, was a guest of local zone manager Nat Wolf last week. It was Wallerstein's first visit to Cleveland in over 11 years.

Howard Roth, Paramount head booker, is back from a two-week vacation in Dallas, Texas.

Victor Wokotc, one-time owner of the former Princess Theatre, has been appointed manager of the Almira, purchased by Nate and Sam Schulz.

Charles Kates, former Warner booker, is on his way overseas.

The Scoville, Essick & Reit Circuit have on display the costume and memorabilia in their proposed new theatre in Willougby to be called the Vine Theatre. Paul Matzinger, Cleveland architect, prepared the plans.

Al Runyon, former 22 years affiliated with the Schine Circuit as manager of the Bucyrus Theatre, Bucyrus, has been appointed manager of the Imperial, an Associated Circuit house, as successor to L. S. Kay.

Sgt. Salvatore (Sam) Gerace, onetime manager of the Naito Theatre, who has been reported missing in action, received by the Allies according to a letter from him received by Mrs. Gerace. He said he had reported to an Allied hospital for a formal check-up but is well and happy to be released.

Fred Witte has resigned as salesman for Film Classics.

John Mahaly reopened his People's Theatre, Akron, last Saturday. The theatre had been closed for several weeks due to damage by fire.

Howard Willson, Dallas city manager for the Walter Steuve theatres, is back home on leave. Willson was mentioned in one of Mr. Astor's recent dispatches and has served on an aircraft carrier in the Pacific area.

I. J. Schmerz, 20th-Fox branch manager, sent a print of "The Fighting Lady" down to Fred Fawcett, manager of the Imperial, in Fort Wayne.

Manager Howard Burkhart, in cooperation with the R-C Cola Company, has erected an old-fashioned theatre lobby for the purchase of a war stamp, one can get a free drink of R-C Cola. A barmaid, in costume, is there to serve the customers.

The Burris Memorial Circuits, reports that the horror newscasts are attracting great interest and that the audience reaction is strongly favorable of such programmes. Managers of the other downtown first-run houses also report favorable audience reaction. No single instance is reported of objection to the showing of the reels. Mrs. Frank Anderson, president of the Cleveland Motion Picture Council, expressed the opinion that the reels be confined to Telenews and downtown houses and not be shown to audiences composed largely of children. Telenews and downtown theatres play an exculsive role.

"Men and the Movies" will be the topic for a panel discussion to be held Tuesday (15) at the Automobile Club under the auspices of the Motion Picture Council of Greater Cleveland. Object of the discussion is to find out what men prefer in the movies and to what extent they are influenced by the feminine members of their families.

LOS ANGELES

Gerald Logue is the new booker for the Winnico Circuit. Prior to his new connection, Logue was booker for Universal in Philadelphia.

The first June bride on Film Row, Dorothy Zeitzman, U.A., will be married on June 17.

Al Boodman, Columbus booker, has left for Detroit's vacation.

Thomas Murray, Universal branch maintenance chief, is in town.

Bravo for MGM. A delegation of twenty M-G-M employees, headed by producer Jack Jacobs visited the Birmingham General Hospital, Van Nuys, where they distributed 200 gift boxes containing assorted goodies to the soldiers there.

Two theatres in this territory were destroyed by fire within the space of 10 days. The first one was the El Cajon, El Cajon, which burned to the ground April 30. The theatre is owned and operated by Gerald Gallagher and had a seating capacity of 550. Blaze happened after the show closed for the evening and was believed (Continued on Page 32)
Soon you’ll be INVITED to meet the most lovable ghost this side of Heaven. He’ll jauntily haunt you and you’ll love it.

Be sure to take time off to see the Universal preview of "THAT’S THE SPIRIT" in your territory during the week of May 14th. Check your local exchange for details.

*It’s in the Universal spirit — good, clean fun.
REGIONAL — Continued

to have been caused by a lighted cigarette. Loss was estimated at $35,000. The second was the Gardenia, Gardenia, an 800-seat house operated by Milstein & Mellenikoff. Fire, which started in the early hours of the morning, apparently originated in the theatre's ventilating system and was blazing through the building before it was detected. Loss was estimated at $80,000.

Jerry Jonas, MGM national checking supervisor, is in from New York conferring with studio officials and local checking supervisor, Gene Allan.

Dorothy Braverman is the new billing clerk at Columbia.

Dudley Forey, head booker and office manager at Monogram, is spending his vacation at his brother's ranch at Patterson, Calif.

Nice bit of showmanship was displayed by James "Nick" Nicholson of the Picfair Theatre. Hitler's death was announced May 1 and Nick pulled one-half of his bill booked to start May 2, substituting Universal's "Strange Death of Adolph Hitler." A Film Row visitors this week included: A. L. Sanborn, Baldwin Theatre, Baldwin Park; Glenn Harper, Fontana, Fontana; Tommy Huntington, La Paloma, Encinitas; Bill Knotts, Covina, Covina; R. E. Archibald, Coronado, Coronado, Ivan Rowley, Ward, Pismo Beach; Earle Strebec, Vegas, Las Vegas; Nick Damos, Lyric, Douglas, Ariz; Dave Rector, Lennox, Lennox; B. J. Leavitt, Granada, La Jolla.

Beverly Whitney, Universal booker, off to Palm Springs.

Ruth Bender, secretary to office manager Johnny De Costa at Columbia, has received word that her husband, Sgt. Sol Bender, with the armed forces in China, is touring the Chinese theatre of war with the GI company of "Over 21!"

A record exhibitor turnout was on hand Thursday, May 3, when a pre-campaign 7th War Loan drive rally and luncheon, called by Charles P. Skouras, national honorary chairman and western regional chairman, was held at the Coconut Grove in the Ambassador Hotel.

Film Classics has received an extended first-run re-release of its "Wuthering Heights," at the 4-Star Theatre.

PHILADELPHIA

More than 300 exhibitors, distributors and representatives from the circuits gathered in the ballroom of the Franklin Hotel to participate in the "Day of Debts" for the Seventh War Loan drive for the theatres in the Philadelphia area. In spite of the fact that the V-E Day announcement was expected momentarily, and the newspapers and the radio were blaring the news, the huge crowd jammed the ballroom to attend the meeting. Sidney Samuelson, exhibitor chairman called the meeting to order and introduced the guests. On the dias were Jay Emanuel, George Schwartz, Ulric Smith, Iz Epstein, Sidney Weiler, Albert M. Cohen, Lewen Pizor, David Barrist, Robert Folliard, Bob Lynch, Lester Kraeger, George Beattie, Earl Sweigert, Sam Gross, Ben Fertel, Salem Applegate, Lew Finiske and J. J. O'Leary.

Earle Milstein, assistant zone manager for the Warner Theatres, was given special mention for the work accomplished in the way of bond premiers in his South Jersey theatres.

Bob Kessler, manager of the Bum Theatre, is in the Philadelphia General Hospital for a checkup.

Esther Diamond, secretary to Edgar Moss district manager of 20th Century-Fox, will retire June 1. Her husband is Sergeant Frank Messman.

Ira and Stanley, the twin 16-year-old sons of Louis Davidoff, assistant film buyer for the Warner Circuit, will be confirmed next Friday, May 18, at the Adath Jeshurun Congregation.

Gloria Samuelson, daughter of Sid Samuelson, will be the new secretary for the Philadelphia Chapter of the National Foundation.

A bill to allow Sunday skating was killed in last week's session of the Pennsylvania Legislature. A Philadelphia newspaper picked up a story about a local film company and some motion picture interests who were trying to have the bill killed before it came up for final vote. However, the bill came up for a vote and was defeated.

W. H. Lee, theatre architect has moved his offices from the Schaff Building to the Commercial Trust Building.

Howard Smith, 20th Century-Fox salesman, who was inducted last week, landed in the Navy.

CINCINNATI

John Byrne, district manager for Metro, was here from Detroit this week.

Stanley Jacques, RKO branch manager, is leaving for New York on a business trip.

The Queen City Variety Club announces a series of Saturday night bingos starting May 19. Sponsors are the wives of barkers. Mrs. Allan Moritz, wife of Allan Moritz, Columbia, heads the committee.

Florence Geyo, manager of the RKO Lyric, is on the sick list.

Booking on the Row this week were Mannie and Louie Shvov, Williamson and War, W. Va. and "Doc" Newbold, Keasling-Newbold Circuit, Springfield.

Louis Siebert, RKO office manager, is vacationing.

Bob Burns celebrated his tenth anniversary with Warners.

Allan Moritz, chairman for War Activities, reports that exhibitors are 100 per cent in signing pledges for the 7th War Loan drive.

Abbe Cuccio, who represents New York distributor A. J. Dulahan, Paramount, has an important reason for vacationing: her husband, John is home on furlough.

Edna Ossegue, secretary to E. M. Booth, Metro, is vacationing: so is Irene Sagel of Fox.

Columbia representative Charles Palmer has been ordered to the Jewish Hospital for a checkup.

MGM's Madeline Cuccio is visiting relatives in Boston.

Myrle Guenther, Metro, is the recipient of a series of showers being given in honor of her forthcoming marriage to Louis Babbitt.

Ray Palmer, office home representative for Warners, left for Indianapolis.

The Warner Club had a dinner party at the Dutch Mill, May 3.

20th-Fox's "Diamond Horseshoe" opened at the RKO Palace Theatre, May 10.

Moe Baughn, Warner inspector, is on the sick list this week.

The RKO Albee mezzanine was the center of attraction this week. A Cincinnati War Materiel Exposition was presented with the cooperation of the Poles' Maccabi, the Army, the Navy, and the Air Forces. All leading Cincinnati war industries participated. A half-page illustrated newspaper ad attracted wide attention.

NEW YORK

Litigation that in some aspects parallels the suit recently brought against the Endicott Circuit, will be instituted against a group of upscale New York exhibitors, it was admitted to this department by Louis Nizer of the law firm of Phillips, Nizer, Benjamin and Krim, as attorneys for distributors alleging discrepancies between returns made and grosses registered on percentage deals.

Warner Bros. has been complimented for its "timing" in producing and exploiting, pictures of great topical significance during the present war. But the element of looking ahead seems to be a newly acquired talent for that company. In the company's vaults, as a matter of fact, there lies a series of half a dozen productions, to be shown to this reporter next week by Harry M. Warner at a private screening, which forecast a second world war, with Germany as its chief provoker.

In acts of personal benevolence it can be said of David Snaper, New Jersey exhibitor, that he has never permitted his right hand to know what his left hand was doing. In matters of business, however, he is as exacting as the theory of success espoused by Caryle. Typical is a card from his vacation haunt in Hot Springs to Eddie Carroll, RKO New Jersey salesman: "Feel O. K. Weather Fine. How about my adjustments. Will here pack 1/5 for them. Give me a surprise. ITS Snaper."

Louis Weitman, New Jersey exhibitor, tells this week about a noted distributor with a penchant for kosher cuisine. The distributor had finished an appetizer of chopped liver and while waiting for the second course noticed that his fork had not been washed. He decided deliberately left on the table. Summoning the waiter, the distributor asked that the utensil be changed. "Why?" asked the waiter, petulantly. "You didn't have herring!"

Dr. Sigmund Speth, radio's tune detective and former music critic, recently had occasion to use "If Pigs Had Wings" as a theme for a series of animals' reels in a lecture delivered in one of the museums here, comparing the nuances in the short sub-

(Continued on Page 34)
NAZI WAR PRISONERS
IN DEFEAT-CRAZED RAMPAGE
ON U.S. SOIL!

ESCAPED SUPERMEN ATTEMPT VENGEANCE IN MID-WEST MURDER SPREE!

HOT ANGLE
BANG AWAY AT IT!

THE NEXT FROM WARNERS IS
ESCAPE IN THE DESERT
PLAN REFUGEE AID. Brig. Gen. William O'Dwyer, former Brooklyn district attorney and now executive director of the War Refugee Board, Washington, D. C., came to Holly-
wood recently to help launch United Jewish Welfare Fund's Year of Liber-
aton campaign. He is head of International Pictures, is chairman of the motion picture cam-
paign in Hollywood. Within an hour after O'Dwyer's speech at the first meet-
ing in Los Angeles' Ambassador Hotel $406,000 of the needed $700,000 had been raised. Edgar Cantor was toastmaster at the dinner-meeting at-
tended by 600 film leaders.

Pete Panagos, Alliance Circuit promotion manager, stated that patrons of the Roxy The-
atre in Ottawa, Ill., were so generous in their contribution of articles to the clothing drive that a truck had to be employed to remove the apparel and clear the lobby for cash customers. The circuit as a whole reported fine results in contributions for the destitute of Europe.

Tom Gilham, 20th-Fox exchange manager here declared that every theatre in the Chicago area has shown the company's product in con-
junction with the drive. After his departure, Gil-
ham also reported that his son, Capt. Thomas, has returned from the German front on a 45-day leave.

Sgt. Eddie Seguin, formerly with the B & K publicity staff, was a visitor here en route to a new post at Camp Lee, Va.

O. F. Quinn, district manager of Union Uwetsky, who recently bought the Webster Theatre, have also taken over the Lake Shore. They will change the policy of the latter house from foreign films to domestic films under the general release of the Chicago system.

M. B. Potts and J. W. McKirman of the Variety Tent 27, Grand Rapids, Mich., were visitors at the Chicago Variety club rooms.

Commonwealth Edison officials report the brownout has saved more than 35,000 tons of coal in the Northern Illinois area.

Herb Ellisburg, Studio Theatre owner, has returned from a vacation at Miami Beach.

The B & K Belpark Theatre baby derby has ended in a draw between Manager Joe Ande-
son and his assistant, Frank Curtain. Kathleen 

Andersen arrived at the house of Manager 

Andersen first, so Assistant Manager Curtain 

had to be satisfied with second honors, for 

his baby daughter arrived two days later and 

was named Margaret Mary. Both fathers won 

the $50 award that the B & K Employes Associa-
tion gives to all members who become fathers 

during their membership.

Four former employees of the DeVry Corp., 

have given their lives in the service of 

their country. They are Ernie Graf and Carl Chris-
tension from the engineering department, and 

Joseph LeBel and John Chaklos from the 

machine shops.

The defendant film companies in the Jackson 

Park Theatre case filed a brief with the Federal 

Court of Appeals claiming that the Chicago 

release system was unworkable, and that 

even if it was assumed that it was the plaintiff 

who introduced no evidence that the Jackson Park 

will be damaged by the release. The defense also 

maintains that the plaintiff voluntarily partici-

pated in the Chicago release system benefits and 

are thus estopped from claiming damages.

Oral arguments in the cases of the court were held Tuesday.

Bell and Howell report 690 of their employees 

are now in the armed services throughout the world. Three bank employees of the company 

have been killed in action; 1st Lieut. John Hamilton was pilot of a B17 Fortress and 

was killed in action over Germany in his 49th 

combat mission. Ernest Lazur was killed in 

action in Germany and Raymond Anderson was 

also killed in combat in Germany. All had been 

with the company for several years before join-

ing the Army. Howard Seebeck, reported miss-

ing in action, was later found to be a prisoner 

of war in Germany; he was captured while on 

an infiltration mission into Germany.

GRAND RAPIDS

The Variety Club of Grand Rapids will hold 
a golf tournament at Cascade Country Club, July 15. Plans are in shapeing up for what promises to be a big event.

Repercussions of the Inaugural Banquet of 

Tent 27: Frank Sparks in an editorial in the 

Grand Rapids Press offered Barkers this 

advice, "Give Us the Woes Boys." Permanent 

members of the Heart Committee will be Rabbi 

Follemann; Rev. Father Bogg and Rev. Charles 

M. Hower—all of whom have signified their 

willingsness to serve.

Earl London, Bellevue, has sold his theatre 

and plans to build a new house in Olivet.

Walter H. Semeyn will reopen his Roxy 

Theatre on May 13. It has been closed since 

March. Semeyn's two sons are in Service. 

Don, recently graduated from Amopolis, 

was married here two weeks ago.

Mrs. Jean La More, Avalon Theatre, Colom-

is, is recuperating at a Chicago hospital.

John Kortes, Sun Theatre, Portland, still 

troubled with that rich man's aliment—gout 

(with L. D. "Pete" Rederstorff and Harold 

Kortes, of Stanton and Plainwell, respectively, have com-

pleted plans for an extensive fishing trip into 

the Canadian woods.

W. C. Hoxman went to New York to 

visit her brother-in-law, who is recuperating 

from a serious illness.

NEW ORLEANS

Tragedy followed a disturbance in the Dixie 

Theatre here when the manager, Paul Brunet, 
sought to quell the disturbance. He is said to 

have been attacked by an unidentified negro. 

Sylvian P. Cassagne, New Orleans political 

leader, who was killed at the time joined the 

scuffle and was fatally stabbed by the negro 

who then escaped. Brunet received 

only minor bruises. Shortly before this 

incident, the negro was shot by the negro balcony 

of the large Loew's State. The cry of "fight" 

was misunderstood for "fire" and the crowd 

rushed for exits. Quick action on the part of 

the management restored order and most of the 

patrons returned to their seats, but not until one 

gentleman had "rescued" all patrons from the 

chaos including an irate maid complete 

with mop.

Key theatre personnel in the Seventh War 

Fund weekly meetings of Tuesday mornings to report progress in the drive and 

map future promotions.

A. L. Royal, Meridian, Miss., publisher of 

(Continued on Page 36)
THAT'S THE SPIRIT

In the Universal spirit of good, clean fun.
You're going to be jauntily haunted when you meet* the most lovable ghost this side of Heaven.

*Be sure to see the trade preview of "That's the Spirit" in your territory during the week of May 14th. Check your local Universal exchange for details.
The Mississippi Showman, a monthly, has undertaken a crusade to have the amusement tax in this state lowered to a straight overall 2 per cent of gross receipts.

Harry J. Batt, manager of Pontchartrain Beach, has announced that he will present two acts continuously throughout the current season.

Fred T. McLendon, who operates a group of theatres through the Gulf States area, plans additions to his circuit in Wesson, Miss., and Leesville, Ala. His home office is in Union Springs, Ala.

Charlie King will add a new suburban theatre, the Booker-T., to his operations in Mobile, Ala. He has the Pike, Lincoln, Harlem and Ace theatres there now.

Clude McCreary has announced plans to open a new theatre in Grichot, Ala., and A. L. Royal, who has the Ritz in Meridian, Miss., and a theatre by the same name in Jackson, Miss., is completing arrangements to open a new unit in Waynesboro, Miss.

Bill Straub has changed the name of the Palace in Wiggins, Miss., to the Straub, following extensive renovations.

Ben Hill, United Artists exploiter, has been in New Orleans in connection with the showing of "I'll Be Seeing You," which attracted holdover business here.

Fred Ford and Charles Show of RKO's exploitation staff are currently in New Orleans to promote "The Enchanted Cottage.

Miss Patsy Toox, box-office clerk in the 20th-Fox exchange here, is due back on the job this week after a two-week vacation in Mexico City.

Visitors on Film Row here this week included: B. A. Fonseca, owner of the Ashton Theatre, New Orleans, who has been away recuperating from an illness; J. A. Parker of the Gem and Gordon, Westwego; and Ed Thomas of the Royal, Marrero.

HARRISBURG

Pennsylvania's Legislature adjourned this week without passing any bills of direct interest to the motion picture industry, although the compensation bills and several tax measures were approved. During the entire meeting of the 136th session, three proposals regarding movies were presented, but died in committee, whose seven key bills were defeated. Those which were never brought out on to the floor were: licensing by State police of persons and concerns reselling theatre and amusement tickets; five-cent per foot levy on movie film brought from outside into the State; and the measure to have operators flash on screens the diagrams of eating and exits to aid the theatre-patrons in leaving the house in case of emergency.

John Weirich, Rio, who collapsed while on duty as doorman, is recuperating from an attack of pneumonia.

Managers of the Harrisburg-Dauphin County area met last week in the office of Francis S. DeVerte, Rio, to plan special events in connection with the Seventh War Loan. Sam Gilman of Loew's, Regent, is chairman for the seventh time, with E. G.irad Wollaston, State, special events director.

Although the April 25 opening of the Colonial, with "Bring on the Girls," brought crowds every night to warrant a holdover, the renovations are still far from complete, Jack O'Rear, manager, stated. The $75,000 fire Feb. 6 caused heavier damage than was first believed. The auditorium has been painted, and large cutouts hung on the side-walls, illuminated by deep blue. A new gold silk curtain has been hung and carpeting laid. Color scheme for the theatre now is pastels, in blue, pink and gold. The office and washrooms have been repainted. Still to be done is the laying of a terrazzo floor in the lobby, painting of the lobby and placing of large blue-tinted mirrors in modern decor. The same staff, headed by Genevieve Funk, secretary, has returned.

New employees at Loew's are Miss Betty Haar, cashier, Miss Betty Finney and Miss Shirley Lippert, ushers.

New opening days at Loew's until Memorial Day are Wednesdays.

Held over were "Bring On the Girls," Colosional "National Velvet" at Carlisle, while the Senate replaced "Mr. Emmanuel" after three days with "Pan American." All the downtown houses showed simultaneously the atrocity films.

MONTRÉAL

J. J. Fitzgibbons, president of Famous Players-Canadian Corp., in issuing the company's yearly financial statement declared it was the company's intention to carry out extensive repair projects and do considerable theatre construction as soon as government regulations are eased.

Ed Schmitz of United Artists home office was a recent Montreal visitor.

The attitude of the Federal government's Wartime Prices and Rent Commissions Board relevant to the provincial government's 6 per cent luxury tax has been made known as far as theatremen are concerned and that body has made the clear that the owner who must bear the brunt of the tax. By adding the amount of the extra tax to the price of admission they agreed the theatremen gained nothing and therefore the additional did come quite increase in price. The Quebec Allied Theatre Industries, however, are not letting the matter drop lightly and are going to bat for the patrons. They have forwarded a note to the provincial government protesting the levy and requesting the immediate abolishment of the act.

Four of Confederation's seven theatres are now concentrating on French pictures, while the others are showing English films. As is natural, the French and English films are shown in districts where the population is predominately French. The plan, they say, is proving singularly successful.

George Ganetakis, managing director of Consolidated theatres has returned from a prolonged visit to Western Canada.

A film depicting St. Patrick's Day celebrations in Canada was made by the National Film Board. More than 30 new films have been added to the number of the National Film College. Most of them are documentary war pictures.

German atrocities films taken by the United States Signal Corps made the rounds in the city. The press here strongly advocated that persons make a point of going to their theatres when the films reach the locality in which they live.

The United Amusement Corporation Limited has announced a dividend of 50 cents a share.

COLUMBUS

Additional hearings on the bill to outlaw bingo in Ohio will be held soon by the Senate judiciary committee. Decision to reopen hearings on the controversial bill which the committee recently recommended for passage was made despite protests of its author, Senator George Shurtz. Sen. Fred G. Reiners, committee chairman, said he had received 27 letters and 23 telegrams from labor unions and veterans' organizations asking to be heard on the bill.

Farewell party for William H. Elder, manager of Loew's Ohio, who joined the armed forces May 10, was held by the staffs of Loew's Ohio and Loew's Broad and attended by theatre people throughout the city.

Theatre folk were saddened by the news that Captain Erwin G. "Ernie" Marquardt, former Ohio State Journal photographer, had been killed in a jeep accident in France.

Columbus friends of Russell A. Bovim, for (Continued on Page 38)
Sam decides Granny must spare the extra blanket to make little Daisy a coat for school.

HOLD AUTUMN IN YOUR HAND

MOVIE fans suffering from an overdose of top-heavy melodrama and tasteless musicals will find refreshment here in a picture of unusual quality and simplicity. Adapted from George Sessions Perral's novel about the family of self-chosen Texas sharecroppers, this picture brings out the heart-warming values of friendship, neighborliness, family love, and faith—without an iota of external glamor. For the force which carries the meaning here is the fine poetic struggle of human beings wrestling a living barehanded from the land.

Facing heavy odds in a never-ending gamble with unpredictable fate and gauging young Sam Tucker's perseverance, the Tucker family down on the farm is a wife (Betty Field) who understands how a man builds his family to a desolate sagged-shouldered shack for the sake of hopeful fields and free sky overhead. Through a cycle of changing seasons, the gallant struggle of Sam and Nona is told in simple and revealing incidents. The wholesome, tender intimacy of the moment when they achieve their only privacy by hanging a quilt before their bed is a delicate expression of all that holds the family together. The paranoiac ranting of Sam's aged granny (Beulah Bondi) as she sits stubbornly in the midst of a downpour holds all the fierce, cantankerous pathos of age.

But as the practical problems of cold, hunger, pellagra, and a persecuting neighbor (J. Carroll Naish) begin to close in, the episodes fall into a more or less unrelated series of bouts with Fate. Often an external circumstance, such as the providential gift of a cow, is all that saves the Tuckers and their two children from disaster. Many incidents, such as a matchless rural wedding party, are delightful in themselves, but tend to obscure the story. Whether or not the Tuckers can maintain their foolhardy faith in the land is never made clear—but the poetry of their dream is stirring and unmistakable.

Director Jean Renoir's keen feeling for detail brings in such rare small touches as the claw of a distant crow and the brushing away of midsummer flies. Fine photography and an unusually characterful cast help him achieve a noteworthy effect here. Zachary Scott and Betty Field are restrained, simple and credible in the main roles, and there are many outstanding bits. But Beulah Bondi tops the whole cast in her vivid portrait of the redoubtable Granny. As she shuffles grudgingly along a dusty road or splutters indiscernible abuse, Granny, like the Tucker family's other trials, is well worth seeing.

APRIL 28, 1945
13 years manager of Loew’s Ohio until his transfer last year to Loew’s Midland, Kansas City, are congratulating him on the arrival of Robert Anthony Bovim, born April 30 in Kansas City.

Jesse Whittridge, father of Jack Good (Irwin Whittridge), stage and screen dancer and comed- ian, died in Columbus last week. Jack, who now lives in Dublin, Ohio, was recently discharged from the Army.

Mrs. Catherine Huffman, grandmother of Bernard McGraw, assistant manager of Loew’s Ohio, died last week in Pittsburgh.

T/Sgt. Cecil Sansbury, former publicity man- ager for the Jackson-Murphy theatres, here writes to his Variety Club friends that his new address is T/Sgt. Cecil Sansbury, 3561-4850, 1259 AAF Base Unit, APO 497, care Postmaster, New York City. He would appreciate hearing from Columbus.

Columbus friends of Harry Schreiber, former manager of State, are congratulating him on his new assignment as Cleveland city manager for RKO. For the past year he has been special assistant in the Chicago territory for the RKO organization. Schreiber succeeds Clem Pope, resigned because of ill health. In the change, Detroit RKO theatres will be included in the Chicago territory and Columbus theatres will report directly to New York. Columbus will be one unit. Detroit and Columbus had been included in the Cleveland district.

INDIANAPOLIS

Guy Craig, Columbia exchange manager and 7th War Loan distributor chairman called a meeting of branch managers and their salesmen Monday at the Paramount screening room. Plans were made for a coming campaign.

The Switow Circuit, which operates theatres in Indiana and Kentucky, have acquired a lease on the Shawnee in Louisville, operated for many years by H. I. Smirner, recent victim of an automobile accident.

Harvey Cocks, general manager of Quinny Theatres, Ft. Wayne, Ind., has returned from a business trip to New York.

Mrs. Hobart Hart, wife of the Auburn exhib- itor, is no longer confined to her hospital.

George Helotes, operator of the Rialto, Ft. Wayne, is planning a Florida jaunt.

Pete Malters, northern Indiana circuit opera- tor, has returned from an extensive business visit in Chicago.

Jack Mercer, Loew’s city manager at Evans- ville, has been promoted to an important Loew’s Circuit executive post in Boston, Mass. Arthur Groom succeeds him.

Joseph Brokaw, for the past thirty years, operator of Mary Theatre, Angola, Ind., died Tuesday at his home after a heart attack.

L. R. Antos, 20th-Fox home office representa- tive, is spending plenty of time on business.

Henry Zalafa, former assistant shipper at Universal exchange, was found dead in his room Monday morning. He was scheduled to report to Monogram exchange where he was to take over the shipping department. When he failed to report, his home was contacted and it was discovered he had died during the night.

"God Is My Co-Pilot" was held four weeks at the Mary Anderson Theatre, Louisville, Ky., and was booked for a return engagement which started last week.

Visitors on Film Row during the week: John R. Boise and his son, Strand Theatre, Warsaw; Andrew Anderson, the Kentucky circuit; Joseph Schilling, Connersville; George Mallers, Tipto- n; A. H. Kaufman, Terre Haute and Walter Easley, Greenburg.

DETOIT

Local theatre managers report terrific reaction to "atriocity shots" in newsreels showing Gen. Eisenhower inspecting the Nazi horror camps which have shocked the world. Patrons do not shrug away reports or complaints of the shots, which are reported to be the strongest in theatre history.

Theatre are planning some novel stunts for May 18 at Tuckaway Country Club for the Reel Fellows Club, and branch managers.

Oscar Martay, new advertising department manager, was furloughed with the gang on the Row.

A certain gal at Republic has been saving for 10 years for a trip to New York. This is the year.

Al Altshuler, Columbia salesman, was mud bathing at Wausheda Moor Baths for his rheum- atism.

Lucille Forbes, Merrill Theatre operator, vis- ited the Row with his family.

Oscar Ruby, Columbia branch manager, has a creeping back due to too much Victory garden- ing at his new home.

Recent visitors at the Ray Smith Company were: Russ Leddy, Orpheum, Green Bay; Paul Nowatske, Vista, Mukwonago (who tried to book film during the "kick-off" bookings meeting) and L. T. Burkitt, Grand and Classic, Sparta.

Recent birthdays at the Warner exchange in- cluded those of Mrs. Lois Lewis, Mrs. Ann Gaplinski and that man-about-town Jack Kaiser.

Booking on the Row: E. R. Brennan, Bay Theatre, Green Bay; Don DeClerk, Delin, Wiso- consin; T. C. Hendricks, T. C. Hendricks, Lake Mills; W. C. Fischer, Campbell, Campbellsport; Ray- nold Black, Kiatto, Edgerton; Russ Ledyne, Or- phyum, Green Bay; Sam Miller, State, Rhine- lander.

Ervin Zinda, UA shipper, works Francis Zarsc of Paramount.

The Neon and Brin theatres of Neenah and Menasha joined the Twin City clothing drives sponsoring free shows.

Harry Shumway, Metro branch manager who departs shortly on an extended vacation, will be replaced by John G. Kempston.

Fred Stein, who was with Fox-Wisconsin Amusement here about 12 years back, has re- turned to the firm.

On the Row for the first time in four years: Mrs. and Mrs. L. J. L. Davis, Manager of the Rex Theatre, Berlin, Wisconsin. Starting in the game in 1910, Starkey spent much time manag- ing theatres in Wisconsin. Since 1914 he has owned and operated his own house in Wis- consin. Mrs. Starkey functions as secretary-treasurer of the Rex.

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The Seesaw and the Shoes (Exceptional)
MGM (K-576) Passing Parade 10 mins.
In 900 feet of film taking but 10 minutes running time, this short has more human interest in two unrelated subjects connected with the abstract in achievement through accident, than many dramas dealing with a single subject taking an hour or more of footage. The film delineates the campaign in which two simple things inspired great events in the world’s “Passing Parade”—a children’s seesaw first gave Renee Laennec, a French doctor, the idea for the stethoscope and to a pair of old shoes, Charles Goodyear owed the discovery of the process of vulcanizing rubber. The episode dealing with Dr. Laennec shows him in his relationship with a patient stymied by ignorance through no fault of his own in the endeavor to accurately diagnose the heart-beat. Looking through a window he observes children on a seesaw striking the contraption with a stick and putting their ears alternately to the tilting board to catch the sound penetrating through the wood. From this observation and after long experimentation came the professional stethoscope. Goodyear’s accidental discovery of vulcanizing rubber came after heat-break and a term in prison, and it is the dramatization of the accident that should key an audience to pitch in its suspense. The film has been more than competently directed by Douglas Foster with a cast that does everything required to make both episodes convincing.

Unusual Occupations No. 4 (Interesting)
Paramount (L-4) 10 mins.
Four sequences comprise the latest of this series in color ably produced by Jerry Fairbanks, the last of which is the most interesting and has, in addition, the quality of a travelogue. It shows how the natives of Peru on the western slopes of the Andes derive their livelihood from the llama. The first sequence is devoted to Edward Kimball, an animator, of San Gabriel, Calif., who manipulates a life-sized locomotive of an 1881 model on his own narrow gauge track around his own two-acre lot. A thrill is furnished in a man who makes a living by diving for coins from a dizzy cliff near Acapulco, Mex., and the making of glittering fish scales is the unusual occupation of a New Orleans woman.

Bikes and Skis (Beautiful)
WB (1504) Sports Parade 10 mins.
Although this is listed as a Sports Parade and shows a levy of lovely Florida war workers on their day off, bicycling, swimming and water skiing in the famous cypress gardens it is notable chiefly for the gorgeous Technicolor photograpy of glowing azaleas, cypress and natural background beauty of the locale. Produced by A. Pam Blumenfeld and Van Campo Helen, supervised by Gordon Hollingshead and directed by Andre De La Varre, it will fit in nicely with almost any program.

The Eyes Have It (Entertaining)
RKO (54,189) Walt Disney 7 mins.
It was only a question of time before Donald Duck would take up hypnotism. With a set of newly acquired E-Z hypnotism glasses, Donald focuses a sodistic interest on Pluto and puts him through the paces of transforming him into a mouse while Donald enacts the role of a cat. The climax reached when Pluto is mesmerized into a lion. Pluto then chases Donald through the roof until a full brings Pluto to his senses. Donald streaks off over the horizon calling for help while Pluto turns to the audience with a puzzled, raised-brow expression. There is lots of fun for the kiddies in this Technicolor cartoon.

Author in Babylond (Interesting)
Universal (9375) Person-Oddities 9 mins.
This is a concoction of interesting facts about interesting people. It includes information about a business executive who writes mystery stories, a woman who makes beautiful hooked rugs out of worn-out material, a one-legged athlete who amazingly high-jumps 5 feet 7 inches, shows model railroad enthusiasts working at their hobby. There are a few scenes, too, of cute Kola bears.

Swing Serenade (Very Good)
Universal (1926) Musicals 15 mins.
A light thread of story introduces Henry King and his Orchestra, the Leo Diamond Quintet, Gloria Delson, the Costello Twins, Arthie Wayne and Mary Gordon. Associate Producer Will Cowan presents the musical organizations nicely and the direction of Robert Wilmot is smooth. The musical numbers include singing two calypso tunes. Arthie Wayne delivers a solo in exceptionally pleasing voice and does a vocal duel with Gloria Delson that also registers well. Miss Delson also solos nicely. Good addition to any program where 15 minutes can be spotted.

Woody Dines Out (Good)
Universal (233) Technicolor Cartunes 10 mins.
Woody Woodpecker, looking for a restaurant, mistakenly enters a taxidermist establishment and finds himself involved in an attempt to stilt hunt a rare specimen of King Sized woodpecker. Woody outskirts the proprietor in a series of maneuvers in an elevator shaft. Good comedy in Technicolor.

Ain’t That Ducky? (Funny)
WB (1705) Looney Tunes 7 mins.
Daffy escapes from the inevitable hunter and finds a lady duck with a mysterious brief case which causes the duckling constant grief. The hunter and Daffy pool their resources to steal the brief case to satisfy their curiosity about its contents. Their efforts to steal the case and its surprising contents add up to a lively, funny, short photographed in Technicolor.

Circus Band (Very Good)
WB (1608) Melody Masters 10 mins.
This is a perfect substitute for actually seeing the circus under the big top. Among the circus band as it accompanies the acts and leads the Main Street parade, the short shows acrobats, clowns, animals, equestrians, performing and trapeze performers, all seen in the accompaniment of typical circus music. Well produced by Gordon Hollingshead and directed by Jack Scholl.

Dress Parade (Very Good)
RKO (53,107) This Is America 16 mins.
If any of your patrons get the impression that this new “This Is America” release concerns West Pointers on dress parade, it will be up to you to dispel that impression. For, as a matter of fact, “Dress Parade” is a pictorial report on the origin of fashion design in America, and a darn good report at that. Naturally, its chief appeal will be to the feminine element, but that’s an important asset, since any picture that draws the women will have women bringing their men with them. The subject takes the audience inside the fashion industry, shows the breakdown of fashion from Fifth Avenue and Park Avenue style to bargain basement, depicts how professional designers find inspiration in contemporary living as well as in the museums. New York’s fashionable garment district, as well as those of Chicago, Dallas, Los Angeles and St. Louis, contribute sequences to the footage. “Dress Parade,” which was produced by Frederic Ullman, Jr., and directed by Richard O. Fleischer, was prepared in collaboration with the editors of This Week magazine. It should be a natural for sets with department stores.

Hollywood Scout (Unique)
MGM (S-560) Pete Smith Specialty 8 mins.
It takes a specialist like Pete Smith to give dog acts the variation which takes them out of routine and places them in the category of the specialty act. A case in point is the presentation of a subject while having all the attributes of a commodity in movies, never, at least within this observer’s experience, falls into the rut of repetition. There is always a variation of a theme on a single string. The film is a day in the life of a lady animal talent scout who spends her time searching for dog act castings which put clever capers for the cameras. It accomplishes this with distinction and humor. There is not a second in this eight minutes of running time. It is recommended to exhibitors without reservation.

The Last Installment (Absorbing)
Elements of melodrama told in bold strokes and tense terms form the background for this Crime-Does-Not-Pay subject and adds up to an absorbing 19 minutes of thrilling entertainment. The story takes up the preceding chapters of one of gangland’s lords as ensnared by a youthful prisoner in his cell on the eve of his release. Bidding good-bye to the warden the following day, the latter shows him the reality of the unfinished chapter in the person of the gang-gangster, now a prisoner, broken, suffering from fear stroke, ending his days behind prison bars. The direction by Walter Hart is meritorious.

Popular Science No. 4 (Very Interesting)
Paramount (J-4) 10 mins.
Of particular interest to housewives is the opening sequence devoted to the modern kitchen where the latest in scientific gadgets makes homemaking work almost effortless, is designed to future envisages. If the housewife never knew that dipping bacon in cold water prevents it from shriveling in the process of frying, she can learn it here. Also illustrated is the fact that space (Continued on Page 44)
PRODUCTION NOTES FROM THE STUDIOS

Boyer Signed for Lead in Warners’ Confidential Agent; RKO Radio Plans Buildup for Newcomer Lawrence Tierney

Jacqueline White was assigned one of the prize roles of the year, that of Ma Baxter in the MGM picturization of Marjorie Kinnan Rawlings’ best-seller, “The Yearling.” This completes major casting of the picture, which now includes Gregory Peck, Claude Jarman, Jr., an unknown Nashville boy discovered for the role of Jody by Director Clarence Brown, James Craig, Chill Wills, Margaret Wycherly and Harry Morgan. Before the Franklin is producing “The Yearling,” which will be filmed in Technicolor.

Checkmate for Murder,” script of the Whistler air show, was purchased by Columbia for one of its series of Whistler pictures starring Richard Dix. The radio script was written by Allan Kader. Screen adaptation will be produced by Rudolph Flothow under supervision of Leonard Feinberg.

Phil Karlstein has been signed to direct “The Shanghai Cohbra,” next in Monogram’s Charlie Chan series starring Sidney Toler, with Mantan Moreland and Benson Fong in the supporting cast. James S. Burkett produces.

Robert Benchley reports to Paramount to begin his comedy role in B. G. DeSylva’s “The Stork Club,” starring Betty Hutton with Barry Fitzgerald and Don De Fore.

Leo J. McCarthy, former general sales manager of FPC and recently transferred to the studio, was appointed associate producer by Leon Fromkess, president, and will head a unit which will produce a series of pictures for the 1945-46 schedule. The first three stories, “The Devil’s Daughter,” “Stranger of Paris” and “The Lost Atlantic,” are now in preparation.

William O’Sullivan, Republic producer, has high hopes for the launching of a new screen comedy team in Wally Vernon and Chick Chandler. In a three-way battle, they discussed possibility of co-starring in O’Sullivan’s forthcoming comedy, “Down Tahiti Way.”

Cliff Nazarro and Tom Noonan have been cast in the roles of Zing and Zang, respectively, two zany music arrangers, in RKO’s comedy with music, “Ding Dong Williams.” Two other additions to the cast are Don Douglas and Jason Robards, who play a producer and a director. Filming is now before the camera with Glenn Vernon in the title role, William Berke directing and Herman Schlim producing.

Lauritz Melchior, Metropolitan Opera star, checked in for his second feature at MGM, “Two Sisters From Boston,” to record the Prize Song from Wagner’s “Die Meistersinger” and the Bridal Song from “LOHENGRIN.” He will be accompanied by a symphony orchestra under the direction of Charles Previn. Henry Koster directs the feature starring Kathryn Grayson, with June Allyson and JimmieDurante. Joe Pasternak will produce.

Back at international studios after visiting nearly hundreds of sailors and marines wounded at Iwo Jima, Sonja Henie is now rehearsing her dance with Frank Veloz (Veloz and Yoklanda) for “Countess of Monte Cristo.”

Rosalind Russell will be pictured undergoing every symptom of narcophobia, new psychological analysis the Army uses to rehabilitate psychoneurotics, in Columbia’s “Some Call It Love.” Details of the novel sequence, which requires cinematic effects never previously attempted, are to be worked out before filming by Producer-Writer Virginia Van Upp, Director Alan H. Al, special effects technicians and a psychiatric advisory committee of medical treaters.

Ray Milland, in New York for several radio appearances, is returning to Paramount to do a co-starring role with Teresa Wright and Brian Donlevy in “Too Good to Be True,” which Sidney Lanfield will direct.

Reemy Kline was set to photograph the RPC production, “Two Tickets to Heaven,” featuring Carlos Molinas, which starts this week. Martin Mooney is associate producer; Edgar Ulmer will direct.

James Gieason has been signed for the role of a prizefighter in the Samuel Goldwyn picture for RKO release, “The Kid From Brooklyn,” new starring vehicle for Danny Kaye. Soon to go into production, this picture will be directed by Norman Z. McLeod. Casting to date includes Virginia Mayo, Vera Ellen, Eve Arden, and Clarence Kolb.

Alan Curtis was set by Writer-Producers Michael Fessasier and Ernest Pagano for the part of “Shoulders,” the heavy, in Universal’s Technicolor production, “Frontier Gal,” which co-stars Yvonne De Carlo and Rod Cameron. Curtis replaced John Hodiak who originally had been set for the role. Charles Lamont directs.

Charles Boyer has been signed for the male lead in Warners’ “Confidential Agent,” popular novel by Graham Greene. Story is made in England and has Boyer in the role of Denard, an underground agent. Herman Shumlin will handle the directorial reins with Robert Buckner producing. feminine lead has not been set.

Wallace Beery and Marjorie Main will be reunited again in the forthcoming MGM picture, “Bad Bascomb,” which O. O. Dull will produce. This will be the sixth film in which the two stars have appeared together.

Step By Step,” unpublished mystery by George Carlin, has been purchased by RKO for newcomer Lawrence Tierney. This is the first step by the studio in engineering an important build-up for Tierney, whose portrayal of the title role in Monogram’s “Dillinger” suddenly spotlighted him with critics and the public. Sid Rogell will produce.

One of Republic’s first scheduled productions for the coming season, “Love, Honor and Goodbye,” high bracket comedy starring Virginia Bruce and Victor McLaglen, started last week at studio. Al Rogell, who wrote original story, will direct with Harry Grey as associate producer.

GOOD WORK, GIRLS. Director Irving Cummings congratulates Betty Grable and June Haver for capably performing a scene in 20th-Century-Fox’s “The Dolly Sisters.”

Pan American Sensations’ on Schedule of Andrew Stone

Andrew Stone has announced plans for a top budget musical titled “Pan-American Sensations of 1946,” which will combine the star talent of both America and will be filmed in part in South America.

Stone and a production crew will travel to film the foreign personalities against authentic backgrounds in Lima, Peru; Santiago, Chile; Buenos Aires, Argentina; and Rio de Janeiro, Brazil. The filming trip will be made with the cooperation of United Artists foreign representatives, the Office of Inter-American Affairs and the Motion Picture Society for the Americas.

King Bros. Sign Zeisler

King Bros. have signed Alfred Zeisler to a three-picture directorial deal, with “Payment Due” set as his initial assignment. Zeisler, a former toplifter for RKO, has been signed by King Bros. for a directorial assignment. He will direct the picture in “Shellac,” which he will produce. A Hollywood film will be shot as soon as studio space is available. Releasing plans will be announced shortly.

Paramount Buys Barrie Play

Paramount has acquired film rights to “Alice Sit By The Fire,” a famous play by the late Sir James M. Barrie, and will produce the film under the title of “Alice.” Charles Brackett will produce the picture and the writing team of Albert Hackett and Frances Goodrich are now at work on the adaptation.

To Script ‘Galveston’

Gladys Atwater has been signed by RKO to work with Producer-Writer J. Robert Bren on the screenplay of "Galveston," drama revolving around the Galveston flood at the turn of the century. Bren will tour Texas for suitable locales for several sequences.

Musical Director Signed

Frank Sanucci has been signed as musical director for Monogram’s next Jimmy Wakely film, starring Wakely with Lee "Lassie" White featured. Oliver Drake is producer-director.
"WHAT'S YOUR PLEASURE, GENTLEMEN?"

Whether it's fightin' or funnin', gamblin' or lovin'...you'll find what your AUDIENCES want in Monogram's biggest, lustiest outdoor SPECIAL!

It's the rip-roarin' story of a reckless dancehall queen and a gun-packin' medico who meet in the worst sin town of the west!

PRODUCED BY
SCOTT R. DUNLAP

MONOGRAM'S
FLAME OF THE WEST

JOHNNY MACK BROWN • RAYMOND HATTON
JOAN WOODBURY • DOUGLASS DUMBRILLE

Directed by LAMBERT HILLYER • Screenplay by ADELE BUFFINGTON • Original Story by BENNETT FOSTER
Mrs. Showmen Goes Studio Strolling

Dear Mr. Exhibitor's Wife,

Today we're going to visit "The Bells of St. Mary's" set where we'll meet Ingrid Bergman and Bing Crosby, and Producer-Director Leo McCarey, who is making the picture under his own banner for RKO release.

This picture promises to be one of the outstanding films of the coming season, if past performances mean anything. For it will have the work of the three Academy Award winners, Bergman-Crosby-McCarey, plus the same swell leading character, Father O'Malley, of "Going My Way" fame (though it is not to be confused with that picture, for it is not a sequel). Going onto the set is like entering the backyard of your parsonage at home. There's a lovely garden, a small playground and a school building. The place must be very old, for the real concrete porch shows signs of age, as does the rest of the structure. The playground has a large fence around it, which separates it from a very modern office building.

According to the story, the dwellees is short on funds, and for this reason has been forced to sell some of its property for that modern building. But Father O'Malley (Crosby) and the Sisters prove and fair a chance in succeeding in getting back all the property and building up the church.

We wander through the "old-condemned" school wing which has been boarded up. From there we go into one of the school rooms being used for today's scene. There we find Crosby and Miss Bergman wandering among the desks in the children's kindergarten.

Director McCarey is standing next to the camera explaining a young girl of five, just what he wants him to do in the next scene. We're standing at the other end of the set, waiting his cue. Next to him stands Robert Emmett Dolan, the orchestra leader. He attracts our attention because he's as nervous as a cat with young kittens, and we learn upon questioning him that the youngster is his son and that this is the boy's first part in pictures. From then on we feel for him, for who of us hasn't been through that kind of an experience when our youngsters had to perform in school?

The scene takes quite some time, for Director McCarey has some special "McCarey" touch he wants to add to make it human and touching. Just before they get ready to shoot the final "take," we get our chance to meet both Misses Bergman and Crosby, for Mr. McCarey has stopped the picture to do something. We meet him as he re-enters the room, and we leave quietly as soon as the scene is over.

Until next week.

Ann Lewis

Paramount Acquires Rights to Collection of McNulty Stories

Paramount has acquired screen rights to a collection of sixteen stories on New York Irish characters written by John McNulty and shortly to be published by Little, Brown under the title, "Three Ave. New York:"

The studio already is using one of the stories as the basis for a Harry Fitzgerald starring picture to be produced as a Modern Avenue McNulty, a former newspaperman, has been in Hollywood writing for Paramount for the past six months.

Sleuths' Who's Who

At least three studios, perhaps four, have been pitting Raymond Chandler mystery stories. First, RKO Radio bought and filmed "The Big Sleep," under the title of "Muder, My Sweet," with Dick Powell as Philip Marlowe, the detective. Then Warners bought and filmed "The High Window," and intends to star Fred MacMurray as the famed fictional detective. And it is reported that MGM has a Chandler story under consideration, with Spencer Tracy as the sleuth.

Philadelphia High School Confers An Award on Ann Sheridan

Ann Sheridan, Warner Bros. star, has become the first Hollywood actress to receive the coveted "Senate" award of Northeast High School, Philadelphia, an honor previously conferred on Professor Albert Einstein, Governor Thomas E. Dewey, J. Edgar Hoover, Babe Ruth, former President Herbert Hoover and other distinguished names.

Citation of the film star is in recognition of the "beauty, charm and intelligence which have combined to make Ann Sheridan one of the first ladies of the screen and as a sincere tribute to her patriotic contribution to USO entertainment, especially in the CBI field of war."

'Home Is the Sailor' to Be Made by International Pictures

"Home Is the Sailor," adapted from Eric Hatch's Cosmo-politan novel, will be the next Annually Johnson production on the International Pictures schedule. Johnson is now at work on the screenplay and filming is scheduled to begin in July. Four stars are to head the cast, and directorial assignment will be announced within a few weeks.

Allen Signs Paramount Pact

Lewis Allen has been signed to a directorial contract by Paramount. Allen directed "The Uninvited," "Desire," "Viva Milano," "Gay" and "The Unseen," and recently completed a loan out assignment at RKO on "Those Endearing Young Charms."

Matthews Gets Second Lead

Carole Mathews has been given the second feminine lead in "I Love a Bandleader," Columbia musical which will be directed by Del Lord. The top roles in the film will be filled by Phil Harris, Eddie (Rochester) Anderson and Leslie Brooks. Michel Kralik is producer.

Another Hughes Signed

Faith Dorn, under contract to Howard Hughes, has been signed by Hunt Stromberg for a featured role in "Young Widow."

High School Talent Search

Sam Katman, Monogram producer, is conducting a talent search in Southern California high schools in connection with launching of his new series, "High School Kids." Katman is checking out musical and dramatic talents, as well as other talent in the high school grades, with a view to using them in the forthcoming jitterbug musicals.

Bogeas Plans 'Four Freedoms,' Embodying Late President's Ideals

A film titled "The Four Freedoms," embodying the ideals of the late President Roosevelt, who wrote into the Atlantic Charter the right of all peoples to freedom of speech, freedom from fear, freedom to worship, and freedom of religion, will be produced by Benedict Bogeas for United Artists release.

The film will be made with an entertainment as well as instructive value, Bogeas said, and will be produced on a lavish scale with an all-star cast. The story will be told against the backdrop of world hopes and aspirations. Although the late President will not be pictured directly in the film, the spirit which motivated his unflagging struggle for equity and justice, will be, being revived by Warner Brothers' close associates will act in an advisory capacity during the filming of the picture.

Stork Club Paintings to Be Used in Paramount's 'Stork Club'

Original works of famous illustrators and artists who adorn the walls of the Stork Club are being produced for "The Stork Club," by B. G. De Sylva's film production for Paramount. Nineteen paintings which hang in the Club's Club Room and glorify beautiful showgirls, models and other Broadway personalities will be shown in the film "Clint O'Malley," with Robert Barret, and a notable cast.

The originals were presented to Sherman Billingsley, owner of the club, and De Sylva has obtained permission from the artists to reproduce the paintings. The artists include William Raucieszewski, Arthur William Brown, Carl Mueller, John Falter, Floyd Davis, John La Gatta, Gilbit Bandy, James Montgomery Flagg, Earl Cordrey, John Whitcomb, Dean Cornwall and Tram Marwick.

More 'Sunbonnet' Songs

Several additional songs have been recorded by Musical Director Edward Kay for inclusion in "Sunbonnet Sue." Scott E. Dunlap production, now before the cameras at Monogram. Added tunes, bringing the total up to a score of old numbers are "Billee Billee Billa" La Jolla Lassie, "Mush, Mush and Send Me Light," Gale Storm and Phil Regan co-star, and Ralph Murphy is directing.

WB Reviving Song Hit

Cuddle Up a Little Clobber, song hit of another era, will be given a new lease on life by Warner Bros., in "Janie Gets Married." Robert Hutton, who plays the male lead in the picture opposite Joan Leslie, will do the warbling.

Wolfsen to Paramount

P. J. Wolfsen, one of the top screen writers for 13 years, has been signed by Paramount to a long-term contract. Wolfsen, who has been working at 20th Century-Fox, will vacation for six weeks before joining Paramount.

Sign 2 New York Actresses

Two New York actresses, Margot Morgan and Dorothy Barrett, have been signed to term contracts by Paramount. Their initial appearances will be in B. G. De Sylva's production, "The Stork Club."

Bernerd, Sayre Assigned

Jeffrey Bernerd has been assigned as producer of Monogram's "Black Market Babes," and George Wallace Sayre has started preparation of the screenplay.
Making the grim reality hit "home"... that's the newsreel man's responsibility

Most vivid "reporting" job in world history, the battlefront pictures sent home by newsreel photographers play a major part in the war effort... give reality to something otherwise remote and far away. Through the newsreels and special government pictures, we at home share in the war, as our fighting men know it.

And the results are measured in terms of increased war production—and successful war bond drives—backed by Americans impelled to action at the movies.

Eastman Kodak Company, Rochester 4, N. Y.

J. E. BRULATOUR, INC., Distributors
FORT LEE    CHICAGO    HOLLYWOOD
SHOWMEN'S TRADE REVIEW

May 12, 1945

Shorts Reviews

(Continued from Page 39)

can be conserved in refrigerators by the use of square instead of round bottles, that a gold fish bowl can be used for whipping up cream, and a rubber sponge with a poach can be used to salvage soap fragments. The film also delineates the latest laboratory achievements in processing fabrics especially the process to insure silks or nylon against burns. The closing sequence is devoted to activities of the Army's Chemical Warfare Service in which tanks emit clouds of smoke which can blot out a whole city in a matter of minutes. An idea of phosphorous bombs blazing with intolerable intensity gives a vivid idea of what the Japanese are undergoing despite the divinity of their Emperor. The film is in color.

Jerkey Turkey

(Fair)

MGM (W-545) MGM Cartoon 8 mins.

There are few laughs in this Technicolor cartoon dealing with an animator's version of thelanding of the Pilgrim Fathers in 1620, in which the turkey refuses to get himself caught for Thanksgiving dinner.

Fall Guy

(Fair)


A bank cashier embezzles $25,000, murders the bank examiner and then throws the blame on a fellow employee. The cashier is eventually trapped when investigation discloses the loot is hidden in his vault in the same bank. Though the intent in this sociological series is unfailingly commendable, the story in this particular epi-
sode taxes the credulity of its audiences. The assumption that the investigators would have overlooked the detail of investigating the cashier's vault after suspicion points to his guilt, while another man's life hangs in the balance, is far-fetched. The fault is in the script rather than in the direction of Paul Burnford.

Screwy Truant

(Good)

MGM (W-542) Cartoon 7 mins.

Screwy Squirrel is a pleasurable enough character, and his antics with a truant officer who would lead him on a straight path furnish seven minutes of good entertainment.

Three Pests in a Mess

(Slapstick)

Columbia (6003) The Three Stooges 15 mins.

The Stooges are mistaken for three winners of the Sweepstakes. The chiselers, who discovered their mistake, would take them over, provoke a battle, and in the melee, the zanies mistake a tailor's dummy for one of the chiselers whom they think they have murdered. The rest of the plot is centered on their efforts to get rid of the body. This is the customary Stooges type of comedy which seems to click.

White Rhapsody

(Thrilling)

Paramount (R-47) Sportlight 9 mins.

An out-of-the-ordinary skiing short with Hans Thormer, the Swiss-American ski champion, demonstrating down-hill skiing at a pace of 60 miles an hour against a background of the White Mountains in New Hampshire. The film has beauty in photography and Thormer's ability to negotiate hairpin turns and precipitous drops holds a thrill for audiences. Here is a subject that can stand up very well at any time of the year. Jack Eaton produced.

Newsteel Synopses

(Released Wednesday, May 9)

MOVIETONE NEWS (Vol. 27, No. 71)—Debate at White House over Patey. Admiral; Argentia: Hitler reports dead as Berlin falls; Dying days of Nazi Germany; Russian offensive that broke Nazi Line in the East; U. S. fleet defeats Japanese Air Force off Okinawa.

PARAMOUNT (No. 72)—Official Navy films show an enemy suicide attack off Okinawa; Historic films show the great Russian drive from Vistula to the Oder toward Berlin; Hitler reported dead while the world is skeptical of details.

NEWS OF THE DAY (Vol. 16, No. 269)—Allies triumph as Yanks close in from Western Front and Berlin surrenders to the Russian Armies; Great sea-air battle waged off Okinawa.

EKO PATHE (Vol. 16, No. 74)—U. S. fleet faces the official fury of Japanese Imperial Air Force off Okinawa; Red Army troops drive into western Poland city, controlling rail and road lines to Berlin.

UNIVERSAL (Vol. 17, No. 393)—Red tanks and cavalry wheel into line to carry out orders of Marshals Zhukov and Rokosovsky as they direct vast flanking attacks on Warsaw; Question of Argentina's entry into the United Nation's Security Conference causes dramatic floor discussions; Japanese planes rise from their air fields to attack U. S. fleet off Okinawa; Argentina's Ambassador warmly greeted by U. S.ysten.

(Released Saturday, May 12)

MOVIETONE NEWS (Special)—President Truman proclaims unconditional surrender of Germany; Rise and fall of the German Reich under tyrannical rule of Hitler.

NEWS OF THE DAY (Vol. 16, No. 270)—Film story of Allied triumphs, as Germany lay down its arms and most spectacular parade of war prisoners in history gets under way.

PARAMOUNT (No. 73)—World rejoices in the final overthrowing of Nazi barbarism as President Truman proclaims unconditional surrender of Germany.

EKO PATHE (Vol. 16, No. 75)—President Truman addresses the nation announcing the end of the war in Europe.

UNIVERSAL (Vol. 17, No. 396)—Salute to the fighting men of the Allies, as the captives of a continent rescued from the clutches of Nazi might and war in Europe ends in victory as President Truman makes official proclamation.

ALL-AMERICAN NEWS (Vol. 3, No. 123)—Clare Booth Luce visits Italian fronts; Flying fish help meet meat shortages; Girls and boys reverse pursuits in St. Louis school; Joseph Grew discusses highlights of conferences; Liberian states, El Salvador, welcomed to San Francisco; Fly gas to supply General Patton's Army.

Cities Endorse 'Safety'

Latest civic organization to accord Peter Smith's "Safety Sleuth" its endorsement and support is the Portland Traffic Safety Commission. Through William Campbell, western director of the National Safety Council, other cities lending their aid to the promotion of the film, which stresses the importance of safety measures on the home front, include San Francisco, Oakland, Berkeley, Sacramento, San Diego, Seattle, Salt Lake City, Denver and Phoenix.

Short Subject on Boy Scouts

A two-reeler dealing with the Boy Scouts of America is in preparation under Gordon Hollingshead, short subject producer for Warner Bros. Footage will be shot in various Boy Scout camps and will include scenes of Sea Scouts and Cub Scouts.

Buy Song for Lantz Carture

Serenade to a Jerk, song with lyrics by Del Porter and music by Carl Hoefle, has been purchased by Walter Lantz for his Woody Woodpecker Technicolor Carture he will produce for Universal.

What Are Your Needs?

Joe Hornstein Has It
Faatures and western series releases listed alpliabetically by title under name of distributor.
Numerals at left of titles
(Consult title index for distributor of picture linown only by title.)
Indicate production or block number; those at extreme right, the publication date of Advance
Dope: a; or Box-oflice Slant: b. (Tech.) after title indicates Technicolor. Audience elassifleation
Family.
Letters and combinations thereof In
Adult; F
Indicated by letters following title: A
paranthesit indicate type of story in accordance with following KEY:

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(B) Biographical
(C) Comedy

(D) Drama
(Doc) Documentary

—

ASTOR PICTURES

Mins.

Cock ef the Air (C)
Crooked Circle (C)F
Fangs ef the Wild
Hell's Angels (D)

Chester Morris

71

ZaSu Pitts-Jimmy Gleason

70
60

Rin Tin Tin, Jr
Lyon-Harlow-Hall
Barbara Stanwyck- Robt. Young

Her Enlisted Man (CD)
Cover the Waterfront (D).
Keep 'em Laughing

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.Ciaudette Colbert
Jack Benny

Loder-Ratoff-Bennett
Bruce Cabot-Virglnia Bruce
Stuart Erwin-Lupe Velez
Anna Lee-Grlflith Jones
P. Munl-G. Raft-A. Dvorak
Lon Chaney, Jr
Spencer Tracy
Edw. G. Robinson
Beebe and Barton

King >f the Circus
Let 'em Have It (G)
Palooka (C)
Scandal for the Bride
Searface (D)
Scream In the Night
Sky Devils (C-D)
Thunder In the City
Titans «f the Deep

CURRENT

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72

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71

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88
69
88
81

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1943-44

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CURRENT
Guy, a Gal & a Pal (C)F..Ross
A Song to Remember

A

(DM)F

1944-45

Hunter-Lynn

Merrick

Muni-M. Oberon-C. Wilde
Paul Muni-M. Chapman...,

P.

(D)F

61.. 9/19/44

Crime
Warner Baxter-Hillary Brooks
The (M)F
Dancing in Manhattan (CD) F.Fred Brady-Jeff Donnell
Eadie Was a Lady (M)F
Ann Miller-William Wright
Escape in the Fog
D. Kruger-N. Foch-W. Wright
Eve Knew Her Apples (CD) F.Ann Miller-William Wright
Luve a Mystery (H)A
Jim Bannon-Nina Foch
Leave It to Blondie (C)F
P. SIngleton-A. Lake-L. Simms
Let's Go Steady (CM)F
Pat Parrish-Jackie Moran
Mark of the Whistler (M) A. . .Richard Dix-Janis Carter
Meet Miss Bobby Socks(CM) F .Bob Crosby-Lynn Merrick
Missing Juror (D)A
Janis Carter-Jim Bannon
Power of the Whistler
Richard Dix-Janis Carter
Reekin' In the Rockies
M. R. Hughes-Jay Kirby
sergeant Mike (D)F
Jeanne Bates-Larry Parks....
Shadows In the Night (M D) F .Warner Baxter-Nina Foch

63. 3/8/45

3/1/45
89. 4/26/45

112.

....b3/ 17/45
..b 1/20/45

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...b4/7/45

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She's a Sweetheart

(DM)F

Sing Me a Song of Texas
Strange Affair (MC)F
Tahiti Nights (CM)F
Tegether Again (CD)F
Tonight & Every Night
(Tech.)

Cora Sue

Colllns-David

Reed

..b2/l7/45
.blO/14/44
..b2/IO/45
...bl/6/45
...al/8/4J

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68.
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66. 4/19/45
67. 4/17/45
66. 3/22/45

11/9/44
10/19/44
12/7/44
2/8/45
10/5/44
12/28/44
12/22/44

...b5/5/45
..b3/24/45
..b9/l6/44
.b 12/30/44
..alO/7/44
.bll/lt/44
..b2/ 10/45
.bll/ll/44

92. 2/22/45
61. 10/26/44
59. I/I 1/45

...b2/S/45
.b 12/23/44
.al 1/25/44

60.
67.

78.
63.

Ann Savage-Tora Neal

URwrltten Cede, Tht
Youth on Trial

.b4/l4/45
..a2/ 10/46
...b5/5/45
..b3/10/45
..b3/3l/4i

1/4/45
11/2/44
10/12/44
11/16/44

61.

.b5/5/45

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71. 2/22/45
60.

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.b 12/30/44

1/25/45

69.

Keyes-Joslyn-Chapman
Falkenburg-David O'Brien
Dunne-C. Beyer-C. Coburn
I.

Bowman...

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69.

R. Hayworth-J. Blalr-L.

2/27/45

60. 12/14/44
67. 1/23/45
62. 4/5/45
64. 4/12/45

J. Darwell-J. Frazee-L. Parks
Rosemary Lane-Tom Tyler

J.

(DM)F

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1944-45

Mins. Date

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512
507
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508
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513
511

Gay Senorita
Love a Bandleader
Kiss & Tell
Over 21
Pardon My Past
I

Rhythm Round-Up

1.

Abbott
g.

&,

Costello

Kclly-F. Sinatra-K. Grayson

Phyllis

a9/2/44
al/6/45

Thaxter-Edmund Gwenn

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67.. 5/10/45

b2/24/45
b4/2l/45
a4/l4/45
al/27/45
al/27/45
b4/14/45

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a2/24/45
a8/l2/44

MONOGRAM
Block
No.

CURRENT
Block Busters (CD)F
Oh What a Night (M)F

Edmund Lowe-Marjorie Rambeau..

CURRENT
Adventures

1943-44

East Side Kids-Roberta Smith

65 .9/29/44
60 .9/16/44
72 .9/2/44

...b}/l/44
..bl»/7/44
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...a3/21/45
a3/24/45

Jean Parker-Peter Cookion
Marjorie Rambeau- Murray Alptr..
Margaret Lindsay-Dean Jagger. ..
Sally Eilers-Elyse
East Side Kids

(D)F

Knox

63. .12/16/44
68. .11/4/44

...b3/3/4S
..bl/IS/45

76. .11/13/44

.blO/ 14/44

70. .10/7/44
63. .12/9/44

Harry Carey-Paul Kelly

75.

86.

Model

(M)F

Robert Lowery-Marjorie Weaver.

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83.

When

a5/5/45

Strangers Marry

(M)A..Dean Jagger-Kim

12/23/44
1/13/45
.2/23/45
.10/21/44
3/2/45
.I/27/4S
.9/23/44
.10/7/44

(W)F

Cisco Kid Returns

Divorce

Docks
G.I.

Jade

6/7/45

of New York (CD)F
Honeymoon (C)A
Mask

a5/5/45

Main Street

a2/3/45

Scarlet

Girl

Muggs Rides Again
60.. 6/7/45

Hunter

67.

.k7/2J/44

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..b 12/1/44

.b5/5/45
..a9/ 16/44
..kJ/ 17/45
..b8/ZI/44
.b4/21/45
.bl2/IS/44
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.kS/ 18/44

COMING
Come Out Fighting

a3/ 17/45
a4/7/45

.b8/ 12/44

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1944-45

Kitty

of

O'Day (M)F
Army Wives (CD)F
Alaska (D)F
A Wave, a Wac, a
Marine (CM)F
Bowery Champs (MC)F

84.. 5/24/45

Clue

(M)A

Sunbonnet Sue

(CD)F

Duncan Renaldo-Vicki Lane
East Side Kids-June Carlson
Kay Francis-Bruce Cabot
East Side Kids
Gale Sorm-Peter Cookson
Sidney Toler-Mantan Moreland
Doris Merrick- Robert Lowery
East Side Kids
Sidney Toler-Mantan Moreland

b4/28/45
a3/3l/4S
a3/31/45
b2/24/4J
b3/3/45
alO/7/44

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70

Phil Regan-Gale Storm
Jackie Moran-Sidney Miller
3. Gilbert-S. Howard-M.Rosenbloom

65

a3/3/45
b4/28/45

61

.b3/24/45

Westerns (Current 1944-45)
55.. 9/21/44
55.. 1/9/44
58.. 4/19/45
58. .3/15/45
55. .12/21/44
54.. 2/1/45 ..
1

Westerns (Coming)
Starrett-Dub Taylor-Tex Harding
C. Starrett-Tex Harding-Dub Taylor 67. .5/17/45
Charles Starrett-Tex Harding
Charles Starrett-Tex Harding
6/21/45
Charles Starrett-Tex Harding
Charles Starrett-Tex Harding
C.

al2/9/44

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.a3/24/45

Westerns (Current 1944-45)

Blazing the Western Trail
Both Barrels Blazing
Outlaws of the Rockies
Prairie Raiders
Rustlers of the Badlands
Texas Panhandle

a3/3l/45
a2/24/45
al2/30/44
al/20/4S
al/27/45

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There Goes Kelly
Trouble Chasers

Cowboy From Lonesome River. .Charles Starrett-VI Athens
Cyclone Prairie Rangers (W)F.C. Starrett-"Dub" Taylor-C. Worth.
Return of the Durango Kid
Charles Starrett-Tex Harding
Rough Ridin' Justice (W) F .. .Charles Starrett-"Dub" Taylor
Saddle Leather Law (W)F
Charles Starrett-VI Athens
Sagebrush Heroes (W)F
Charles Starrett-Constance Worth...

Reissue

James Craig-Signe Hasso
Early to Wed (Tech.)
l. Ball-V. Johnson-E. Williams
Harvey Girls (Tech.)
j.
Garland-A. Sothern-J. Hodiak
Her Highness and the Bellboy. H. Lamarr-R. Walker-J. Allyson
Hidden Eye
Edward Arnold-Frances Rafferty
Hold High the Torch (Tech.) .Elizabeth Taylor-'Tassio"
John and Mary
Robert Walker-June Allyson
Our Vines Have Tender Grapes. M. O'Brien-Ed. G. Robinson
Perfect Stransers
Robert Donat-Deborah Kerr
525 Picture of Dorian Gray (D)A.. George Sanders-Hurd Hatfield
110. .June
She Went to the Races
james Craig-Frances Gifford
526 Son of Lassie (Color) (D)F
102
June
Elsa Lanchester-Nigel Bruce
They Were Expendable
R. Montgomery-J. Wayne
This Strange Adventure
C. Gable-G. Garson-J. Blondell
Thrill of a Romance
Van Johnson-Esther Williams
|05
Twice Blessed
lames Craig-Gail Patrick
78
527 Valley of Decision (D)F;
Weekend at the Waldorf
f?ogers-Turner-Pidgeon-V. Johnson..
Yolanda & the Thief (Tech.)..F. Astairc-F. Morgan-Lucille Bremer
Ziegfeid Follies (Tech.)
Fred Astaire-Gene Kelly

Fashion

6/21/45

F.

Rusty
Conrad Nagel-Margaret Lindsay
Some Call It Love
R. Russell-L. Bowman
Ten Cents a Dance
J.
Frazee-J. Lloyd-J. Woodbury
You Can't Do Without Love... Vera Lynn-Donald Stewart

bl/6/45

b3/24/45

In

al2/9/44

Dunne-A. Knox-C. Coburn

MacMurray-M. Chapman
Ken Curtis-Cheryl Walker

bl 1/18/44

COMING
Abbott and Costello
Hollywood
Anchors Aweigh
Bewitched
Dangerous Partners

68.

C. Morris-L. Merrick
.Chester Morris-Nina Foch
W. Parker-A. Loulse-J. Carter
Jinx Falkenbura-Jim Baiincn
Phil Harris-Leslie Brooks
Shirley Temple- Walter Abel

Reissue

bl2/2/44
b7/22/44
bll/25/44

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Cornel Wilde-Evelyn Keyes
Cornel Wllde-Anlta Louisa

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bll/4/44
b9/16/44
bl2/l6/44
bl2/9/44

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74.

Bob Haymes-Lynn Merrick

b8/19/44

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COMING
(Tech.)

b8/l2/44

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Nights

Bandit of Sherwood Forest
Blonde From Brooklyn
Boston Blackio Booked on
Suspicion
Boston Blackie's Rendezvous.
Fighting Guardsman

b7/l/44
b8/5/44
bl2/23/44
bl 1/25/44
b3/24/45
b7/22/44
bl2/23/44
b2/l7/45
b8/26/44
b9/2/44

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China's Little Devils

A Thousand and One

Issue »1

B. Donlevy-Ann Richards
122. .Oct
Barbary Coast Gent (C)F
Wallace Beery-Binnie Barnes
87.. Sept
Between Two Women (D)A
L. Barrymore-V. Johnson-DeHaven.
83
Mar
Blonde Fever (D)A
Philip Dorn-Mary Astor
69.. Feb
Clock, The (D)F
Judy Garland-Robert Walker
90. .May
Dragon Seed (D)A
Katharine Hepburn-Walter Huston. .145. .Aug
Gentle Annie (W)F
James Craig-Donna Reed
80.. May
Keep Your Powder Dry (D)F..L. Turner-L. Day-S. Peters
93. .Mar
Kismet (Tech.) (Fant.)F
R. Coiman-Marlene Dietrich
100.. Oct
Lost in a Harem (C)A
Abbott & Costeilo-M. Maxwell
89.. Dec
Main Street After Dark
Edward Arnold-Selena Royle
56.. Jan
Maisie Goes to Reno (C)F
Ann Sothern-John Hodiak
90.. Oct
Marriage Is a Private
Affair (D)A
Lana Turner-John Hodiak
16.. Oct
Meet Me in St. Louis
(Tech.) (DM)F
Judy Garland-Margaret O'Brien
lis. .Jan
Mrs. Parkington (D)A
Greer Garson-Walter Pidgeon
124
Nov
Music for Millions (DM)F
D. Reed-M. O'Brien-J. Durante
118
Feb
National Velvet (D)F
Mickey Rooney-Elizabeth Taylor
125.. Apr
Naughty Marietta
J.
MacDonald-Nelson Eddy
104.. Nov
Nothing But Trouble (C)F
Laurel & Hardy-Mary Boland
69.. Mar
Seventh Cross (D)A
Spencer Tracy-Signe Hasso
II.. Sept
Thin Man Goes Home (M) A. . .William Powell-Myrna Loy
100.. Jan
Thirty Seconds Over
Tokyo (D)A
Spencer Tracy-Van Johnson
138.. Jan
This Man's Navy (CD)F
Wallace Beery-James Gleason
100.. Feb
Waterloo Bridge
Vivien Leigh-Robert Taylor
103. .Sept
Without Love (CD)A
3. Tracy-K. Hepburn-L. Ball
111. .May

ns^o'ot

75. .9/14/44
91. .9/7/44

Set

Rel.

CURRENT

An American Romance
(Tech.) (BD)F

...bl2/2/44
...b9/30/44
b8/26/44
...b8/26/44

81. .9/26/44

Doctor's Courage,

<iii

502
518
516
524
500
523
520
506
509
514
504
505

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oati

K. Kyser-Ann Miller-V. Moore
Carolina Blues (M)F
Ann Savage-Ross Hunter
Ever Since Venus (D)F
S002 Impatient Years, The (CD)A..J. Arthur-L. Bowman-C. Coburn
^033 One Mysterious Night (M) A. .Chester Morris-Janis Carter

Counter-Attack

. Relstuad
...Reissued
Release
Reissued
Reissued
.
Reissued
.Reissued
New Release
Reissued
Reissued
New Release
Reissued
New Release
Reissued
Reissued
Reissued
.

New

510

517
503
522

COLUMBIA

(Tech.)

(My) IMystery
(Wa) War

(W) Western
(H) Horror

(G) Gangster
(M) Musical

MGM

.

.a8/7/44
.bl2/2/44
.

Ghost Guns (W)F
Gun Smoke (F)
Law of the Valley (W)F
Navajo Trails

(W)F

J.
J.

J.
J.

M.
M.
M.
M.

Brown-Raymond Hatton
Brown-R.

60.. 12/25/44
59.. 2/16/45
57.. 1/4/44
56. .1/5/45

Hatton

Brown-Raymond Hatton
Brown-Raymond Hatton

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.b 12/9/44

.bl/27/45
10/28/44
..b3/IO/43
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.b

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.b3/ 17/45

..bl/6/45
.b4/ 14/45

Westerns (Coming)
Ken Maynard-Hoot Gibson
J. M. Brown-R. Hatton
Flame of the West
Land of the Outlaws (W) F
J. M. Brown-Raymond Hatton
Marked Trails
Hoot Gibson-Bob Steele
Partners of the Trail (W)F...J. M. Brown-Raymond Hatton
Range Law (W)F
J.
M. Brown-Raymond Hatton
Saddle Serenade
Jimmy Wakely-Johnny James
Jimmy Wakely-Lee White
Song of the Range (W)F
Springtime In Texas
1.
Wakely-"Lasses" White
Stranger From Santa Fe (W)F.J. M. Brown-Raymond Hatton
Trigger Law (W)F
Hoot Gibson-Bob Steele
West of the Rio Grande (W)F.J. M. Brown-Raymond Hatton
Arizona Whirlwind (W) F

..

59

.b5/l3/44

59

.b8/26/44

55
58

b3/ll/44
b5/l3/44

56

bl2/30/44

55
54
59..

b4/28/45
bl2/2/44
b8/5/44


**NEW PICTURES STARTED LAST WEEK**

Well now, that's more like it! Just take a look at that list of eleven pictures which went into distribution last week. It was a long time coming, being a five-week waiting period which some of these had before it began. Not bad at all, and compared to the films seen a year ago last week, it's one picture better, for only ten started at that time in 1944. Here are last week's starters, together with some title changes.

### COLUMBIA
- **I Love a Broad-Armed** - Principals: Phil Harris, Eddie "Rochester" Anderson, Leslie Brooks, Director, Del Lord
- **Parson My Past** - Principals: Fred MacMurray, Margaret Chapman, William Demarest, Director, Leslie Fenton
- **Texas Panhandle** - Principals: Charles Starrett, Tex Harding, Nazette Parkis, Director, Ray Nazarro

### METRO-GOLDWYN-MAYER
- **She Went to the Races** - Principals: James Craig, Francine Gifford, Edmund Gwenn, Director, William Wellman
- **This Strange Adventure** - Principals: Clark Gable, Greer Garson, Joan Blondell, Director, Victor Fleming

### RKO
- **Ride, Ranger, Ride** - Principals: Tex Ritter, Dave O'Brien, Lorraine Miller, Director, Harry Faur
- **In Old Wyoming** - Principals: Eddie Dean, Sarah Padden, Jennifer Holt, Director, Robert Emmett

### UNIV.
- **20TH-FOX**
- **Where Do We Go From Here** - Principal: John F kennedy
- **A Ball for Athena** - Col. Elisha Baylor, Halliwell McCauley, Bob Hill, Director, Irving Pichel
- **Blazing Rod** - Principal: Sydney Bristow, Emma Joff, Director, Tawney Curran

### TITLE CHANGES

- "For Better, For Worse" (MG M) now JOHN AND MARY.
- "Surprise in the Night" (Col) now BOSTON BLACKIE'S REDEMPTIONS.
- "Union Pacific Scenic" (Rep) now OREGON TRAIL.
- "Serenade for Murder" (Univ) now GIRL ON THE SPOT.
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Ten cents per word (10 words minimum). No cuts or borders. No charge for name and address. 5 insertions for the price of 3. Money order or check with copy. Ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMAN'S TRADE REVIEW, 1501 Broadway, New York 18, N. Y.

AIR COOLING EQUIPMENT

PLACE YOUR ORDERS RIGHT NOW FOR NEW AIR WASHERS, Rotary Spray Mat Type to Work With Any Blower—Easily Installed. 5,000 cfm, $115.00; 7,000 cfm, $195.00; 10,000 cfm, $170.00; 15,000 cfm, $200.00; 20,000 cfm, $230.00. Recirculating System Only Partially Priced. New Premier Blowers, starting at $106.00 for 5,000 cfm; also Diffuser Grilles, from $21.80. AA-3 MRO Priority required. Send for Air Conditioning Catalogue. S.O.S. Cinema Supply Corp., 449 West 42nd St., New York 18, N. Y.

HELP WANTED

WANTED—OPERATOR, experienced man over 21, draft exempt. Must have references. No Drunkards or Drifters. L. A. Martin, Circle Theatre, Circleville, Ohio.


NEW EQUIPMENT

FAMOUS SUNROC ELECTRIC WATER COOLERS, 10 GPM Bubbler Type, $220.00; Kollmorgen Snaplite Series II Costed Lenses, $69.50; Complete set Automatic Chase Mechanism for 16, 35mm, Bench Rewinders, set $95.95; Roll Shutters for Simples, $65.90; Stage Drapery Setting, $95.00; Silvertone Screen Paint, $8.95; Flameproofed Screen Masking, 96 yard; Fluoresecent Washable Soundproofs, 35 sq ft. Spring Bulletin Ready. S.O.S. Cinema Supply Corp., 449 West 42nd St., New York 18, N. Y.

SITUATION WANTED

PERMANENT POSITION wanted as manager for a large or medium size theatre. Qualified in all theatre maintenance and operations. W. Snyder, 6460 Ridge Ave., Wellston 14, Mo.

SOUND EQUIPMENT

ARMY SUPRASLUR CRYSTAL MICROPHONES, $15.50; Angle Iron Horn Tower 8 foot, $52.50; Sound Portables, 16-mm. 35-mm., from $175.00; Soundman's Complete Testing Outfit, just released, $28.40; Sound Optical Systems, $15.95. S.O.S. Cinema Supply Corp., 449 West 42nd St., New York 18, N. Y.

THEATRE FOR SALE

FOR SALE, Nice little theatre, 280 seats, irrigated valley, no competition, champ rent and living apartment, $12000.00—half cash, will pay for self in three years. Texas Theatre, Balmorhea, Texas.

THEATRE GAMES

DIE CUB BINGO CARDS—$20.00 in 10000 less Smaller quantities, $2.25 per 1000. 1-125, 1-100. IM- KEL Partnership. Showman's Trade Review, 1501 Broadway, New York City 18, N. Y.

FOR YOUR BINGO GAMES. Buy your cards from us—controlled or uncontrolled, dye cut, play right priced right—service supreme. Samples on request. Premium Products, 354 W. 44th St., New York 18 N. Y.

THEATRE SEATING

CHAIR UPHOLSTERY factory method, done in theatre. Robert Purcell, 332 Essex St., Corry, Pa.

MORE THAN 12000 CHAIRS AVAILABLE—LOOK—600 American Fully Upholstered Velour Back, Squab Springsless Cushion Chairs, good as in, $5.50; 575 Heywood Wakefield Heavy Panel Back, Squab Cushion Chairs, steel tubular standards, excellent condition, as in, $4.35; 500 Heywood Wakefield Panel Back, Box Spring Cushion Chairs, excellent condition, $5.95; 79 Trivin Rebuilt newly upholstered fully padded back, reupholstered box spring cushion chairs, like new, $8.95; 300 Solid Oak Auditorium Chairs, refinished, $3.95; Wire now for stock list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.

THEATRE SUPPLIES

SPARKLING SILVER TINSEL FOR DECORATING SIGNS—Lobby displays, scenery $1.00. Colored tinsel, $1.10 pound, postpaid. Cheaper in larger quantities. P. A. Clarici, 319 Roebling, Trenton 10, N. J.

"FLAMEPRUF" your scenery, curtains and drapes the safe way. Use "FLAMEPRUF", the only insured preparation approved by Fire Prevention Department. It is harmless as water even on the finest damask materials. Manufacturers and distributors—Gilbert Chemical Sales Co., 700 Lafayette St., Utica, N. Y.

THEATRE WANTED

WILL BUY PAYING THEATRE anywhere entering town—Florida, California preferred. Charles Means, 1125 Belmont, South Bend, Ind.

WILL LEASE MOTION PICTURE THEATRE anywhere in Florida. Give complete details. Conrad A. Hettel, 319 Evernia St., West Palm Beach, Florida.

WANT TO BUY PROFITABLE THEATRE in Southern state, $5,000.00 or less. Ready to move. C. E. Hoch, 1705 N. 2nd Ave., Birmingham, Ala. Phone 4-2684.

USED EQUIPMENT

POWERS REBUILD REAR SHUTTER MECHANISMS, heavy duty geared, $247.50; Simplex Rebuilt Mechanisms. $250.50; Kleig 50A Spot on stand, $64.50; Seven Compartment Candy Machine, $79.50; Heavy Duty Vacuum Cleaner, $150.00; Brandt Coln Changers, Cassier delivery, $75.00; Side delivery, $95.00; Low Intensity Arclamps, $75.00; Complete Simplex Sound-Projection Outfits Available, Ready for Showing, $1500.00. Spring Bulletin Ready, S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.

FOR SALE—Rebuilt Law Arc 35-mm. sound projectors, New 20 Watt Amplifier, 1 year guarantee, Stinson Projector Sales, 521 S. Lombard Ave., Oak Park, Illinois.

FOR SALE: Used Wood veneer Theatre seats—Projectors, New Screens, Long Star Film Co., Dallas 1, Texas.

WANTED TO BUY

POWERS 68 HEADS, Arca, Rectifiers, Lenses, Projectors, Portables, etc. Give age, condition, first letter. Box 684, c/o Showman's Trade Review, 1501 Broadway, New York 18, N. Y.
A Big Job requires TEAMWORK!

★ The BIG JOB of the Motion Picture Industry is the SHOWMEN'S SEVENTH...the War Loan Drive to Speed Total Victory!

★ 3 "sock" TRAILERS...to help you put over this tremendous campaign...have been produced by your industry...and are being distributed to all theatres by NATIONAL SCREEN SERVICE.

★ RAW-STOCK SHORTAGES have limited the number of prints available...so 50% of the theatres will run one trailer...while the other 50% run another. The trailers will then be interchanged through National Screen exchange.

Our Job is to see that all theatres run all 3 trailers!
Here's where we need Your help.

★ Please RETURN YOUR TRAILER IMMEDIATELY after its scheduled run!
    ...to your NATIONAL SCREEN EXCHANGE ...so that EVERY THEATRE RECEIVES ITS PRINTS! ★ DON'T DELAY! ★ YOUR COOPERATION IS ESSENTIAL! A missout on a trailer may mean UNSOLD BONDS. ★ The RETURN of WAR LOAN TRAILERS is an IMPORTANT PART of your BIG JOB in the SHOWMEN'S SEVENTH!

Thank you NATIONAL Screen SERVICE PRIZE BABY OF THE INDUSTRY

MIGHTY 7th War Loan
REVIEWED IN THIS ISSUE
Bells of Rosarita 16
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Flame of the West 16
Pillow to Post 16
That's the Spirit 20

PRODUCT GUIDES
Begin on Page 33

Vol. 42 No. 18
MAY 19, 1945

Copyright deposit.

Film Men on the Patriotic Front (See Page 12)

Enlist Your Showmanship to Speed Total Victory
Metro's lion has good reason to roar today. He's got two killings, with "The Valley of Decision" at the Music Hall and "The Clock" at the Capitol.

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**M-G-M's**

**"THE VALLEY OF DECISION"**

Greer Garson, Gregory Peck off to long-run, R. C. Music Hall.

---

**M-G-M's**

**"THE CLOCK"**

Judy Garland, Robert Walker—Capitol, N. Y., sweethearts.

---

**M-G-M's**

**"WITHOUT LOVE"**

Tracy and Hepburn—nationwide happiness
HAM·G·M!

*M·G·M's  "THE PICTURE OF DORIAN GRAY"

Held over 3rd wk. St. Louis! Showmanship gold-mine!

*M·G·M's  "SON OF LASSIE" (IN TECHNICOLOR)

Sequel to "Lassie Come Home" is CLASSIE!
WITH ALL YOUR MIGHT! THE MIGHTY 7TH WAR LOAN

"GOD IS MY CO-PILOT"

"HOTEL BERLIN"

"THE HORN BLOWS AT MIDNIGHT"

"Sweepers"

big Spring
Cleanup!

Warner's

"Objective Burma"

Warner's

"The Corn Is Green"

Warner's

"Escape in the Desert"

JACK L. WARNER, Executive Producer
GLITTERING GROSSES 
FIRST 56 DATES—
BETTY GRABLE
AND DICK HAYMES
in BILLY ROSE'S 
"DIAMOND HORSESHOE 
IN TECHNICOLOR!

Directed and Written by GEORGE SEATON • Produced by WILLIAM PERLBERG

Scores of other spots will soon be wearing diamonds from Century-Fox
The Showmen's Seventh

Gratifying, indeed, are the reports reaching campaign headquarters in New York on the early returns of the Seventh War Loan. Some who were skeptical and feared a bad start were agreeably surprised to find that they were dead wrong. If the next few weeks hold true to the form of this grand start, then we can all feel sure the drive is going to be a success.

Individual ingenuity is even more pronounced than in previous Loan drives. Showmen who turned in highly developed campaigns found they could do the almost impossible and top all previous efforts. Perhaps that is the answer to the current high volume being sold through theatres.

There can be no letdown throughout the six weeks of the drive. Smart theatremen know from their showselling experience that they must plan in advance and see that every one of the six weeks has some "lift" to maintain interest locally in the drive. Only where there is a relaxation of effort will the campaign bog down.

We have unbounded faith and confidence in the theatremen of our industry and the job they can do. They know full well how vitally important this drive is to victory in the Pacific.

Apparently, boys and girls, you've made a magnificent start. Keep the ball rolling and watch for the danger signs of a letdown. If you suspect something like that to happen, take a hitch in your belt and plan something to put the drive back into high gear.

Loosening Up

From Washington come reports of equipment curbs being lifted on some essential apparatus for the theatre.

How soon this will bring into adequate supply the many articles of equipment needed by theatres now in operation, to say nothing of the large orders awaiting the green light for new construction, remains to be seen.

Meantime, remember advice previously given here: if you urgently need replacements don't wait until the equipment is being manufactured to enter your orders. Get in touch with your equipment dealer now and have your name as near the top of the list as time permits.

And, while discussing the equipment rumored to be first available, from unusually good sources we hear that theatre chairs may be on the assembly line by early Fall. The tremendous demand for new seating is bound to create a long waiting list.

Your equipment dealer is a good guy to cultivate these days. He is anxious to help and guide you in your reconditioning plans and the sooner he knows your wants and requirements the easier it will be for him to talk intelligently with the manufacturers. This in turn will help the plants in trying to take care of all the theatres urgently in need of the various items soon (we hope) to be released.

Picture Shortages

We are all familiar with the product shortage for most subsequent run situations and how it came about.

Now, to further aggravate an already tight condition, comes word that scarcity of raw stock will further tighten availabilities all along the line.

Although the reissue market is filling a lot of acute booking needs, no theatre wants to make a practice of running too many oldies.

Conservation of available product between now and the Fall will help to stretch the meager supply with the hope that the raw stock situation will be considerably eased by that time. If this works out as expected, then the toughest period will be between summer and the end of the year, after which more prints and pictures will be in local exchanges.

Look over your available product now and don't squander all the good ones in the next few months. Make 'em last and play them to the hilt until you see more light on the product horizon.

Want Some Help?

If you have an equipment or maintenance problem too knotty to solve on your own, why not let some experts worry it out for you and, perhaps, give you advice that will lick the difficulties troubling you? Send the problem along to us and we, in turn, will put it up to our Equipment Advisory Council for general discussion and suggested solution by men who are tops in the field of theatre construction and maintenance.

The Council was formed to make available to independent theatre men the specialized knowledge and talents of top circuit executives. The circuits, it is generally admitted, are well operated. Since so many outstanding men associated with those circuits have unselfishly volunteered to do their best to help the theatre man in any way they can with suggestions about construction and equipment, why not avail yourself of this golden opportunity?

—"CHICK" LEWIS
New Building Stalled
By Material Scarcity

Revocation by WPB of Order L-325, covering 35-mm booth equipment, and L-267, controlling photographic equipment and accessories, appeared to clear the way for supply of new equipment for theatres within a reasonably short time, but caused no excitement that new building plans by both circuits and independent theatremen could go forward much before the end of 1944. The WPB announcement followed months of activity in OCR which, it was indicated, would bring about a new building rush.

The OCR statement regarding delays in production was issued in view of an increasing number of predication for construction permits under order L-41. The statement in further explanation declared that no available facilities exist for the manufacture of theatre seats and textile coverings, nor of projection equipment for commercial use.

Officials of the OCR declared there is no reason why production could not take effect now if necessary. New civilian theatres can be equipped, and declared that a total of 263 applications for theatre construction considered between January and April this year, 242 were approved, chiefly to replace buildings destroyed by fires, tornadoes, floods and other accidents; 121 applications were denied and 18 were closed without action.

No Early Change in Supply of Booth Parts

Revocation of WPB order L-325 governing production and distribution of 35-mm booth equipment will not produce any appreciable supply for some months because order L-265, necessary for finishing of equipment for electronics equipment parts, is still in effect. This is the view of Allen G. Smith, WPB theatre equipment chief, as quoted in Washington reports this week.

Production for civilian use for the current quarter is not expected to change, according to Smith, and it is unlikely that any change will take place during the third quarter or at any time this year, under the provisions authorized by L-325.

The most important result of the revocation of L-325 will be, at present the elimination of tedious paper work for all branches of the industry concerned.

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Major Boycott Urged

A mail campaign among 6,000 unions that are members of the painters, carpenters, machinists and electricians brotherhoods urging them to boycott all products of the companies including reissues, will be instituted by the Conference of Studio Unions, it was announced. Herbert K. Sorrell, Chairman of the War Manpower Commission with the "strike-breaking" agencies through the usual channels of the United States Employment Service and that, furthermore, the producers are paying the strike-breakers more than the wages earned by WLB, wired eight California congressmen who have shown interest in the studio strike, suggesting investigation of NLRB, WLB and WMC to force them to determine a cut-clear policy in the film walkout. The wire also charged that the WLB had failed to take any action.

SMPE Spotlight
On Studio Technique

Addressing the 57th semi-annual conference of the Society of Motion Picture Engineers, which opened in Hollywood Monday, Walter Waiger, president of the Academy of M.P. Arts and Sciences, urged a single projector that can be manufactured in volume for the dissemination of information and enlightenment to the masses so that peace can endure. "We must make educational, commercial, training and superior mentalty films and show them to all the world."

The schedule of papers for technical sessions placed chief emphasis on the technique of motion picture photography and studio production and television. At the second day's session, Ralph B. Austrian, executive vice-president of RKO Television Corp., told the delegates that the releasing system developed for motion pictures offered television a practical program for the distribution of television shows recorded on films. Thus there would be first and subsequent run television stations. Austrian said that RKO would make programs on film available to television stations, and predicted that there may be 30,000,000 television screens operating in homes and that day will bring a potential audience of 50,000,000 for a single show.

Strike Voted in Lab Workers' Wage, Classification Dispute

A decision to strike, voted by members of Local 702, Motion Picture Laboratory Technicians, AFL, as a result of an election conducted by the National Labor Relations Board under provisions of the Smith Cannon Act, affects film technicians in laboratories in New York and New Jersey. The technicians demand higher wages and more specific job classifications.

Should the strike actually be put into effect the showing of films on the East Coast could be tied up after films already finished have been exhausted, union officials said. Negotiations between management and union are continuing in the Warner Bros. offices in spite of the strike vote.

N.J. Allied Seeks Theatre Bingo

New Jersey Allied will seek an expansion of the New Jersey legislative proposal for the legalization of bingo in churches and for charitable purposes, including operation of the game on a Plainsboro, N.J., telephone branch.

UTD Divorce of Mel Asked in Anti-Trust Suit

A detailed bill of complaint was filed this week in the U. S. District Court, Detroit, by Nicholas George of the Allen Park Theatre in an anti-Trust action against the Lincoln Park Theatre, United Detroit Theatres as operators of the Mel, and all eight major film companies. George was served with the same complaint against the Mel and Lincoln Park, and also asked that UTD be forced to divorce itself from the Mel, which it acquired in 1942.

Form Picture Pioneers Committee

A committee to have overall charge of the activities of the Picture Pioneers has been appointed by Jack Cohen. To be known as the "Administrative Committee" it will be headed by William Brandt, and its members will include: Mel Lerman, President: George Dembow, Hal Horne and Hal Hode.

Ut Second Mayor to Resign From MPPDA

Conference published reports earlier in the week. Edward Raftery, president of United Artists Corporation announced in Hollywood Tuesday that the company had resigned from the Motion Picture Producers and Distributors of America. The withdrawal, "effective on or about Sept. 21, 1945," according to the announcement, means that within a period of six months two major companies will have parted company with the Havas organization. Warner Bros. on June 1 will leave the MPPDA in accordance with a decision made late in 1944. (The time given by Raftery as the effective date of resignation by UA indicates that the company's action will be taken some time late in March, since MPPDA bylaws require six months notice of resignation.)

Decision of the UA owners to resign from the Havas organization, Raftery said, was due to a desire of producers distributing through the company to hold membership in the Society of Independent Motion Picture Producers and to make it possible for United Artists Productions, the producing affiliate, to become a member of STIMP and carry on its association activities through the same organization as that of its fellow producers.

Many of the United Artists producing organizations have been members of STIMP since its inception. The organization has taken in several new members within the past few weeks.

To many of the trade observers in New York the action by UA was not as surprising a development as was the resignation of Warner Bros. With many of its producers in an opposing state of mind, the United Artists Corporation on not few occasions found itself practically a house divided against itself as MPPDA policy and STIMP policy on certain specific trade topics.

MPPDA headquarters in New York had no comment to make up to late Wednesday evening.

SHOWMEN'S TRADE REVIEW
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May 19, 1945
BBOT Raw Stock Cut Protested by Industry

Lodging a protest on behalf of the industry, George J. Schaefer, the industry’s liaison with the War Production Board, said last Friday that action of the British Board of Trade in cutting 15 per cent to provide release prints for British films in the United States is regarded by the American industry as an attempt to circumvent the orderly process or regulation of the WPB. While American producers have been willing and ready to conform to all of critical materials in the interest of military requirements, they protest, however, the Board of Trade’s action in making the 15 per cent for the benefit of a coalition of films. Schaefer said, adding that he was quite sure “that the Board of Trade doesn’t realize that producers in this country who wish to go into business by forming their own companies are prevented from doing so because of the raw stock shortage.”

As examples, Schaefer cited the Capra-Briskin and Fred MacMurray units, and also pointed out that established independent producers such as Samuel Goldwyn, Walt Disney, Lester Cowan and David O. Selznick have not been permitted to expand beyond what they have averaged since the base period. Major companies have had to curtail production, he said, because of a 25 to 30 per cent cut.

20th-Fox Board and Officers Renamed and Options Ratiﬁed

Stockholders of 20th-Century-Fox at a meeting on Tuesday (15) elected 15 directors and at the same time ratiﬁed the action of the board of directors in authorizing the granting of stock options to Robert F. Sherman, William Perlberg, Harry Brand, Fred Metzler and Ray Klune. At a subsequent meeting the directors reelected all officers headed by Spyros P. Skouras, pres. Elected to the board of directors in addition to Skouras, were Darryl F. Zanuck, L. Sherman Andrews, Robert L. Carlson, Thomas J. Connors, John R. Dillon, Wilfred J. Eade, Daniel O. Hastings, Donald A. Henderson, Felix A. Jenkins, Robert J. Kohn, David W. O’Brien, William F. Philips, Seton Porter and Murray Silverstone.

Three More Key Cities Added To Astor Pictures Franchises

Astor Pictures franchises for three key cities—Minneapolis, Des Moines and Kansas City—were acquired this week.

In Minneapolis, O. C. Christopher, distributor of Swedish pictures for the past six years, has set up an exchange to be known as Astor Pictures of Minneapolis. In Des Moines J. H. King has set up an exchange and another in Kansas City to be known as Astor Pictures Exchange in each distribution point.

Whiteman Hosts Gershwin Lunch

More than 100 prominent ﬁgures of the musical world attended the luncheon Tuesday at the Hotel Astor honoring George Gershwin. Paul Whiteman, the host, was the only speaker. Luncheon was followed by a private screening of Warners’ “Rhapsody in Blue.”

Strumpf in Buchanan Post

Buchisan & Co., Inc., have announced the appointment of Harry Strumpf as motion picture advertising art director. Strumpf resigned from the RKO organization after an association of 24 years where he began as an artist and later became art director.

RC Total Near 7 Million

Final returns from 16 of the 40 areas covered on the Red Cross War Fund Week Campaign for 1945 show a total of $6,834,735.43 as compared to a grand total of $6,097,241.84 for the 1944 campaign. Leon Bamberger, chairman of the Drive, reports that the 1945 figure includes $36,353 from Filipino offices and $718,374 in Hollywood contributions.

Eastman ‘Watching’ But Doing No Development Work on Television

Eastman Kodak Co., is “keeping its eyes open to observe ways in which its products may fit into the television picture, but is doing no development work on television, it was pointed out in a statement issued last week from Eastman headquarters in Rochester. The statement was made in view of recent published speculations about Eastman’s television “program.”

The company’s statement pointed out that its film and camera equipment were used by Edis- son when working on his motion picture idea; that Roentgen’s discovery of the x-rays quickly brought Eastman plates into use for the applica- tion of the new discovery and that many other developments like halogenated Eastman film, lenses and other apparatus.

ITOA Elects Entire Slate Of Officers and Directors

The Independent Theatre Owners Association last week elected 27 men to serve as officers for the company and the board of directors. Officers elected include Harry Brandt, pres.; J. Joshua Goldbery, secretary; David Weinstock, ﬁrst vice-president; Max A. Cohen, second vice- president; Leon Rosenblatt, treasurer, and John C. Bolte, sergeant-at-arms.

Those named to the board of directors include David Weinstock, chairman; Leo Brecher, A. H. Eisenstadt, Norman Elson, Sam Freedman, Isidor Gottlieb, Abe Leck, Jack Hartem, Emanuel Hertzig, Gilbert Josephson, Martin Levine, Irving Renner, Raymond Rohrnicizer, Rudolph Sanders, Abe Shenk, Henry Siegel, Charles Steiner and Bernard Zimbach.

WPB Grants Loop Operators Overtime and Wage Increase

Double time after midnight for projecting ﬁlms where admissions are higher than $1 and higher hourly wage scale have been granted the Chicago Operators Union by the Sixth Area War Labor Board in the Union’s claim against Warner Theatres in Chicago.

No precedent has been established by its rul- ing, the Board noted, declaring that possible future findings would be determined on the merits of individual cases.

Loew, Marxes Form Company to Produce Comedy With Marx Bros.

Formation of a new ﬁlm producing company in association with the Marx brothers was announced last week by David L. Loew.

Under the banner of the new ﬁlm, Loma Vista Films, Inc., the Marxes—Groucho, Harpo and Chico—will make their original comedy, “A Night in Casablanca,” which will be released through United Artists. Script for the ﬁlm will be written by Joseph Fields.

‘Bewitched’ Tradeshow June 19

MGM’s “Bewitched” will be tradeshown in all exchanges June 19. No release date has been set.

‘Distributors Not on Trial,’ Judge Warns

Resumption of trial proceedings in the Gov- ernment’s anti-trust case against the Grifﬁth Circuit early this week was marked by appearances of former independent theatre operators of Blackwell and Hinton, both Texas. M. L. Geiger, former operator of the Bays at Blackwell, said that Grifﬁth operated three first-run theatres in the town and that when he tried to get second-run ﬁlms he was told Blackwell was too small to get second runs. Defense attorneys’ objection that this was “heart- ing” was sustained by Federal Judge Edgar S. Vaught. Wendell Beardon, former Lubbock exhibitor, said that after he and a partner had established the Tech Theatre a Griff- ﬂih representative came to him and told him he would install a nearby show and operate in opposition to the Tech. Two years later the Grifﬁth theatre was opened, he testified. The third witness, Fred Vincent of Hominy, said he had plenty of product and sold out to Grifﬁth in the Tech, he had advertised the Tech as “over- seated” with two theatres. “It was over-seated with one,” he testified.

The proceedings lasted late last week a ﬂareup occurred between Judge Vaught and Robert L. Wright, chief Government attorney. Introducing contracts between the Grifﬁth circuits and dis- tributors, Wright attempted to prove collusion to violate the Sherman Act in the wording of the documents and claimed that certain of the contracts affecting Warner was, proved the contention that independents were deprived of product illegally. Judge Vaught attributed this to “a combination of circumstances,” which Wright afﬁrmed but maintained that the con- tracts with the distributors gave Grifﬁth unduly favorable terms in permitting the defendants to keep product which was supplied by the independents. At this point Judge Vaught warned that “the distributors are not on trial here.

Dismay that the trial was moving so slowly was expressed last Friday by Wright, who said that at the present rate he could not tell how much more time the Government will need to complete its presentation of evidence.

Testifying Wednesday (16), A. A. “Snoopy” Moulder, owner of a theatre operating with the Grifﬁth brothers from time to time, had offered to purchase the Criterion there from him. Although testi- fying that a Grifﬁth spokesman had said he would cut prices at this theatre, the Grifﬁth opposition house, would build a new theatre and buy product out from under him, Moulder later admitted that he had agreed to accept the criterion that L. C. Grifﬁth had told him if anyone threatened him he would be put out of business on his own. Earlier testimony involved John Gray, former operator of the Rivoli Theatre at Hominy, who told about the price war there between 1936 and 1939.

Bill Clarifying Ohio Sales Tax As to Rentals Goes to Governor

The Ohio Senate has passed the ITO-spoused bill which clarifies the Ohio sales tax as applied to film rentals. Now the measure goes to Gov. Frank J. Lausche for his signature. Previously the three per cent sales tax had been interpreted as not including film rentals, but the tax commissioner of the State adminis- tration had moved to apply the tax to film rentals. The House last week ruled that film rentals should not be affected by the tax and the Senate voted likewise.

Rank Due Here May 30

Due to arrive in New York around May 30, J. Arthur Rank, British ﬁlm tycoon, will confer with American ﬁlm executives on the future distribution of British pictures in the United States.

‘Conﬂict’ Tradeshow June 11

National tradeshow of Warners’ “Conﬂict” has been set for June 11.
Why Mr. & Mrs. America Will Want To Buy Bonds At YOUR Theatre...

BUY 7th WAR LOAN BONDS HERE

BUY WAR BONDS AT YOUR FAVORITE MOTION PICTURE THEATRE
This is the BILLION TIME Bond Message That will cover the Nation Like a Tidal Wave!

"Buy Bonds At Your Favorite Motion Picture Theatre!
Always Open for Bond Sales, Including Sundays, Evenings and Holidays!"

48 million Americans will read it in 32 national magazines!

460 million is the total listening audience for the top network programs and regularly scheduled O.W.I. spots that will carry the message!

560 million is the total movie-going audience that will see it week after week in newreels and 3 special trailers, plus the "ALL-STAR BOND RALLY!"

100 million will read it on 4500 Railway Express truck signboards!

520 million will be the total reading audience to see it in cartoon strips . . . national syndicated columns . . . national motion picture reviews . . . motion picture page mastheads . . .

The Slogan will be carried by the three major press wire and photo services!

Sent to Every Exhibitor. Practical Portfolio containing 77 best bond selling aids and ideas.

National Tie-ups with American Legion . . . Boys’ Clubs of America . . . and other youth organizations.

Arrangements with Treasury, War and Navy Departments to man your Bond Booths with returned wounded veterans.

Plus all the promotion 16,000 energetic showmen will put in their own theatres.

That is why the American public will make your theatre its bond buying headquarters in the MIGHTY SEVENTH!

This message is sponsored as part of their contribution to the War Loan Campaign by Columbia, Metro-Goldwyn-Mayer, Paramount, RKO Radio, 20th Century-Fox, United Artists, Universal and Warner Bros.
Before his death, President Franklin D. Roosevelt prepared a statement in support of the Seventh War Loan. The Treasury released President Roosevelt’s statement over the weekend, coincidentally with the launching of the drive last Monday.

President Roosevelt’s statement reads as follows: “I don’t need to tell you that we are still locked in a deadly struggle with our enemies—the enemies of our way of life—and the war is still the chief job of each one of us. The greatest production of which we are capable, far and away the most necessary thing we can do, is to supply our boys in battle with everything they need, and buying and holding war bonds—these are things we at home must do to speed victory. In the past three years more than 85 millions of Americans have invested billions of dollars in war bonds, and we request those of you who haven’t added to that great national effort. To save—to buy and to hold all we can of war bonds—this is a small service to ask of us who do not fight—yet it is one of the biggest things we can do for our fighting men.”

New Showmanship High Seen as Industry Launches 7th War Loan Throughout Nation

The nation’s exhibitors, teaming with the distributors and allied branches, launched the film industry’s “Showmen’s Seventh” War Loan this week, full strength, and nearly 80% of the heads headed the overall effort to put over the Treasury goal of $4 billion in E bonds as part of the $5 billion in sales to individuals and the total objective of $14 billion.

The drive got underway, all indications pointed to a new high in showmanship, with a definite increase in Bond Premiers, Children’s Premiere days, and Bond sales predicted by all executives.

Boston launched its campaign Sunday (13) with a military parade and attendant ceremonies marking the greatest display of armed might and personnel ever publicly seen in New England. A “Parade of Purple Hearts,” with more than 5000 members of the armed forces and witnessed by more than 30,000 persons, despite a drenching downpour, inaugurated the day’s activities. The parade touched off a series of events, climaxd by the dedication of the Bond-stand on the Common where daily Monday bond rallies sponsored by the “Showman’s Seventh” Committee will be held. Through a bulletin, attention of all Massachusetts theatre managers was called by Paul Levi, WAC publicity chairman, to historical and special days during which bond rallies will be featured.

In the New York area the campaign opened with special daily all-star outdoor performances in Times Square near the Iwo Jima flag-raising statue, symbol of the Treasury Department’s Seventh War Loan. At the base of the Statue of Liberty, just a few feet away, a counter has been set up which will hold every 350 bonds. In addition to these daily ceremonies, 700 theatres throughout the Greater New York area are on the job with special activities as by booking agents. Already a record number of Bond Premiers (51) and Children Premiers (47) have been pledged by metropolitan exhibitors. RKO Theatres, Independent those in Western States and nearby New Jersey, have pledged 41 special bond shows, including evening premiers, children’s shows and auction nights. Attended by 800 employees of Loew’s, MGM and Station WHN, a rally at the MGM home office resulted in $100,000 in bond sales.

In Brooklyn, optimistic bond drive officials expected sales to reach $2 million for the Bond Station, which was opened nightly at the Hotel St. George. The entire Pitkin Avenue Merchants’ Association named Loew’s Pitkin as its issuing agent for the 7th drive, according to Al Weiss, managing director.

In Washington, D. C., Jack Foxe, Loew’s Columbia, arranged with Station WINX to have the theatre’s war bond sales plugged daily on the “Music Hall Program,” broadcast twice daily. By dialing the theatre’s number, any one in the District of Columbia can have his bonds delivered by a soldier in a jeep accompanied by a bonded theatre employee. During the first ten days of the stunt, bond sales through this media totaled $35,000.

In the “solid South” showmen of 14 states representing 4200 theatres lined up an unprecedented number of events. Texas and Oklahoma, traditional rivals in all industry drives, are attempting to outdo each other. J. L. Cartwright, Florida exhibitor chairman, reported that 87 companies that state’s theatres have already pledged for bond premiers and some 90 per cent for Free Movie Days. Elsewhere in the 14-state area (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, West Virginia and Virginia) enthusiasm was as great. A meeting in Norfolk, Va., industry representatives pledged wholehearted cooperation in the drive, with plans calling for an increase of at least 25 per cent in Bond Premiers, Children Premiers and Free Movie Days.

Back in New York this week following a month’s stay in his territory, Charles M. Thal, coordinator for the 11th states in the campaign organization’s western area, said that the entire (Continued on Page 13)

If You Please!

A substantial amount has already been received from exhibitors to help defray the cost of the “Showmen’s Seventh” promotion kits sent by the National Liquor Bond Committee to 16,000 theatres, but many exhibitors have not yet remitted the nominal price of $1, and many requested that they not put this off, Samuel Pinanski, national chairman of the “Showmen’s Seventh” War Loan Committee, said.

The cost of these kits has always been met in part by the contributions of exhibitors, and once again the committee asks the same support.

‘Target Tokyo’ Details Historic B-29 Mission

“Target Tokyo,” story of the preparation, training and actual bombing of the principal Japanese city in the now historic B-29 mission over that city, will be distributed by RKO Radio during the 16 weeks following May 24 to the more than 16,000 theatres pledged to play the Office of War Information-War Activities Committee subject. Running 20 minutes, “Target Tokyo” is 125th in the series.

At the direction of General Henry H. Arnold a photographic record was kept from the time of the assembling of ships and crews at Grand Island, Nebraska, through assignments, training, flying vast distances to California, to Pearl Harbor, to Saipan, to Iwo Jima, where the strike at Japan was launched. The subject shows the reaction of the marines who captured the island and made possible the first and subsequent Tokyo raids and then shows the actual landing of bombs on the Japanese city, with the Superfortresses going through flak and fighter opposition.

This production of the First Motion Picture Unit, Army Air Forces was photographed entirely by Army Air Forces, under the supervision of Lt. Stanley C. Rubin, formerly of Universal and Columbia studios, and produced by Captain Richard Goldstone, who was with MGM and RKO, and William Heath, who photographed the scenes made in the United States was formerly associated with RKO and is now with the Army.

The narrator, E. F. Howard, who is the studio director, and the narrator, before entering the service, was a Warner Bros. star. The informative film will serve as excellent screen fare for any kind of week-end or mid-week program.

Top Screen Fare Available For Seventh Bond Shows

Five important government films distributed to the industry through the WAC have been allocated to the Army Bond Premier Committee for Bond Premiers, Samuel Pinanski, national chairman, announced today.

These films, one of which is full-length, one three-reel and one two-reel, will supplement the feature releases being made available by the national distribution companies.

They are designed to make up a complete program for War Bond Shows or round out such a show, as the exhibitor sees fit.

The following are the titles: “For the Win,” “Our Boys, Our Horns,” “Saturday Comes to America,” “Fight for the Sky,” “San Pietro,” “Target Tokyo” and “To The Shores of Iwo Jima,” and cover the range of activities of the Army, Navy, Air Forces, Marine Corps and Coast Guard.

10 Top Hollywood Screen Stars To Tour 60 Cities for 7th Loan

Ten of Hollywood’s top screen stars will be selected as Associate Regional Chairmen of the War Finance Division of the Treasury Department and will head the interest of the 7th War Loan campaign. Announcement of the honorary designation was made by Washington, by Ted R. Gamble, National Director of the War Finance Division.

First of the luminaries to leave Hollywood was Sidney Greenstreet, who left Monday for Akron to participate in the evening of the Ohio 7th War Loan campaign.

Hornstein Branch in Miami

Opening of a branch office in Miami on or before June 15, to be located at 1417 N.E. Second Avenue, was announced this week by Joe Hornstein, Inc. The branch will be under the personal management of H.J. Hornstein.
Showmen Active as 7th Bond Drive Opens
(Continued from Page 12)
area is in high gear, with exhibitor chairmen devoting most of their time to the drive and the distributor group cooperating more than ever before. He called attention to a substantial increase in special events pledges, and added that a number of sectional meetings had been held in various regions of the 11-state area which includes Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

Other "Showmen's Seventh" War Loan Activities:
Forrest Hills, L. 1.—A gigantic war bond show will be held at Grant Stadium during the last week of the drive, with tickets to be reserved for "extra" bond purchasers, according to Borough Chairman Fred Brunelle.

Providence—E. Stenze, assistant manager of Loew's Theatre here, has suggested store window cards with this copy: "Sorry, No Cigarettes. But Seventh War Loan Bonds Are on Sale at Loew's."

Richmond, Va.—Stage auctions sponsored by the USO Service Wives Clubs are on the program for Loew's Richmond, whose manager, Brock Whitlock, reports that members of the club, wives of servicemen, are soliciting valuable gifts from merchants to be awarded those buying the largest amount of E bonds.

Rochester, N. Y.—Groups of Americans of foreign birth will staff the bond booth at Loew's Rochester. Theatre lobby will be appropriately decorated with flags of the different countries on the days designated in their honor, according to Lester Pollock.

'Showtime' Kickoff in Dallas
Dallas was the scene, Sunday, May 13, of the official kickoff for the Showmen's Seventh in Texas. The event featured a 24-minute nationwide broadcast from the stage of the Palace Theatre over the Texas Quality Network. Among those who figured prominently in the program broadcast were: Ted R. Gamble, director of the War Finance Division of the U. S. Treasury; R. J. O'Donnell, southwestern chairman for the WAC and Texas chairman for the Showmen's Seventh; Dorothy Rae and Fred Lowery, singer and whistler from Horace Heidt's orchestra. The show was announced by Paul Goodwin.

WAC Subject Well Advertised
Mullin & Pinanski Circuit in Massachusetts took advantage of the star and entertainment values in "All-Star Bond Rally," 19-minute "Showmen's Seventh" War Loan subject, and ran a 2-column, 294-line ad in Boston newspapers on May 10, when the picture opened throughout the circuit. Playing another WAC subject, "Two Down and One to Go," at the same time, the circuit eliminated the second feature on the program where necessary in order to make room for the two WAC films.

60% Gain in Children's Shows
Children's War Bond Shows set to date total 1599, a 60 per cent gain over last drive.

$5,500,000 Dimes Total
With less than half the states filing complete reports, the 1945 March of Dimes collections accounted for to date total $2,127,003, according to tabulations revealed last week by Chairman Nicholas M. Schenck and Treasurer Walter Vincent. The same states, in the 1944 campaign, reported $1,572,901, indicating more than a 30 per cent increase and promising that the grand total, when all reports are in, will run over $5,500,000, more than a million above the 1944 total. Treasurer Vincent is urging exhibitors to hasten their reports to state chairmen so that the final accounting can be made.
RKO

is pre-selling seats for YOU
... with full page ads in national magazines totalling

28,635,284
CIRCULATION
— publications like LIFE — WOMAN'S HOME COMPANION—McCALL'S—LOOK — RED BOOK — LIBERTY — TRUE STORY — WOMAN'S DAY — PIC and the entire Fan List.

LET'S TOP THEM ALL IN THE MIGHTY 7TH WAR LOAN

PEARL

Starring

RANDOLPH SCOTT
RUTH WARRICK • ELLEN DREW

with ANTHONY QUINN • CAROL THURSTON
RICHARD LOO
Buck's

BEST-SELLING NOVEL

Violence of bombs!... Fury of jealousy!...

For this American doctor, his bride and the "other woman", there's no escape from the bomb-ravaged heart of China... nor from the love, treachery and jealousy smouldering in their passionate hearts!

Produced by MAURICE GERAGHTY
Directed by RAY ENRIGHT
Screen Play by Brenda Weisberg and Joseph Hoffman

R K O RADIO PICTURES
SHOWMEN'S TRADE REVIEW

May 19, 1943

Flame of the West
Monogram Western 70 mins.
AUDIENCE SLANT: (Family) An outdoor drama that will entertain all but the most avid western fans who like more action than this picture contains.

BOX-OFFICE SLANT: Satisfactory offering for the market which it was intended.


Plot: Between a young doctor who disapproves of firearms and claims his mission in life is to take care of the latest, twofisted, gun-toting marshal, a lawless town is cleaned up to the satisfaction of its many law-abiding citizens. For romance, there's the famous luminous beauty that is Ida Lupino. There's also the girl at the saloon, who turns out to be the wife of the marshal and the daughter of the richest man in town.

Comment: An above-the-average story and good performances make this picture a very satisfactory offering for all but the most avid western fans. It is for the general public who will find there's smart shootin' and other ingredients to be found in this type of outdoor saga, but there isn't the usual amount of action and thrill likely to prove disappointing to those who seek rapid-fire movement when viewing western fare. It is more of a straight drama, and as such, will entertain most of the customers. Johnny Mack Brown does a good job as the doctor, but his is not the top role. Douglas Dumbrille takes care of that as the marshal; he is quite convincing with his evident ability to handle his guns and his fists.

Raymond Hatton, Joan Woodbury and Lynne Carver all perform the cast with turning in adequate performances. Production does credit to Scott Dunlap and Lambert Hillyer took care of the direction.

Pillow to Post
Warner Bros. Comedy 92 mins.
AUDIENCE SLANT: (Adult) A good light comedy that will thoroughly please average audiences and give more than a few chuckles to the more discriminating.

BOX-OFFICE SLANT: It can stand alone in some situations but probably will find itself as top half of the double bills in the majority of spots. Should do fairly well.


Plot: After three days of traveling for her father's oil well supply business, Ida Lupino, finding sleeping accommodations impossible to obtain, forced a small woman, arrangements with Lt. William Prince to register in an auto court camp as her husband and, of course, immediately leave. Complications develop, however, when he is the new commissary officer, Sydney Greenstreet, also a resident with his wife at the auto court, congratulates the supposed newlyweds and gives Prince the right off to start the honeymoon. Additional complications develop when one of Ida's father's customers arrives to take her out for the evening. The unexpected arrival of Don's mother and Ida's father add to the mixup which clears, with Ida and Prince off to really get married this time.

Comment: Although the story is reminiscent of bits of several other highly successful comedies, good direction keeps it moving at a fast pace so that some moments are few and far between. The situations are handled deftly by Ida Lupino, whose prowess as a comedienne comes as a surprising but most welcome additional revelation of the many talents of the young lady, heretofore exposed only exclusively in straight dramatic roles. William Prince, as her Army Lieutenant husband-of-convenience, plays an impossible part well enough but he certainly won't get the male movie audiences' vote for his performance here. For Ida is too delicious a dish to be turned down cold by a stuffed shirt, even if the part calls for it, and even if he falls in the end. Sydney Greenstreet's Army Colonel seems a role not too well cast. Willy Best is superb as the man of all work's name "Lucille" (Believe-it-or-not). The others, including Johnny Mitchell, do very well and there is a frantic about-to-become-a-situation that Stuart Erwin handles perfectly. Louis Armstrong and his Orchestra and a seipha femnine songstress delivers an original number."Pillow to Post" should bring fairly good returns in most situations.

Legion of Decency Ratings
(For Week Ending May 18th)

SUITABLE FOR GENERAL PATRONAGE
Along Came Jones Return of the Durango Kid

SUITABLE FOR ADULTS ONLY
Escape in the Desert That's the Spirit
Fighting Guardian Twice Blessed
Wonder Man

Corpus Christi Bandits
Republic Western 56 mins.
AUDIENCE SLANT: (Family) A western with all the exciting ingredients for action fans.

BOX-OFFICE SLANT: Good fare for the Saturday matinee trade.


Plot: A returned flier tells the story, in flashback, of the difficulties encountered by a young Texas cavalryman who returned after the Civil War to find everything gone; how he has come to find a new career, some money and how he finally cleaned up with the aid of a crusading newspaper publisher and his daughter.

Comment: The kids and western addicts are bound to be pleased with this western for it follows the tried-and-true formula of plenty of action, plenty of shooting and an exciting fist fight atop a runaway stagecoach, that gives them the sort of entertainment they expect when they go to Saturday matinee showings. Of course, there are those blackball stories which starts with the present day and then goes back to the Civil War times. This gives it a ring of truth and the story is rarely found in westerns. Allan Lane does well as a flier of today and then as a Texas pioneer. While he has a supporting role in Ida Lupino and Jack Kirk, while old familiars like Roy Barcroft, Tom London and Kenne Duncan are among the supporting cast. Director Wallace A. Grissell gets credit for the way it's handled, keeps the picture moving, and Stephen Auer, for the production as a whole.

Bells of Rosarita
Republic Western 68 mins.
AUDIENCE SLANT: (Family) Good entertainment for all those who enjoy western fare, and even those who aren't particularly interested in this type of picture, for it has lots of songs and other amusing things to offer.

BOX-OFFICE SLANT: Like most Roy Rogers films, this one lives up to the high standard set by Republic for these musical westerns and is right up on top with the best of them.


Plot: While on location with a picture company, Roy Rogers uncovers a real-life situation that attracts his attention. A crook, trying to steal the small circus and ranch owned by a young girl, demands that Rogers pay him in payment for an old debt. Rogers, suspecting foul play, rallies all the western stars from the Republic stable to the right side to help him straighten out the matter.

Comment: Each new Roy Rogers picture lives up to the high standard set by Republic for these musical westerns, and this one is right up on top with the best of them. It has the catchy, lilting western songs Rogers pre-

(Continued on Page 20)
SHOWMEN'S TRADE REVIEW

Selling the Picture

'Hornor' Angle Used
For 'Gray' Campaign

MGm's 'The Picture of Dorian Gray' seems to have aroused the selling imagination of show- men in the showplace circuit. The picture has been booked, as evidenced by the campaign essayed by Carl II. Sherred, manager of the Maryland Theatre, Cumberland, assisted by Tom Baldridge, MGM exploiter.

For lobby decoration three weeks in advance, Sherred set up a cutout of the 24-sheet which was to be moved to a main cross-street location during the run of the picture. Also in the lobby there was placed a large black cat inside a gilded cage with a shipping ticket in copy: "Hold for Arrival of Dorian Gray." Copy on the base of the cage read, "The Black Cat whose sinister spell caused the unbelievable love, etc., etc." Two 6-foot black cat cutouts were also in the lobby two weeks in advance and were transferred to the marquee during the picture's run. An 8-foot high book replica was placed in the lobby two weeks in advance and used as a street hallyoo current. Usual accessories also were used in the lobby.

The Lost and Found column of local newspapers were spotted with copy, "Lost—The Picture of Dorian Gray"— Liberal Reward Offered—Communicate with P. O. Box 297.

One week in advance the ads were changed to end "Return at once to 37 N. Mechanic Street. Phone "17", which numbers, of course, were the theatre's.

Teaser advertising was used in newspapers extensively, followed by the "hornor" type ads for which MGM has prepared an outstanding campaign.

Rural box holders were bombardied with heralds and singly printed books were distributed to newsstands, doctors' offices and beauty parlors.

Outdoor advertising, window cards, and special frames were used to round out the campaign.

Canadian 'Colonel Blimp' Premiere
Benefits Women's Navy Auxiliary

Canadian premiere of 'Colonel Blimp' took place recently at the Elgin Theatre, Ottawa, under the sponsorship of the Women's Naval Auxiliary of Ottawa. Through the cooperation and courtesy of United Artists and 20th Century Theatres, the theatre and the entire first night's proceeds were donated to the auxiliary for its general fund which is used for welfare purposes in connection with the Canadian Navy and the Canadian Merchant Marine.

Ten outstanding Wrens were nominated by the Canadian Navy to act as usherettes for the event, and a special guard of Canadian Sea Cadets was stationed at the theatre. The new 'Colonel Blimp' Carnation was exhibited in the lobby prior to the premiere.

Imprinted Notion Bags Sell Double Feature for Hebscher

When a double-feature program consisting of 20th Century-Fox's "In Old Chicago" and "Columbia's "The Big Boy" played in the Nola, an Odeon theatre in Ottawa, Ontario, Manager Sam Hebscher imprinted notion bags which were used in the lobby and in his neighborhood. A coming double bill was also advertised. All features were reissues, and results were highly satisfactory.

SEVENTH TIME. Billed as the "Greatest Academy Award Winner," RKO's "The Informer," released in 1935 and winner of four citations that year by the Academy of Motion Picture Arts and Sciences, came back to the Little Carnegie in New York for the seventh time where business indicates that it will top its previous record of seven straight weeks at that house.

Bonk Sales Tied to 'IBSY' in Chicago

The newest "I'll Be Seeing You" promotion stunt to gather reams of newspaper space and publicity is the flood of material which has been used by banks for the first time when the picture played Balaban & Katz Roosevelt Theatre in that city. Through a tieup with the Payroll Division of the Defence Department of a Blind Date dinner party was arranged at the Hotel Blackstone and seven Chicago area girls, chosen by the Payroll Division of the company, were seated at the banquet table next to Chicago's娇气 records in local business firms and war plants, had blind dates with seven war heroes who had just returned from action in Europe and the Pacific area. At this party the first Seventh War Loan Minute Flag was raised by the girls in the manner of the U. S. Marines raising the flag in Iwo Jima.

Chicago newspapers were generous with space about the Blind Date party and the seven business and war plant firms which supplied the girls for the party each gave a full page in company house organs about the event and the picture. Chicago's WLS, a Blue network, 50,000 watt station and took broadcast special features of the party direct from the hotel. Among those attending the event and who were interviewed by the manager of the party were Mayor Kelly, Sam Horowitz, central and southern division sales manager for Vanguard Films; William Hol- lend, and Abe Plaut of P. F. & K., Jack Kirsch of the Illinois Allied president and other trade leaders. All saw a special screening of the picture following the dinner party.

With the highlight of the Chicago campaign, arranged by Selznick International's publicity department was a letter contest in cooperation with the theatre's. The theme was "Returning Servicemen Should Be Helped to Adjust Themselves to Civilian Life." The furniture company bought a 1000-line ad in newspapers and took on another, announcing details of the contest. Six 40x60 blowups of the ads were displayed in the window of the company, where announcements were made on the company's Sunday radio program. Another company, a candy manufacturer, bought 500 cards and using Shirley Temple photo. The ad was blown up and used in the company's 35 store windows.

A tieup with a cleaning company resulted in 50 window displays using the theme, "I'll Be Seeing You Early About Your Spring Cleaning." The window displays were decorated with slips from the picture.

Table tent cards, window cards, post cards, etc., also were used.

Royal Crown Cola's national tieup was local- ized by the distribution of 1500 window cards and banners on 31 delivery trucks.

Another feature was a Shirley Temple contest with the Shopping News and a department store by which 5000 announcements were distributed through the store's mailing list. The local newspapers also printed Shirley Temple cards recommending their use in window displays of member stores.

Gershwin Jubilee Week June 29 Tied in With 'Rhapsody' Premiere

A George Gershwin Jubilee Week, during which the world musical world will cooperate in honor- ing the memory of the noted American composer, will be held starting June 29, tying in with the world premiere of Warners' Rhapsody in Blue" at the N. Y. Hollywood Theatre.

Major portion of the events planned for the Jubilee Week will be in coast-to-coast pro- grams, with at least 25 leading commercial programs already set for one or more Gershwin tributes.

Guest Tickets Under Seats

Clarence Batter, manager of the State The- atre, Columbus, Pa., stimulated a great deal of advance interest in "Music for Millions" by using a short tag trailer following the regular trailer for the film, announcing that a number of guest tickets to the feature had been placed under theatre seats.
Smart, Effective Showmanship
Mark Campaigns on ‘Remember’

That Columbia’s "A Song to Remember" is still being accorded smart and effective showmanship in its engagements throughout the country is evidenced by the reports reaching New York from exhibit houses in various territories.

One of the top campaigns was turned in by Manager Charles Zinn and Publicity Manager Donald Grand at the State Theatre, Minneapols, when the Technicolor production played at that house.

Working with the Hayor Co., local distributors of Victor records, Zinn and Alexander arranged to have the Spacht tune-tracing records played to the over $50,000 students of the city’s 22 junior and senior high schools, as well as the students of the University of Minnesota. In addition, 36x22 color blow-ups from the film were prominently displayed in the following leading stores: Dayton Co., Schmidt Music Co., Century Record Shop, Bouteille Furniture Co., Melodic Record Shop, and the Camera Shop of the University. In addition, Donaldson’s Department Store used a 1-sheet and other art; New England Furniture, McEwen Radio and Automatic Music Co., all used blowups and art displays. All stores used departmental displays and all mentioned the picture and playdate in their newspaper advertising.

The main branch of the library devoted a 20 foot bookcase to a display of the film, and in addition several bulletin to 26 neighborhood libraries, advising them the display would be available when the picture played local houses.

In Dayton, Ohio, was made extremely "A Song to Remember" displays to the efforts of Bill Clark, manager of Keith’s. Co-operative ads headlined the campaign, with four-column and half-page columns in the local papers in cooperation with the Metropolitan Store, Rikes Home Store, Anderson, Lyon and Healy, Johnson and Elser, and the stores of local Victor and Revlon dealers. In addition, twenty of the city’s leading stores gave full windows and inside displays.

If successful on the city school system, Clark arranged to have the Sigmund Spacht tune tracing records played in all public and parochial schools, and in the hands of music departments and principals address the students. Following along the same lines, Clark also managed to obtain a library display similar to the one shown in the York Public Library which attracted so much attention.

Bulletin boards in industrial plants in the Dayton and surrounding areas were plastered with advance notices of the opening, and complete window and counter displays in department stores, chain stores and drug concerns for the city and suburbs were secured.

Radio space was promoted not only for the "George Sand Memorial Talent Search," which gave an added impetus to the showings, but also for free spot announcements and the playing of the Spacht records.

Full window displays and gratis radio spots highlighted the campaign put on by Dave Thomas, manager, and Helen Garrity, publicity manager of the Center Theatre, Salt Lake City.

The windows were concentrated in the best shops and those whose location assured the greatest public attention. Complete displays were run at Jewell’s Radio Store, Glen Brothers Music Company and Dayton’s Music Co., using stills and blow-ups from the film and showing the musical value of the film, based on the Victor record tieup, Zio Cooperative Mercantile Institute, the city’s leading department store, devoted two windows to the picture—one on the cylinder and the other on the record.

In addition, the Paris Company and Keith O’Brien devoted full record windows to phonograph records inspired by the film, and all Victor dealers in the area carried full 22x28 displays.

The campaign by George Hunt, manager of Locco’s, was the most concerted of those that gathered great public attention. Working with the public and high schools, as well as the Kentucky School of Music, Hunt set the Spacht tune tracing records in each of the schools. For the remainder of his campaign, he concentrated on the personalized approach, arranging to have the library distribute bookmarks plugging the picture; having displays and cards placed in each of the city’s beauty shops on the Revlon tieup, and finally having 10,000 heralds, imprinted with the "Song to Remember" playdate, distributed to all of their customers by the Kresge Department Stores. In addition, of course, he followed the usual tactics, covering radio plugs, windows, etc.

One of the most unusual school tieups was arranged in Corvalis, Ore., during the showing of the film at the State Theatre. Through arrangements made by Scott Williams, principal of the junior high school, Petri Dawn, dean of the local college, and Delbert Moore, head of the music department of the college, all three concerts given by the school orchestra during the showing were devoted to Chopin music. Since the picture’s run coincided with National Music Week, the emphasis on classical music was not overlooked and drew much more attention in the city than would normally have been the case.

Localised Ads Help Business
A localized ad campaign conceived by Stanley Gross, manager of the Rio Theatre, Appleton, Wis., and Louis Orlove, MGM exploiter, resulted in record-breaking attendance during the run of "Music for Millions." One ad had a picture of the mayor of the town welcoming Margaret O’Brien to Appleton. Another ad showed a Los Angeles express speeding across the ad with a photo of Margaret O’Brien holding a traveling bag. Copy for this ad read: "Hello Appleton, I’m on my way to the Rio Theatre in my newest picture." There were a number of other ads which carried through on this local angle theme.

Win Those Graduates
Graduation exercises in local high schools and colleges will be making place during May and June. Congratulations trailers, tie-up ads with merchants on "gifts for graduates" (how about plugging war bonds as the greatest gift?) and a special evening performance for the graduates are just a few of the many things you can use for this most memorable occasion in a student’s life. Particularly effective tieup with a jewelry store involves a special new window display for the window with names of graduates lettered around the edge. Clock is set to run for a certain length of time. Other tieups are on students’ names, the hour and minute hands stop receive special gifts, usually wrist watches. Remember, this is an opportunity time to win the graduates’ goodwill, for most of them will have more time to attend the movies.

Wometco Employees
Get Commandments
Sidney Meyer, general manager of the Wometco Circuit, Miami, Fla., has evolved his own Ten Commandments for the employees of the circuit’s theatres. Other things might do well to acquaint their charges with a similar set of laws. They follow:

1. Don’t lie. It wastes your time and yours. I am sure to catch you in the end and that is the wrong end.
2. Watch your work, not the clock. An honest day’s work means a long day’s short.
3. Give me more than I expect and I will give you more than you expect.
4. You owe it to yourself that you cannot afford to owe anyone else.
5. Dishonesty is never an accident. Good men, like good women, never see temptation when they meet it.
7. It is none of my business what you do as night. But, if dissipation affects what you do the next day, and you do half as much as I expect, you’ll last half as long as you hoped.
8. Don’t do anything that will hurt your self respect.
9. Don’t tell me what I’d like to hear, but what I ought to hear. I don’t want a valet in my employ.
10. Don’t kick if I kick. If you’re worthwhile correcting, you’re worthwhile keeping. I don’t waste time cutting specks out of rotten apples.

Tolerance Week Proclaimed
in Baltimore for Mr. Emmanuel

Tolerance Week was proclaimed recently by Mayor Theodore R. McKeldin of Baltimore in connection with the showing of "Mr. Emmanuel" at the Mayfair Theatre in that city. Mayor McKeldin hailed "Mr. Emmanuel" as "... a film combining dramatic power, technical perfection and a powerful plea to end racial hatred and bigotry ... it carries a masterful presentation of the evils of racial misunderstanding.

William Marhenke, Mayfair, and the United Artists home office exploitation department arranged the issuance of the proclamation.

Just a Little Reminder
Memorial Day, which will be observed this year on Wednesday, May 30, is only a few days away. Your best goodwill gesture for this day is to offer your theatre for Memorial services. See STR. April 28, p. 31, for other suggestions.
Taylor Shows How to Exploit 'Thunderhead'

What looks like a campaign in which not one promotional possibility was overlooked was the one given 20th Century-Fox's "Thunderhead." Sonja Henie played She's, the Theatre, Buffalo, N. Y., according to word received from Charles B. Taylor, the theatre's director of advertising and publicity. Cooperating with showman Taylor were 20th's field exploitation representatives, Wally Allen and Julian Boyd.

When Taylor launched his campaign, he lost no time in contacting J. N. Adams, one of Buffalo's biggest department stores, with which he worked out a Roddy McDowell ranch fashion tie-up for the boy's department. Furthermore, the store placed newspaper ads in all papers, and gave the tieup several news stories.

With this as a starter, Taylor then gave the campaign more impetus by papering wide areas of the city with tack-cards, hand-bills, window cards and large posters, including a tieup with the New York Central Railroad, with the station and neighboring points covered with plenty of paper.

Moving into another tieup, this time with Quaker Oats, Mears, Taylor, Allen and Bowers succeeded in hanging cards in hundreds of retail windows from one end of the city to the other.

Taylor then went on a real promotional rampage and pressed the story front-page size tie-ups and smaller cards, calling attention to the fact that the original story was in McCaff's as a serial and was now on the screen at Shea's Buffalo.

Two large restaurant chains were brought into effective tieups, one with "Thunderhead" cards on all tables and the other with thousands of credit-imprinted napkins.

Showman Taylor then obtained book window displays in 20 stores in Buffalo, as well as tieups with local riding academies and stores selling riding equipment.

Local Application of National Tieups Advocated As Valuable Aid To Showmen

The photo of Greg McClure (left) wielding a man-sized cigar was selected by the Cigar Institute for distribution to every cigar store in America where it is estimated the poster will be seen by 25,000,000 patrons. None of whom, of course, will miss the title, "The Great John L." And although Bing Crosby does not appear in the picture he was not amiss to this window and counter card promotion which plugs his first production venture. Right is a typical newspaper ad on the Benrus Watch tieup featuring Fred Allen and giving his "It's in the Bag" prominent display. All of these were arranged by Wilma Freeman, United Artists promotion manager.

Perhaps the most valuable, but apparently the least capitalized aid to showmen is the national tie-up arranged for top pictures by distributor home offices. The value of these tie-ups when employed locally has been demonstrated again and again. However, many theatre men take for granted the fact that a definite amount of pre-selling has been accomplished by the tieups but fail to make full use of the wide open local possibilities they offer while attempting far more difficult local promotions of lesser potential value.

The United Artists Promotion Department under the direction of Wilma Freeman, for instance, has made many national tieups with manufacturers and distributors who recognize the value (to them) of motion pictures prestige. In setting up these tieups, commitments are obtained from manufacturers' advertising representatives for large quantities of counter displays, window displays, outdoor paper in some cases and wide exposition of national display advertising in magazines and newspapers with the motion picture and its star receiving display mention.

An example of the extent to which Miss Freeman's department goes to publicize United Artists pictures is the press book on Jack Skirball's production, "It's in the Bag," starring Fred Allen. It presents an array of tieups for which theatremen everywhere should be willing to give their eye teeth.

Millions of Americans by this time will have read one or more of the newspaper, magazine or 24-sheet ads represented by the Royal Crown Cola tieup alone.

Thirty-six radio stations in 32 cities have contracts with the Benrus Watch Company for spot announcements of one minute each. The announcements in each case conclude with the statement that "It's in the Bag" is now playing at such and such a theatre or will be seen somewhere, the theatre name, of course, being the one nearest the radio station. Tests have proved that these announcements will reach 20,000,000 listeners.

Benrus also has prepared a series of national newspaper ads, featuring the picture, which will be inserted in Metropolitan city newspapers on the play "It's in the Bag" opens. Valuable? Terrific!

"Buy Lines," a syndicated editorial column appearing in 60 leading newspapers will feature a Roosevelt Lighter ad which will mention "it's in the Bag."

The Adam Hat tie-up with 3200 stores is another outstanding promotion available to theatres playing the Allen picture. Each store has a poster featuring ten poses of the comedian and giving prominent credit to the picture. Two hundred newspapers will carry Adam Hat-Fred Allen ads which also give prominent display to the picture. Window displays with each store should be a push-over for enterprising showmen. "The Great John L." also will present opportunity for showmen to cash in locally on tie-ups arranged by Miss Freeman's office. Several promotions have been arranged including one with the Cigar Institute of America in which window and counter displays will be seen by 25,000,000 patrons in cigar stores in America.

Poster publicity in the Cigar Industry will reach an estimated 500,000 more, and radio publicity by every advertising cigar company will take the form of an endorser of the picture on an Institute's "Movie of the Month" program. Local theatres can capitalize on every one of these.

Son of Lassie' Shown to Winners Of Safety Awards in Cleveland

Howard Burkhardt, Low State Theatre manager, arranged for a special showing of MGM's "Son of Lassie" at Public Music Hall in Cleveland.

Those who attended were winners of the Inter-City Safety Council awards and included children from both public and parochial schools. The Cleveland Public Schools Office lent its assistance by announcing the performance on all of its school bulletins throughout the county. The Cleveland News, front-page space, followed by daily stories on its inside pages, a week previous to the showing.—CL

Showmen's Trade Review
Bells of Rosarita

(Continued from Page 16)

sents so well, and it has the action and other ingredients the customers have come to look for when they attend a Roy Rogers movie. A great deal of the credit for the excellence of this particular production (besides Rogers) is due to the personality of Dale Evans. She is a vital part of the proceedings, for her looks, shapeliness, and acting are an asset to the picture as a whole. Besides Rogers and Miss Evans, the western fans will be thrilled to learn that for once they’ll see five of their western heroes in one picture. As guest stars, Wild Bill Elliott, Allan Lane, Donald Barry, Robert Livingston and Sunset Carson, and their respective horses, pitch in to make this a splendid all-around western. The always dependable George “Gabby” Hayes does a fine job with his role in the Robert Mitchell Boy Choir. Rent some very touching renditions of several numbers, especially the title song. Entire production is a credit to Eddy White, the associate producer, and Frank McDonell, the director.

That’s the Spirit

Universal

Comedy 93 mins.

AUDIENCE SLANT: (Family) The spiritual quality mixed with the earthy in a vein of comedy which should send audiences out on a happy note talking about it. There are moments when its qualitiveness reaches the estatic and it will be forecast as having the fundamentals of what is known in the argot of newspapermen as a critics’ picture.

BOX-OFFICE SLANT: It may be a comedy wow and only subsequent events in New York at the Criterion early in June will prove or disprove that. The exhibitor has any number of angles to play around with in exploitation.


Plot: The film opens on an amusing sub-title plant in the time, and place in New York where “a petunia was the name of a little flower and not the sobriquet of its mayor.” The story details the escape of Peggy Ryan from the path of her father, Gene Lockhart, a pompous banker, and her marriage to Jack Oakie, a hoofer. Oakie’s wife gives birth to a daughter. The ensuing action is taken up with Oakie’s return to earth 18 years later as a spirit who smooths the path of his daughter, after which he returns to the spiritual world with his wife, while their girls go on to a colorful career in her father’s footsteps.

Comment: The film is bound to have mass appeal. Jack Oakie was never funnier than in the role which he has been cast. The story which can be made or broken in direction has been handled by Charles Lamont with a deftness that gives credence to the fantastic and produces a succession of laughs. Creating a shadow character and keeping it realistic enough to sustain audience interest without flagging is Lamont’s adroit accomplishment here. The film’s winning qualities are served importantly by Peggy Ryan and Johnny Coy who have creative dance numbers that are a joy to watch. And to these are added such names as Arthur Treacher, Andy Devine and Buster Keaton. Of Keaton it may be said that his work is of the same smooth quality in debut film that marked his earlier brilliant career. All in all, there are possibilities in this film for the alert theatreman. Box-office receipts will depend on how energetically he applies showmanship to the elements of mass appeal in this film.

Monogram International Formed

Incorporation of Monogram International Corporation will go into effect after the week under the laws of the State of New York, has been announced by W. Ray Johnston, Chairman of the Board of the new company, and president of Monogram Pictures Corporation. The new company was formed to handle distribution of Monogram Pictures outside the United States.

Wilbert Promoted at 20th-Fox

Hal Horne, 20th-Fox director of publicity-advertising-exploitation, this week named Christy Wilbert assistant advertising manager under Charles S. Smith, who has been granted an honorable discharge from the Navy and until this week held the position of copy chief.

Goldberg to WB Purchasing Post

Herman Goldberg, member of the Warner Bros. organization for more than 25 years and at present handling maintenance matters in the various branches of the company, has been promoted to take over the duties of the late C. C. Ryan as purchasing agent for exchanges and head of the advertising accessories department.

‘Wonder Man’ Tradeshows Set

Tradeshows of Samuel Goldwyn’s “Wonder Man,” starring Danny Kaye, will be held in all exchange cities May 28 with the exception of Philadelphia, where it will be screened May 24, and New York, where the RKO Radio release was recently shown at the Astor Theatre.

Dr. Turner on Coated Lenses

Dr. A. F. Turner, Bausch and Lomb Optical Company, will discuss the optical principles of coated lenses as employed in motion picture projection as the chief speaker at the meeting of May 23 in New York of the Atlantic Coast Section of the SMP.

Producers Confident Attendance Will Hold

Anticipation that, barring unexpected developments, motion picture theatre attendance will hold up to prosperity levels for another five years gives producers and distributors no immediate concern over heavy inventories of finished films, it was indicated by Henry Ginsberg, Paramount vice-president in charge of production, at a press gathering in New York on Monday. Ginsberg arrived in New York over the weekend for home office conferences and also to look over plays and players in whom Paramount is interested.

Replying to questions regarding his company’s position, the producer said it was expected that Paramount would release about 30 features, as the company did last season, and that the policy will continue to be that of releasing pictures in accordance with the market to absorb the product. Of the pictures to be offered this year, the production head said that the company’s own production units would make 16 or 17 of the total of 30 to be filmed with the balance to be contributed by independent units as follows: Hal Wallis, five; Pine-Thomas, six; Buddy DeSylva, two. Ginsberg said that the 18 or 20 productions now in Paramount’s backlog represented a production cost of $32 million. He said that only high budget pictures will be made by the company’s own units and mentioned in connection with production costs the $13 million approximate cost of the Irving Berlin production Paramount will make under the title “Blue Skies.”

Legion Uses NSS Trailer to Appeal to Returning Veterans

A thousand special trailers informing returning servicemen that the American Legion stands ready to aid them in their rehabilitation to civilian life have been purchased by National Headquarters of the American Legion from National Screen Service, and their distribution will be handled by Legion Department Adjutants for exhibition throughout the 48 states and the District of Columbia.

Running time of the dramatically illustrated trailer is approximately one minute and 30 seconds.

Illinois Fraudulent Ad Bill

Introduced in the Illinois senate by Sen. Dan Keane, a bill making fraudulent advertising in newspapers or on the radio punishable by six months’ term and $500 fine, has passed the House and awaits the signature of Gov. Dwight Green.

‘THIS ONE SAYS’.

Republic President James R. Grainger and Herbert J. Yates, Sr., founder of Republic, are joined by Grainger’s executives and assistants, Waldo T. Titus, Jr., in charge of branch operations, and Edward L. Walton, assistant general sales manager, in reading stories messages on the occasion of the company’s 10th Anniversary celebration.
Montreal

With the coming of victory in Europe relaxation of regulations which affect the motion picture industry in this country can be looked forward to in the future. In fact some restrictions have already been dispensed with. The Government has announced the end of many restrictions on the manufacture of electrical appliances and radio and sound equipment. This will not mean too much in the immediate future, for even though the bans are lifted it is still difficult to obtain materials and parts because of the shortage of raw materials.

Confederation Amusement Ltd. will pay a dividend of $3 on paid up preferred shares of the capital stock, payable on June 15. Theatre men in Montreal along with their associates across the country have again participated in another successful victory loan.

J. Arthur Rank, who needs no introduction, arrived in town and big doings are expected all down the line in Canadian theatre circles.

Bob Johnson, a PRC sales manager has taken up new duties with Alliance Films here.

Walter "Babe" Coval formerly Warner Bros. branch manager in this city writes Gratton Kiely, his successor, to the effect that he is gradually becoming acclimated to the intense heat in Trinidad.

Max Vosber who has been booker for Empire-Universal during the last five years took the long step last week. He married Miss Rose Shaw.

Showmanship has apparently taken a back seat here for the duration. No theatre or groups of theatres seem to be at all interested in exploitation. The reason given is that it is not necessary since the public jam the houses anyway. What's that they say boys? A still pool becomes stagnant!

Philadelphia

The lifting of the curfew and the brownout kept the boys in all the theatres stepping. Market Street in downtown Philadelphia presented a new atmosphere. The, flagless horses got into operation as soon as possible. The Family, a Warner theatre, and the News, William Goldman's theatre, started running on Wednesday night. The Center didn't get going until Thursday night and the Savoy started running on the all-night basis on Friday. Late shows for war workers on Friday night were resumed, when the Boyd gave a showing of "Affairs of Susan." The Palace went into its policy of late shows after midnight on Friday and Sunday nights.

One of the best theatre stunts in the promotion of the sale of War Bonds during the 7th War Loan is the three way tie-up worked out by the Variety Post of the American Legion. Senior Vice Commander Albert M. Cohen devised the stunt which involves the cooperation of the public and parochial system, American Legion Posts, and the theatres. To the three top children in each school selling the most bonds will be issued a free ticket for a special stunt and a screen show to be given at 9:30 a.m. on Saturday, June 16. In addition, the fifty children who top the list in the city, will be sent to Camp Dix by bus and treated to a tour through the camps. Many of the theatres work closely with the schools, so that the theatre manager issues the bonds.

The new regime at the PRC exchange has involved some more changes, which are as follows: Mary MacLeod, booker at Washington, moved over to PRC. Bill Solomon, 20th Century-Fox adsales chief for the past five years, has severed his connection to become a PRC salesman in the Harrisburg territory. He leaves on the 28th. As stated before, Frank Hammond is the new branch manager.

At 20th Century-Fox, Harry Dressler, booker, resigned to become a salesman at Monogram. Mr. Dressler took over here to handle the carrying of the Warner films.

Mae Greenus, former secretary, to Frank Kelly, the head booker, becomes a booker in Dressler's old spot.

Tom Ayers from Seafood, Delaware was in town for two days, and took in the musical show "Oklahoma!"

Paul Glase, manager of the Embassy and Ritz in Reading was a visitor on Vine Street for the first time in five years.

The industry was saddened to hear of the death of Paul Castello, Jr., 17-year-old son of the Warner district manager in the northeast section of the city. The youngsters was hurt accidentally several weeks ago.

Harold Brason, former manager of the Diamond Theatre, just returned from the South Pacific was a visitor in the Warner office this week. Harold has been in service since before Pearl Harbor and been overseas for 32 months.

Hamel Fields has joined Warners as a manager.

Another grandfather was added to the list, on Vine Street, when Dr. Harold Schwartz, son of George Schwartz, Universal exchange manager, became a father.

Charles X. Zagrans, RKO branch manager, has been vacationing in Columbus, Ga.

Bucky Harris, RKO exploiter, celebrated his 22nd Anniversary.

Harry Waxman, of the Hollywood in Atlantic City, joined the list of grandfathers, when his daughter gave birth to a little girl.

Cecil Felt of the local film family closed to Charlotteville, Va., last week to marry Celia Hollander.

Arthur Greenblatt, Monogram's special representative was a visitor here.

Arnold Stoltz, PRC exploitation manager, was in town working on the campaign for "Fog Island."

Bud Hunt, son of William C. Hunt of Wildwood who is a Red Cross Field Director, returned to this country last week after serving overseas.

Regional News Index

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Des Moines

Ralph W. May, newly appointed MGM district manager, met with theatre owners of the Des Moines area at a noon luncheon held at the Kirkwood Hotel. May recently succeeded S. A. Shirley who was named Chicago district manager. Others to accompany the new district manager to the Des Moines meeting included John E. Flynn, Western division manager; W. G. Bishop, Western advertising head; Shirley; Henry Fredel, Denver district manager; John Kempfgen, Milwaukee branch manager; and Gerald McGlynn, Omaha branch manager.

The first of two war bond premiers has been set for the State Theatre at Cedar Rapids on May 28. W. J. McGuire, manager of the Palace was elected chairman of the Cedar Rapids theatre managers for the 7th War Loan drive.

National Screen Service has taken over the advertising and handling of the poster department for Columbia at Des Moines. Cora Price, former postman clerk for Columbia, has joined the National Screen staff.

The Fox Midwest Amusement Corp., of Kansas City has opened a new Palace Theatre at Muatine which replaces the house destroyed by fire by over a year ago.

A daughter was born to Mr. and Mrs. Milton F. Price. The father is a salesman for 20th Century-Fox here. The daughter was named Linda Rae.

G. Ralph Braiton's daughter Nancy was in a leading role in a Kendall Community Playhouse show "Kiss and Tell." Branton is general manager of Tri-States Theatre Corporation.

Cincinnati

Plans have been drawn for a new theatre to be constructed by Ackerman Enterprises at 4990 Glenway Ave., Price Hill. Charles G. Ackerman, general manager, announced that the theatre will have 1,200 seats. Ackerman Enterprises now operate the Sunset and Glenway theatres in Price Hill.

With the lifting of the curfew the RKO Theatres have resumed their former policy of midnight shows on Saturdays. The Strand also resumed midnight shows.

Rudy Mueller, former booker for PRC, is now here booking for Film Classics.

Charles Palmer, Columbia, who entered the hospital for a checkup, will be confined for about three weeks.

Mike Moran, Universal booker, who came here from Oklahoma, has resigned.

Columbia's Bill Burns, Chicago, spent the week here.

Pete Niland has moved from the Kemper Lane Hotel to the Broadway.

Universal's pre-season sales meeting brought together the Cincinnati and Indianapolis branches at the Netherland-Plaza, Tuesday, J. A. McCarthy, division manager, presided. Peter Rosan, district manager, attended a meeting of officers belonging to his district.

Elva, wife of George Dunmeyer, Warners' office manager, had a double celebration last weekend as her birthday falls one day before Mothers' Day.

Republic's "Plaine of Barbary Coast" opened at the Strand.

Extremely temperate weather has greatly affected theatre business. For the three days.

John Allen, Metro's new district manager, (Continued on Next Page)
REGIONAL

Continued

paid his first visit to Cincinnati accompanied by J. J. Maloney from the home office.

Mildred Post is pinch-hitting as head booker at Republic.

The wife of Paramount's Jack Rodman, who lives in Richmond, Va., was proclaimed a heroine when she held an intruder for the police at the point of a gun.

A 7th War Loan drive meeting was held at the Netherland-Plaza. Maurice White, president, of United Theatres is chairman and Allan Mofitz, Columbia, co-chairman, Col. Arthur Frudenfeld spoke.

Best Fila, popular exhibitor of the Allam- bra, Detroit, is convalescing at Miami Valley Hospital following an operation.

Harry David, Northio, entertained Para- mount's Joe Oulahan, salesmen and their wives, at a clambake at his home.

Booking on the Row this week were Bill Luihel and Ray Friza, Chaleers Circuit, and Mr. and Mrs. A. M. Taylor, Williamstown, Ky.

MILWAUKEE

With the raising of the brownout and night-curtain curfew, local movie theatres again started scheduling midnight shows over the weekend, which brought an increase in grosses for first runs. Neighborhoods were not materially affected by the brownout when ruled originally and in turn are not affected much by the lift.

Beverly Kurfth, former secretary to Johnny Medkow at National Screen, has been succeeded by Arla June Anderson.

Sam Raskin, 20th-Fox maintenance man cigarred the boys. "Twas a son, better known as Allen Lewis.

Bill Parker, Universal branch manager, gave the territory the works.

Al Kvool has shifted his golfing activities from Tuckaway to North Hills.

Mrs. Louise Braun, 76, mother of Charles H. Braun, manager of the Hartford Theatre, Hartford, Wise, and former manager of a theatre in Milwaukee, died at her residence here.

Fred Stein, back in Milwaukee after an absence of years, functions in an executive spot with Fox-Wisconsin Amusement Corporation. Stein is a co-producer of a new independent picture, "Officer's Club."

Eddie Lurie, back in town advancing "Dillinger," reports high grosses in all spots played.

In town for the board confab of the ITO of Wisconsin and Upper Michigan were John P. Adler, president, Marshfield; Chas. Trampe, vice-presidents, Milwaukee; George Lauehn- rich, treasurer, Milwaukee; William Smith, Menomonie; William L. Ainsworth, Fond du Lac; George Panka, Prairie du Chien; Ray- nold Black, Edgerton; George Fischer, West Allis; Russell Leddy, Green Bay.

At this time Eddie Weisfeldt, Riverside Theatre manager, attends a bond meeting, and photos are taken, Weisfeldt receives one. And each time he does not appear. At the "kick-off" for the 7th War Bond drive Weisfeldt knew he'd make it, but he was so close to the camera that Kuli missed him again. For future photog- rapher Weisfeldt will hire his personal photog- rapher.

Booking on the Row: Bob Guiterman, Capi- tol, Manitowoc; Ray Lenz, Pastime, Horicon; George Panka, Metro, Prairie du Chien; Wm. Ainsworth, Fond du Lac.

Charlie Braun, Hartford Theatre, Hartford, attended the premiere of "All about Eve" at the Allam- bra. Milt Ellis, Beloit was also on hand with some fancy word injecting.

Harry Shumow, who has been with Metro for many years, and functioned at Milwaukee branch manager the past two years, departs shortly on an extended leave of absence. On Monday (7) at the Hotel Schroeder the Mil- waukee Metro Pep Club under the presidency of Joe Malits, staged a farewell for Shumow.

Harold J. Fitzgerald, head of Fox-Wisconsin, comes up with information that plans are still under consideration for Milwaukee's place in the 20th-Film television sun. Nothing definite at present.

George Fischer, president of the Reel Fel- lows Club, comes up with dope that the organ- ization plans sponsored charitable needs, both among members and outside organizations.

Lou Orlove, Metro publicist, still scours the state for obsolete theatre equipment for his museum project. Some rare stuff has been un- earthed.

COLUMBUS

Lights are on again on local theatre marquees following lifting of the brownout regulations. Midnight shows have started again at the RKO Grand, RKO Palace and Loew's Ohio on Sat- urday nights. Good attendance was reported on the first Saturday night, which was March 5. The Grand, in addition, is the only downtown first run having War Workers' shows. These are held on Thursdays at 5 and 7 p.m.

Ohio film censors the other day hardly had time to sharpen their scissors when fire broke out in the film room. City firemen were called. When firemen arrived they discovered that a can full of the censors' "seal of approval" films had burned. Linoleum on the floor was scorched.

Grace Frances Hardgrove, four-year-old daughter of John Hardgrove, manager of the Southern subsequent run hold in downtown Columbus, is a full-time member of the Columbus Zoo. One day Grace wandered away from the table in a restaurant where her par- ents were having dinner. When she returned Grace Frances was clutching a dollar bill with a note attached saying "Buy yourself a membership to the Zoo next season." It was signed "A Friend."

Jerry Shinbach, manager of the Palace, is local exhibitor chairman for the 7th War Loan. He presided at the first meeting of Columbus exhibitors held last week at the Variety Club. Cincinnati area chairman Maurice White and distributor chairman Allam Hart, presided over the exhibitors. Plans are afoot for childrens' matinées during the drive at neighborhood theatres plus a war bond premiere downtown.

Doris Vancu, reporter for the Ohio, has been promoted to full-time cashier.

William H. Elder, manager of Loew's Ohio, reported to the Army last week and was sent to Camp Atterbury.

A statewide survey by Pete Wood, ITIO Secretary reveals that as of Friday, May 11, pledged theatre events number as follows: Bond premiers 504; free movie days, 1,118; chil- dren's matinées 729. These figures outdistance those in any previous drive. Wood stated that in the 6th War Loan Ohio produced $223 mil- lion, an estimate the theatre produced 50 per cent. On the basis of pledged events to date, 7th War Loan bond sales in theatres should exceed $150 million.

VANCOUVER

A Vancouver girl returned to her home town as star on the screen of the Vogue Theatre here, in the last of the most popular pictures of recent months. She is Yvonne De Carlo, 20-year-old former King Edward High School student, star of "Salome, Where She Danced."

Charlie Doctor, redshirt of the Capitol Thea- tre, is mourning the loss of his father who passed away last week at the age of 71.

Maximum cost-limit for repairs or alterations of theatres and other, commercial buildings without the requirement of a Federal construc- tion permit has been reduced from $1500 to $500.
according to an order issued by the office of construction control, department of Munitions and Supply. The reduction has been made necessary because of the shortage of building materials and tightened labor situation across the Dominion.

Joe Atmore of the Natal Theatre, Natal, B. C., now living in Vancouver, B.C., and looking up his friends around the Row recently. Mrs. Atmore is carrying on at the Natal in the Crows Nest Pass district.

Leo Devane, general manager of RKO in the Dominican, and president of the Canadian Picture Reading Service, is stationed its is Vancouver. The location is a few miles from Victoria and is a large naval base. His son will manage the house until Passmore, Sr., moves to the Pacific Coast.

Earl Kaete, RKO field representative with headquarters in Seattle, was here last week in advance of "Enchanted Cottage," scheduled to open shortly in the Capitol Theatre.

British Columbia as usual went over the top as the first Circuit single without surplus to the Victory Loan quota four days before the finish of the drive. The cumulative total $60,915,520 was passed with plenty to spare. Film interests all over the province were on the alert for the drive. Earl Hayter, B. C. supervisor for Odeon, has served 25 years in the industry, and last week became a member of the Canadian Picture Pioneers here.

The following changes among British Columbians Odeon circuit managers was announced last week by the head office here and became effective May 14th. Jack Bernard moves from the Olympia to take over the Odeon Theatre, North Vancouver, succeeding Mr. Field who resigned on accident bound for British Columbia. The former assistant at the Park, is promoted to the management of the Olympia. Al Davidson from the Plaza, Victoria, takes over the Plaza, Victoria, succeeding Jack Armstrong who goes over to the Lux, Vancouver. Tom Cooke formerly with the Lux takes over at the Rio, Victoria, and Bill Calladine, from the Rio, Victoria, will manage the Rio, Ladysmith. A supervisor for the Victoria district will be appointed.

Bessie Webster, for the past seven years with 20th-Fox, resigned last week and was succeeded as cashier by Trachie Thompson, former secretary to James Patterson, 20th-Fox manager.

Earl Dalgleish, Warner Bros. manager returned last week to the city and was expected to attend the sales meeting in Toronto held by Haskell Masters, WB executive.

A check of local first-run theatres which have been playing both single and twin bills indicates that single features are in the lead in the downtown de-luxes including the Capitol, Orpheum and Vogue.

CLEVELAND

The change from brownout and curfew to white lights and owl performances failed to cause any public comment. Just as the V-E Day proclamation was taken quietly and with reserve, so was the return of lights and the lifting of the curfew. Enthusiasm was at minimum probably because Cleveland is so highly industrialized. And the people working in war plants making instruments to be used in conquering the Japs. Restriction orders, however, continue.

Clevelanders who are first-run picture patrons, will have to watch their calendars closely in the future or they will be seeing the same picture twice a week. (Start Wednesday (30)) Loew's State, Ohio, Stillman, Park and Granada theatres and the RKO Palace will shift to a Wednesday program, change from the current Thursday-change policy, Warners' Hippodrome and Lake, and the Allen, plan to remain on the Thursday-change policy.

Howard Burkhardt, manager of Loew's State and Ed Fisher, Loew publicity director claim that the current exhibition of a U. S. robot bomb in the State lobby is the only showing of this deadly weapon to the general public. Burkhardt and Fisher secured the exhibit through the cooperation of the Army Air Forces, last week. LT. Commander Milton A. Mooney, who heads the Co-operative Theatres of Ohio, has been transferred to San Francisco from his base in Pennsylvania where, he has been a Naval air instructor for the past 18 months. His brother, Blair, 17, a student at Notre Dame University, has also enlisted in the Navy. He will remain in college until called for active duty.

H. Walters, manager of the Cleveland office of National Theatres Co., in Los Angeles attending the SMPAE meeting. With its conclusion Walters will vacation in the Southwest, to return here early in June.

Abe Kramer of the Associated Theatres Circuit expressed the majority opinion of subsequent-run theatre owners when he said that the German prison camp atrocity film should be exhibited at all neighborhood houses. The subsequent-run theatre owners here have not adopted any uniform policy in regard to the horror reels, but at the present time they intend to show them.

Nate Schultz, Monogram franchise owner, was in Chicago last week attending a district meeting. Schultz reports that "Dillinger" which is setting new records, established another new all-time record here in the last week. It has the distinction of being the first independent picture ever to play an extended move-over engagement from one A house to another. Following a big week in the Paramount, it moved over to the Park for a second continuous week.

Sam Selpovin, Republic district manager, was a guest of Branch Manager Sam P. Gorrel. Selpovin attended the opening of "Flame of Barbary Coast" at Loew's State, where it played a pre-release engagement.

Ray Allison entertained bond saleswomen who man his bond booth during the bond drive with a dinner at Allenwood's in Shaker Heights. He was the only man present and was the largest to the table.

J. S. Jossey of Hynge Productions, co-producer with Kruger Babh of "Mom and Dad," is in Los Angeles convalescing from a recent illness.

Betty Buller not only plays the adding machine at the National Theatre Supply Company office but she also cleans up to good advantage. In her leisure hours, as a member of the Cleveland Talent Revue, she raises her soprano to the highest of high notes.

Stillman, [name] and Garber, assistant to Warner theatre booking manager, Tony Stern, left for a two-week vacation in Hollywood.

Gerrrude I. Tracy, manager of Loew's Ohio Theatre, is torn between a slimming diet that has reduced her menus to the vanishing point and her yen for candy in which she occasionally indulges.

All downtown theatres are showing the 30-minute reel "Two Down and One To Go" which is creating a great deal of public interest. Audiences at Loew's State applauded at its conclusion.

Leon Kendis of Associated Circuit is on the sick list. And Eva Urbang, secretary to M. B. Horwitz, general manager of the Washington Circuit, spent the weekend in Lima.

Universal sales manager Fred Meyer held a district meeting here early the part of the week. Discussion of new product and sales policies were on the agenda.

NEW YORK

Like early hidden from baby until picnic time is the Paramount product set from the Goldwyn estate received in New York territory pending a settlement last week between Loew's Theatres in Metropolitan New York and Paramount. The end of the bargaining stalemate, which has meant a complete blackout of current Paramount product from the general run of theatres here, turns into the over-slim product kitty a total of 23 features comprising the first five blocks of Paramount pictures for 1944-45. The pictures have been sold, pending availability when the first-run situation was cleared up, and it is expected that the pictures will flow to the public via subsequent and neighborhood houses in New York with only those in her metropolitan houses start playing them off starting the last week in May. Settlement of the Loew's Theatres-Paramount czar game follows negotiations, offers and counter-offers that have passed back and forth between the theatre outfit and the distributor since last October.

Fred J. Schwartz, executive and director of the Century Circuit, was feted by various branch manager here last Thursday night at Toots Shor's prior to his mission to Germany for the OWI.

The RKO office last week is reported to have taken in the largest amount of gross revenue in its history simultaneous with the conclusion of the West Dennis Drive. The amount is approximately $260,000.

Arthur Sachson, assistant to Ben Kalmenson, WB general sales manager, has returned to his duties after a 10-week siege with spinal meningitis.

Sgt. Herbert Rizchek, former office manager for Artists here, was a welcome guest in all of the exchanges last week. He is stationed in Palm Beach, Fla.

The Bockers Club last week tendered a dinner to Frances Kulichki, co-presenter with her resignation as branch manager of PRC. With Miss Kulichki's resignation the last vestige of her previous interest in the PRC organization was dissolved.

Selectees for 1945 of the nominating com-

(Continued on Page 26)
As the 15th Anniversary Issue of Modern Screen goes on sale, we pause to tot up our many happy returns. And the record looks good.

For in these years of strong, steady growth—we've moved farther and farther in front of the nearest movie magazine—actually 29.7% ahead in circulation in the last six months of '44! And today—we're the only movie magazine that—

—sells over a million-and-a-quarter copies a month...

—publishes, as the Government's choice, a special overseas edition for the armed forces...

—polls every month the biggest, most ardent group of movie-goers in the world—our own readers—so that we may build up new names in the pages of our magazine...

—prints more full color pages, offers more star information and reader service, receives more fan mail...

In short, we stand alone among movie magazines—in the job we do for movie fans...and the movie industry!

**MARCH SALE:**
Domestic Edition 1,509,400... Overseas Edition 137,000
**TOTAL:** 1,646,400
### LEADERSHIP

#### '44

#### '43

#### '42

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<td>Motion Picture***</td>
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* NEVER COMBINED WITH ANY OTHER MAGAZINE  
** COMBINED WITH "MOVIE MIRROR"  
*** COMBINED WITH "MOVIE CLASSIC" AND "HOLLYWOOD"
mittee for the Associated Motion Picture Ad-
vertisers of which Rutgers Neilson is chairman,
include David Bader, president; David O'Mal-
ley, vice-president; Grace Rosenfeld, secretary,
and Melvin Gold, treasurer. Recommended
for the board of directors: Blanche Livingston,
Vincent Trotta, Martin Starr, Ray Gallagher
and Charles Altschule. Jacques Kopstein was
selected to serve as a trustee.

Cigars were handed out in the home office
of 20th-Fox last week by Martin Moskowitz.
Mr. Moskowitz presented George, to the executive, May 8 (V-E Day)
weighing seven pounds, one ounce, born at the
Key-Bathroom General Hospital.

An exhibit of 18 water color paintings by
Hal Burrows, art director for MGM in New
York, is on display at the Grand Central Art
Gallery which runs from May 15 and will con-
tinue through May 26.

The personnel of Monogram's foreign de-
partment and the exchange here rendered a
farewell dinner (10) to Lloyd Lind, former
assistant to Steve Brody, vice-president in
charge of sales, and L. L. Lind, left the firm af
after 11 years to join PRC where he
assumed his new duties last Monday. Pres-
cent were Broidy, Nat Furst, M. E. Morey,
Harrington; Solomon, Harry Her- 
zog, Jack Farkas, John F. O'Donnell, John S.
Harrington and Mrs. Harrington, Norton
Ritchie, Mr. and Mrs. Mary Pittner, David
Horne, Madeleine White and Albert A. Cornier.
Other guests included Maurice Maurer, man-
aging director of the Victoria Theatre here,
L. T. Fields, Roscoe Goldstein, who joined
Monogram last Monday (14) as Eastern division
manager. Lind was presented with a gold pen and pencil set by
Brody on behalf of Monogram. Additional
news in connection with Monogram discloses
Jack Farkas, Monogram city salesman for the
past 18 years, has been promoted assistant to
Nat Furst, New York branch manager.
Farkas has been in the industry since 1921.
S. Borus, for the past eight years manager of the Republic
contract department here, succeeds Lind as head
of Monogram's contract department and sales
staff.

Scheduled to participate in "All for the
Wounded," the all-star show being sponsored by
Cinema Ledge, B'nai B'rith at Carnegie Hall,
May 25, were six of the wounded soldiers
according to Alan Corelli, entertainment com-
mittee chairman, are the following: Count Basie
and his band, Fred Leder, William Howard, Tony Wonder, George Paxton and his
orchestra, Charlie Spivak and his orchestra, Jo Stafford,
Dean Murphy, Tip, Tap, Toe, Helmut Dantine,
Andrea King, Lew Parker, Kate Smith, Kitty
Carlisle, Jackie Miles, Benny Fields, Harry
Richman, Milton Berle, Cab Calloway, George Price,
Dino Vincent, Barry Wood, Carol Bruce,
Carmen Amaya, Tony Canzoneri, Joey Adams and
others.

DENVER

Mike Cramer, Metro salesman, has been pro-
 moted to sales manager of the Denver branch.
Cramer has been with Metro 14 years.

Sgt. Mickey Gross, who has been 18 months
in the far Pacific where he saw action in several
campaigns, has returned to his job as manager of the
Orpheum. Mark Alling, who was made
orphen manager when Gross went into the
Army, left for a trip to the Alaskan theatre where he will
manage an RKO house.

Howard Metzger, 20th Century-Fox booker, has
joined the Navy and left for San Diego for
training. Paul Allmeyer, Paramount booker,
succeeds Metzger as president of Local F29
I.A.F.

Glen B. Wittstruck has bought the Rio at
Meeker, Colo., from H. S. Coulter.

Neil Greenslit, Aladdin manager, who has
been absent on War Activities work, has re-
turned. Ralph Lee, who has been acting as
manager, will remain in that capacity.

New members of the Rocky Mountain Screen
Club include John Lindhart, Mayan, Denver;
Robert Grossman, Bluebird, Denver and E. W.
Grimm, RKO salesman.

The Calcutta golf tournament of the Rocky
Mountain Screen Club will be held at the Park
Tkill, Denver. Monday, June 15. Bill Golden is
golfer and musters off tee between 10 and 12
a.m. The Calcutta sale and buffet dinner
will be held at the club rooms at 6:30
p.m., June 8. On June 22, club members will
dance and dine at Eddie Ott's Broadmoor.
Edith Halmi is chairman of the committee.
Joe Deller has charge of the arrangements for
the riding and barbecue at the Mississippi
stables. The date for the annual picnic and golf
tournament has been set for August 14 at the
Park Hill Golf Club, with Bob Hill, chairman
of the committee.

OMAHA

All enemy prisoners of war in the Seventh
Service Command will be forced to see German
at the War Department's new conditions
in that country's prison camps, Maj. Gen. C.
H. Danielson, commanding general, announced in
Omaha Omaha Daily World).

Dan Rickens, assistant to the managing
director of the Metropolitan Theatre, has
been
and no entertainment films will be shown at
the same time.

Norman Haried, Omaha: Chamber of Com-
merce manager, has written Darryl F. Zanuck
of 20th Century-Fox and Tom Connors of the
New York office in an attempt to get the big
premier of "Captain Eddie" for Omaha, the
city in which Capt. Rickenbacker began his
career. Several other Omahas have written per-
sonally to Captain Rickenbacker.

Safety patrol members, including their
spokesmen and school principals, were guests of
the Omaha Police Department at a Saturday
morning meeting of the Orpheum Theatre.

The suite of Joseph Malec, owner of Omaha's
Peony Park, and the Woodmen of the World
Life Insurance Society to recover music royal-
ties paid Aascap since 1937. The suit was
brought to court in Nebraska Supreme Court. The
payment was made following passage in 1937 of an
act which prevented Aascap from operating in the state.
The law was repealed last month. Total pay-
ments plus interest and alleged damages sought
by the society total $301,319; for Malec, $50,707.
The actions were dismissed by a district court.

Maj. Gen. C. H. Danielson, commanding gen-
eral of the Seventh Service Command, his staff
and the press and radio were the first to see the
post V-E Day film, "Two Down and One to
Go," here. It received praise in the local press.

Carl Reese, United Artists salesman, is back
after spending 31 days in the St. Louis
territory.

Omaha Variety Club members gathered at
the home of Chief Barker Ike Rubin for their
weekly branch meeting this Saturday. Rubin is recover-
ing from an operation.

In his first report on the 7th War Loan cam-
paign, WAC Chairman Don V. McLucas re-
ported 169 free movie days and 18 children's matinees.
The 169 free movie days surpasses last year's total.

Find in the total of War Cross drive shows a
$293,319. This is an increase in area, a sizable increase
last year's $48,000.

LOS ANGELES

Theatre attendance here on V-E Day was just
about normal. The news was received very
soberly and all retail stores and theatres as-
sumed an attitude of "business as usual."

A two and one-half hour all-star bond pro-
miere was held at Warners' Wilshire Theatre
May 16, in conjunction with the 7th War Loan.
The entertainment agregation was headed by
Bing Crosby and included Abbott and Costello,
Paulette Goddard, Rise Stevens, Rochester and the
Andrew Sisters. Up to the present time,
$48,000 has been raised. In this area have
announced their intention of holding bond
premieres during the drive.

Francis Batenar, Republic West Coast divi-
sion manager, left on a two-week tour to
set plans for celebration of Republic's 10th an-
iversary.

The Million Dollar Theatre has been taken
over by Metropolitan Theatres, who will in a long-
term lease starting July 1. The Harry Popkin
Theatre will come into the downtown circuit as a
replacement for the Strand, which Joe
Blumenthal of San Francisco acquires on lease
July 1. It is expected that the Million Dollar will
assume the Tower's second-run and con-
tinue present stage policy for the time being.

Metropolitan Theatres, which is a partnership
consisting of Charles P. Skouras, Mike Rosen-
berg of Principal Theatre, and John Corwin,
will completely renovate and redecorate the
house. This same group also operates the
Orpheum, Klaio, Newsreel and News PAL
theatres throughout the southwestern part of the
state.

Fox West-Coast Theatres has completed ne-
gotiations for the construction of a new theatre on
the northwest corner of West sluason Ave-
ue and Overland Drive in Windsor Hills. Con-
struction is planned immediately after materials
become available under War Production Board
regulations.

Attendance at Film Row screenings is ex-
pected to take a considerable drop now that
Santa Anita is open. Screenings were well
attended after the racing ban was imposed.

Mr. and Mrs. Alex Cooperman are the proud
parents of a daughter born May 10, at the
Cedars of Lebanon Hospital. Judith Carol
weighed in at five pounds, 14 ounces.

HARRISBURG

Rallying to play their big part in the 7th
War Bond drive, managers here in Har-
sburg and vicinity pledged their support at a
gala meeting held in the office of Francis F.
DeVerter, Rko. At the meeting the managers
adopted the official 7th War Loan theme song for the
area. It was written by Henry J. Marshall, master of ceremonies at
the Kiso Saturday matinees, and by author:

"For Whom the Bell Tolls" came to the Colonial
at popular prices, and is drawing ex-
cellent crowds, Manager Jack O'Rear reports.

(Continued on Page 28)
IT'S A STEP IN THE "RIOT" DIRECTION

Steppin' in Society

with

EDW. EVERETT HORTON
GLADYS GEORGE
and RUTH TERRY
ROBERT LIVINGSTON

JACK LA RUE • LOLA LANE
ISABEL JEWELL • FRANK JENKS

Directed by Alexander Esway
Adaptation and Screen Play by Bradford Ropes
Based on a Novel by Marcel Arzac
REGIONAL

It played at the State at road-show prices during the first-run. Reissued at the Rio is "Union Pacific." The Cardenal Amusement Corp., New York, has purchased the property at 410 to 418 Market Street which is occupied by Loew's Regent, according to a reality transfer filed at the Daphin County Recorder of Deeds. The purchase was made from Albert Coons, Lebanon, and the price was listed at $60,000 by the revenue stamps attached to the deed. Adjoining buildings, including the one occupied by the Army and Navy store, were sold by Nathan N. Greenburg, Reading, to May B. Coons, Lebanon; Jeanne P. Bethel, Toms River, N. J.; and Jacqueline W. Bernstein, Mamaroneck. Girls from the Senate and Colonial will hold a winter roast on May 20 at the home of Louise Thomas, one of the members of the usherette force.

Harry C. Chubb, manager, Hershey Community, has been given an added duty starting early this month as manager of the Hershey balcony and publicity director.

PITTSBURGH

After two weeks of testimony, the Norman Ball vs. Paramount Pictures, et al, anti-trust suit in Federal Court here, involving run of product at the Penn Theatre, Ambridge, Pa., operated by Ball, has been postponed to make way for jury trials and to allow a vacation for Judge Schoonmaker.

Milton Brauman, MGM sales manager here, has resigned to become manager of Film Classics in this territory. His successor has not yet been appointed.

Martin Seed, son of Harry Seed, district manager out of Chicago for Warner Bros., has been assigned to a sales position with 20th Century-Fox here, where he has been a student for the past 15 months.

H. R. Beiersdorf, branch manager for 20th Century-Fox, and Mrs. Beiersdorf are making their temporary residence at the William Penn Hotel until their new apartment in the Cathedral Mansions is ready for occupancy.

BOSTON

The Motion Picture Salesmen's Club party held at the Variety Club rooms in the Hotel Statler was a great success.

Mary McKenney has joined the clerical force at the Columbia exchange and Dorothy Ringler has returned to the office after an illness of two months.

INDIANAPOLIS

Indianapolis blazing forth in at least part of its glory Tuesday night, as victory in Europe brought in the opening of the browning. As the electric juice poured into the marquees of downtown theatres, many letters failed to "percolate" after the battle. The Zaring Theatre management for the last 10 years has admitted mothers past 50 as honored guests of A. C. Zaring and the staff on Mothers' Day. Sunday the policy was continued. The idea for this 10-year tradition came to Edward Zion when the title, "Bringing Up Baby," suggested the appropriateness of the occasion.

1st Sgt. Daniel C. Petrod, former salesman for Republic was wounded April 6 in Germany. Joe Neger, 20th-Fox sales manager is vacationing in the East and will visit New York before returning.

Keith's Theatre, combination film and vaudeville house, has closed for the summer.

Claude Flater, operator of the Cital Theatre, Bloomfield, Ind., had his car stolen while on a business trip in Indianapolis.

The Acc Theatre, Brandenberg, has been sold to E. C. Proctor and Fred Young of the Rialto at Marenco, and the State at Milltown. The Acc was formerly owned and operated by A. A. Allen.

Betty Whitstein is the new addition to the 20th-Fox cashier's department, and Robert Smith is the new poster clerk.

Mr. and Mrs. E. C. Proctor, of the Rialto Circuit, Evansville, were guests at the French Lick Hotel last week.

ALBANY

Lou Golding, formerly general manager of Fabian's Upstate theatres, and now holding the same position for Fabian's Wilmer and Vincent Circuit, is moving from Albany to New York after 10 years' residence in the upstate city.

Saul J. Ullman, general manager of Fabian Upstate theatres, announcing some of the plans for the 7th War Loan said that Kiddie's Premier Bond Shows are now being set for the Palace, Albany; Proctor's, Troy; Plaza, Schenectady and the Bond Premiers will be held at Proctor's, Schenectady, Cohoes and Castelli.

In Troy, Commander Larry Cowen of Fabian's Proctor and Sid Summers, manager of Warners' Troy, are co-chairmen of the 7th War Loan and are completing plans with the United States Arsenal at Watervliet to enable all theatres in their area to display war equipment.

The Oscar Levant Concert at the Palace, May 16, under the auspices of the Albany Variety Club, was a complete sell-out.

The Fabian boys in Schenectady heard recently from Sgt. Dick Murphy, formerly manager of Fabian's Proctor and now in Two Jims, that he was an eye-witness of the famous flag raising on Surabachi.

Variety Club, Tent No. 9 annual golf tournament was recently held at the Colonie Country Club and approximately 150 members and guests participated. Committee in charge were Arthur Newman and Dr. Samuel Kalison. The winner of the tournament was Eugene Vogel, Universal branch manager; the longest drive was won by Alton Mendelsohn and Ralph Ripp's of Loew's Inc., won the contest of the drive nearest the pin.

Max Friedman, Warner Bros. booker, recently returned from a booking meeting in Buffalo with Jules Lapidus of the New York Wariner office.

Sam Davis of Phoenix is doing his weekly booking along Film Row.

Harry Berkson, franchise owner of Monogram, was in town to confer with new district manager, Morley Goldstein.

Harold Wyckoff, Paramount booker, has resigned and Mr. John Mohan of Boston replaces him.

Lena Coons, contract clerk for Paramount for the past twenty years, has resigned because of ill health.

Johnny Gardner of the Colonial and American theatres, Schenectady, is passing out cigars again. It's a baby boy—the second.

MEMPHIS

A. D. Fielder, operator of the Steele, Steele, Mo., suffered a serious loss last week when fire gutted the interior of his 600-seat house. The fire started from the explosion of an oil stove in a restaurant that occupied part of the same

Situations with Republic. Fanchon, Hollywood production supervisor, as she arrived in New York recently to produce a series of musical comedies for the entertainment of service men. Following her government work she will return to Hollywood to resume different studio duties, with which she recently signed a long-term contract.

HERE FROM HOLLYWOOD. Wilhelm Dozier, general production aide to Charles W. Koerner, RKO Radio vice-president, has arrived in New York recently for home office conferences.
building as the theatre. Fielder also suffered a painful burn on one hand. The loss is partially covered by insurance, and Fielder is considering moving his business under canvas until the theatre can be repaired.

J. W. Crabtree, about 60 years, exhibitor for many years at Clarendon, Ark., died last week. He had been in the Evergreen for some time and is survived by his widow, a daughter, Mrs. L. A. Lanius, wife of the exhibitor at Marvell, Ark., and a son, J. W. Crabtree, Jr., who now is in the Army.

Ed Williamson, Warner branch manager, was at Helena and Little Rock, Ark., last week on company business.

Harry Smith, Pocohontas, Ark., exhibitor, is telling friends that if one lives in a glass house one shouldn't throw stones. Last week, Smith was in the back yard at his home when he discovered an egg-sucking dog in his chicken house. He gave chase to the dog and hurled a stone at it as it passed an open rear door. The stone hit a back step, split and one piece of it went completely through Smith's house and broke a large plate glass window of an arborectum.

Early Day is constructing a new 250-seat theatre at Peach Orchard, Ark.

PORTLAND

Portland's affable Mayor Earl Riley addressing the industry's representatives at the session of the kick-off drive for the state here in the 7th War Loan Drive, said significantly to you folks it's never 'what we do have to do', it's always 'what can WE do to'?

Visiting speakers were Herman Woobler, West Coast Distributor co-ordinator; Mark Cory, RKO Radio, Albert Finke, Evergreen Theatres, and Jack Matlock of the J. J. Parker Theatres.


John and Mrs. Hamrick returned to Seattle from a lengthy sojourn at Palm Springs. Paul Hull, who recently resigned as salesman for PRC, has joined the Seattle sales staff of United Artists.

Roy Fechner, who recently resigned as salesman for Universal, Seattle, left for San Francisco.

Sgt. Harvey Lemm, formerly with National Screen Service is back from Army service in Italy and visiting friends on Seattle Row.

“A Song to Remember” finished a second big week at Portland Paramount, and moved to the Music Box for continuous showing.

J. J. Parker Theatres reports a second big week on “Without Love” at United Artists.

WASHINGTON

Jake Biben, manager of the Princess Theatre here has announced that his 7th War Loan quota of $5000 has been doubled. Biben, who is associated with K-B Theatres, used the idea of an honor roll in his weekly program where merchants in the neighborhood were mentioned for each purchase of a $500 or $1000 bond.

Washington theatres will again participate in the Victory Bowl idea, with individual prizes ranging from $100 to $1500. Some theatres have arranged for additional prizes in bonds of lower denominations or special valuable merchandise items. Originated by the Warner theatres and used successfully in the past two war loan campaigns, the Victory Bowl plan has been accepted by theatres in Maryland and Virginia.

Beatrice Sherman, MGM general department, is back at work after a leave of absence.

RKO Keith's, in conjunction with its showing of “Salome, Where She Danced,” had a contest to see whose measurements came closest to those of Yvonne De Carlo, the Salome of the screen.

First prize was a $25 bond; second, a two months' pass to RKO Keith's Theatre. In addition there were four other prizes of a pair of tickets.

New at Warner Bros. is Pat Cochran, who will relieve the switchboard operator and do clerical work.

“It Happened in Springfield,” which has won national acclaim, was shown simultaneously at Warners’ Metropolitans; Loew's Capitol and RKO Keith's.

MGM Branch Manager John S. Allen and Tom Baldridge, at the invitation of State Chairman Frank Durkee, attended the Baltimore Exhibitors War Bond Meeting, Variety Club, Baltimore.

ST. LOUIS

The 7th War Loan drive started here well in advance of the official day and present indications are they will roll up the greatest volume of sales by far for any similar campaign. An instance is to be had in Fanchon & Marco’s Ambassador Theatre in the downtown area where some $45,000 in sales had been accounted for by May 7.

T/Sgt. Edward J. Stevens, who prior to going into the service was office manager for Universal Pictures here under branch manager Harry Hynes, has recently been decorated with the Bronze Star for heroic achievement last November aboard a ship in Philippine waters.

Sgt. Goodman Eisenberg, 22, formerly on the service staff of the Will Rogers Theatre, was wounded in action on Okinawa in April.

Ray Nolan, district manager for RKO, has returned from California.

In the $85,000 anti-trust damage suit of the St. Louis Amusement Company et al, vs. Paramount Pictures, et al, pending before U. S. District Judge Richard M. Duncan, the plaintiffs' motion to dismiss affirmative defenses and counterclaims stated in the answers of Adolph Rosen in, doing business as the Princess Theatre; Joseph Litvag and the Apollo Theatre Corp., manager and owner, respectively, of the Apollo Theatre, have been passed to the June motion docket on oral motion of counsel for the plaintiffs.

Word from Springfield, Ill., is that the police of that community have recently launched a vigorous campaign to eradicate vandalism and rowdiness in motion picture theatres in cooperation with the Springfield Theatre Association and the local newspapers. It seems that the neighborhoods are the trouble points with the downtown houses experiencing little or no trouble. Perhaps if Springfield police would communicate with Chief of Police James Mitchell of St. Louis and the offices of the St. Louis Variety Club they would learn of the wonderful results obtained through the St. Louis Plan of the police supervising the play of boys and girls who otherwise might resort to vandalism in theatres, etc. Chief Mitchell, Harry C. Arthur and others are simply applying the old theory of you can kill more flies with honey than vinegar. There has been a material drop in local vandalism since the St. Louis Plan was started.

Harry C. Arthur, Jr., general manager of the Fanchon & Marco-St. Louis Amusement Company houses, is back from the Pacific Coast.

“Fantasia,” the feature-length Walt Disney cartoon which recently closed another engagement at Ruby St. Renco's Art Theatre, has a total of 27 weeks to its credit at that house. This is another important part of this. Of course, the Art Theatre has a very limited capacity, but 27 weeks is 27 weeks in any language.

Film folk here were ensaddened by the knowledge of the recent death of Mrs. M. J. Cunningham, 81, mother-in-law of M. E. Berman, manager of the Orpheum Theatre, Springfield, III.

The Illinois House of Representatives at Springfield has passed and sent to the Senate bills to legalize tax part mutual betting at harness races in the state.
PERSUADES MOTHER'S RETURN. Tom Carr, whose first directed feature for Republic is the Sunset Carson western, "Union Pacific Scouts," is shown here with Peggy Stewart and Mary Carr, veteran film actress both remembered for her performance in "Over the Hill." Tom persuaded his mother to return to the screen for his first picture.

Fifteen Newcomers Signed by Warner Bros. in Six Months

Signing of 15 newcomers in the past six months has brought the Warner Bros. talent roster to a new high for the studio, with 27 stars and 48 featured players. Newly added names are Art Kassel, son of the orchestra leader; Ramsey Ames, Robert Arthur, Bruce Bennett, Barbara Brown, Pat Clarke, John Compton, Tom D'Andrea, Wanda Hendrix, Joe Kirkwood, Jr., Peggy Knudsen, Robert Lowell, John Miles, Helen Pfender and Martha Vickers.

STABILITIES OF THE STUDIOS

RKO Radio Will Star Joan Bennett in None So Blind

William Powell Set to Star in 'Hoodlum Saint'

Lucille Ball, Preston Foster, Director Robert Z. Leonard and Butch Jenkins are to make "guest spot" appearances in MGM's comedy, "Abbott and Costello in Hollywood," which stars the two comedians with S. Sylvan Simon directing and Martin Gosh producing.

Rita Johnson was set by Mutual Productions for one of the leading roles in "Fardion My Past," starring Fred MacMurray and Marguerite Chapman, while Carolyn Kay, four-year-old, was chosen from among 500 applicants to play MacMurray's daughter. Leslie Fenton directs for Columbia release.

Armida, the Mexican bombshell, has been signed for the feminine lead in "Song of the Border," third in the Monogram Cisco Kid series starring Duncan Renaldo. Also signed are the Guadalajara Trio, Mexican singing group headed by Jesús Castillón. Lambert Hillyer is directing.

Billy De Wolfe, comedian, and Olga San Juan, 18-year-old Puerto Rican singer and dancer, were cast in pivotal roles in Irving Berlin's "Blue Skies," which will be one of Paramount's biggest film undertakings of the year. Bing Crosby and Paul Draper have been set for male stellar leads, and Joseph Sistrom will produce.

William Powell gets the starring role in MGM's "The Hoodlum Saint." To be produced by Norman Taurog, this is the story of a man who devotes many years of his life to establishing an extensive system of charities in the name of St. Dismas, the "hoodlum saint" who was canonized on the cross by Christ.

Tom Neal and Margaret Lindsay were signed by PRC to head the cast of "Club Havana," which Edgar Ulmer directs. Carlos Molina and his band will be featured. Others in the cast are Ernest Truex, George Metaxa, Paul Cavanaugh, Marc Lawrence and Pamela Blake. Martin Mooney is associate producer.

Joseph Michie has been signed by Columbia to do screenplay of "Frisco Furry," Barbary Coast yarn by Paul Burnford and Hilda Gordon to be produced by Ted Richmond.

Dorothy Granger, Glenda James, Billy Newell, Elizabeth Russell, Sue Moore, Rebel Randall and Barbara Billingsley were added to cast of "This Strange Adventure," MGM production starring Clark Gable and Greer Garson, with Joan Blondell and Thomas Mitchell featured, to be directed by Victor Fleming with Sam Zimbalist as producer.

Three stunt men received straight acting parts at Columbia, where they became members of the band of Robin Hood's son in the Technicolor production, "The Bandit of Sherwood Forest." They are Wally Rose, George Bruggerman and John Duncan.

Jeffrey Bernard has been assigned as producer of Monogram's "Black Market Babies," and George Wallace Sayre has started preparation of the screenplay. Pair were recently associated on "Forever Yours," Bernard producing and Sayre collaborating on story and screenplay.

Three leading radio announcers, Ken Carpenter, Carleton Cordell and Norman Nesbitt, were engaged by Paramount for narration in "Cross My Heart," which John Berry is directing, with Betty Hutton and Sonny Tufts.

Jerry Bergen, diminutive comedian who has been appearing at night clubs, was signed for a featured spot by Producer George Jessel for the 20th Century-Fox Technicolor production, "Kitten on the Keys," which stars Maureen O'Hara, Dick Haymes and Harry James and Fred Quimby is directing.

Walter Slezak has been signed for one of the top roles with Dick Powell in "Cornered," South American melodrama scheduled by RKO as the second feature in the change-of-space career for Powell. Picture is being scripted by John Paxton from an original story by Ben Hecht, Czenci Ormonde and Herman Marklewitz. It is being produced by Adrian Scott and directed by Ed Dmytryk.

Franz Waxman, Wanners' composer, has started recording his score for "Pride of the Marines," John Garfield starrer, which is the story of Al Schmid, Marine hero blinded on Guadalcanal. Delmer Daves directed and Jerry Wald produced.

Ava Gardner was given the second feminine lead in MGM's romantic comedy, "She Went to the Races," which features James Craig and Frances Gifford. Willis Goldbeck directs and Frederick Stephani is producing.

Francis Ford, veteran actor and director, brother of John and father of Phil Ford, directors, was assigned a role in the Republic comedy, "Love, Honor and Goodbye," starring Virginia Bruce and Victor McLaglen with Edward Ashley. Al Rogell is directing and Harry Grey producing.

Walter Sande has drawn a featured role as a henchman of Howard da Silva, Sunset Strip nightclub owner and big-shot gambler, in Paramount's "The Blue Dahlia," which George Marshall is directing and John Housman producing. Sande will join Alan Ladd and Don Costello in a fight sequence in a ranch house of a Los Angeles suburb.

Joan Bennett has been signed by RKO to star in "None So Blind," powerful psychological thriller from the pen of Mitchell Wilson, which will be produced by Val Lewton, whose success with horror films has been outstanding. Michael Hogan has been signed to write the screenplay.

Charlotte Greenwood gets the coveted role of Sara March in the 20th Century-Fox production of "Enchanted Voyage," which Walter Morosco is producing with Lloyd Bacon directing. Others in the cast include June Haver, John Payne, Connie Marshall, Clem Bevans, John Ireland and Charles Amsell. Company leaves shortly for location in New Orleans and surrounding lowland waterways.

Leonard Lee was signed by Universal to do (Continued on Page 31)

St. Joseph to Do Screenplay


Nan Leslie's Contract Lifted

RKO Radio has exercised its option on Nan Leslie, 18-year-old Los Angeles high school graduate who was signed to a term contract following her initial screen appearance in "Jannie" for Warner Bros. She will be seen in "George White's Scandals."
Lasky Moves to RKO Radio to Produce Claudette Colbert Film

RKO Radio and Jesse L. Lasky Productions have signed contracts whereby Lasky and his associate, Walter MacEwen, will move their organization to the RKO studio to produce a top-budget attraction starring Claudette Colbert. The vehicle is a romantic comedy with a postwar flavor based on the forthcoming novel by Jane Allen and Mae Livingston entitled "Thanks, God, I'll Take It from Here." Filming starts early in August.

In his 30 years as a producer, Lasky is responsible for many of Hollywood's most spectacular offerings and screen finds. With Cecil B. DeMille and Samuel Goldwyn he organized the Jesse Lasky Feature Play Company, producing pictures with notable silent stars. After this came another merger with Famous Play Film Company. For 16 years he was production chief of Paramount where he guided such hits as "The Covered Wagon," "Wings" and "Beau Geste." His most recent films, all made for Warner Bros., include "Sergeant York," "Yankee Doodle Dandy" and "The Adventures of Mark Twain."

No Materials, No 'Don Juan'

Pending availability of all materials necessary to proper filming of the story, Warner Bros. has postponed making "The Adventures of Don Juan," which will be directed as Errol Flynn's next starer. Film was budgeted at over $2 million and called for studio's greatest use of textiles, steel, wood and other critical materials.

Named to Studio Committee

Glen Cook, new production manager at Monogram, has been appointed to the Studio Operations Committee. Headed by Trem Carr, executive director, the committee also includes Linley Parsons, producer; E. R. Hickson, technical director, and Fred Steele, studio manager.

In Florida for 'Yearling'

With Gregory Peck, Jacqueline White and 16-year-old Claude Jarman, Jr., heading the cast, the crew of MGM's "The Yearling" is now at Silver Springs, Fla., where most of the picture will be filmed in Technicolor. Clarence Brown is directing the film adaptation of the novel by Marjorie Kinnan Rawlings.

'Blonde' Joins 'Young Widow'

Penny Singleton, long identified with the character of "Blonde," in the series of pictures based on the popular comic strip of that name, will play an important role in Hunt Stromberg's "Young Widow," co-starring Jane Russell and Louis Hayward, which Andre de Toth is directing for United Artists release.

Columbia Pacts Broadway Player

Lewis Russell, prominent Broadway character actor who was seen on tour with Ethel Barrymore in "The Corn Is Green," has been signed to a term contract by Columbia. His first film assignment will be a top character role in "Some Call It Love," (tentative title) the comedy starring Rosalind Russell.

Another Hard-Boiled Role

Furthermore of Dick Powell's career along his new hard-boiled path started in "Murder, My Sweet," is indicated by RKO Radio's purchase of an original psychological murder story, "If This Be Known," as a forthcoming vehicle for the star. Written by Lilo Damert and Henri Assner, the French director, "If This Be Known" will follow "Cornered."

TIME OUT FOR A SMOKE. Because Humphrey Bogart was supposed to be bound and handcuffed, Lauren Bacall, his leading lady, had to light his cigarette for him as they relaxed for a minute or two between scenes of Warners' "The Big Sleep," recently completed under the direction of Howard Hawks.

WARNERS TO RUSH 'TASK FORCE,' FILM ON NAVAL AVIATION

Production of "Task Force," feature based on the history of naval aviation from the days of the first carrier, the Langley, to the latest 46-knot ship, is announced by Jack L. Warner, executive producer for Warner Bros. Film will be rushed to keep pace with developments in the Pacific, and much of the material for it will be from Navy Department files.

Delmer Daves and Jerry Wald, who collaborated on "Destination Tokyo" and "Pride of the Marines," will again serve as director and producer, respectively. Captain Mort Seligman, executive officer of the Lexington when it was sunk, has been assigned as technical advisor.

Catlett in Comedy Role

Walter Catlett, veteran stage and screen comedian has been signed by Columbia for a role in the musical, "I Love a Bandit," which stars Phil Harris, Eddie "Rochester" Anderson and Leslie Brooks in the top roles. Del Lord is directing.

Five Added to 'Deadline'

Lola Lane, Mervin Miller, Osa Massen, Joseph Calleia and Joe Sawyer have been added to the cast of RKO Radio's "Deadline at Dawn."

Production Notes From Studios

(Continued from Page 30)

the final screenplay and polish on the script of "As It Was Before," which William Dieterle will direct. Merle Oberon and Charles Korvin will co-star.

As a result of Dave O'Brien having passed his physical examination for military service, Alexander-Stern will make the final two of the Texas Rangers Westerns for PRC without a day's rest between the completion of the first and start of the second. "Ride Ranger Ride," with Harry Fraser directing and Arthur Alexander producing, is no doubt somewhat delayed by its completion, the final one of the series will be started. Tex Ritter and Dave O'Brien are starred with Guy Wilkerson playing the featured comedy role. Lorraine Miller is set as the feminine lead.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

"Come on over today" is the invitation from 20th-FOX, Betty Grable and June Haver are working in a big musical number for the Technicolor picture, "The Dolly Sisters."

So off we go to arrive on the set just as everything is set "go." Betty and June, dressed in identical costumes--crise tuille skirts with sequin bands at waist and over hips; sequin brass and headbands that look like cerise Christmas tree are "on stage" waiting for the signal. Behind them are the girls of the chorus.

This is called "The Makeup Number." Each girl is dressed to represent some item of makeup. There's the Lipstick Girl, identified by her gold and red headdress; the Mascara Girl, whose dress has huge eye stamped all over it and whose headprint consists of stiff black feathers to curl over her head like lashes over the eyes; the Powder Girl, all in white and the Powder puff Girl all in pink; pink shorts and bra, pink wig and a huge pink puff which she carries.

Stalking is held up while Director Irving Cummings checks last-minute details with the cameraman and the rest of the crew. Then, when he says "Ready, let's go" the scene begins. A playlet is set for the moment when both Betty and June sing and dance to, while the girls in the chorus walk back into a huge, powder box which closes after them.

The camera is on a boom, so that it can move back slowly as the scene progresses and thus take in the entire proceeding. Several takes are needed before Cummings says "okay, that's it." for lights have to be readjusted when shadow appears on some part of the set. Each time between "takes" the girls are primed up by their respective wardrobe people. But they find it all good fun, straight究竟 and the scene is completed.

It is then we get a chance to visit with Betty Grable. Our talk includes questions about the baby and also about other very interesting musical numbers for the picture. From her dressing room we're taken to meet June Haver. We wish her luck on her very evident rise to stardom. And just as we get started on other things, she's called away.

This means our very enjoyable visit is over, so we leave. Until next week.

Ann Lewis

Sinatra in Special Short

Featuring tentatively titled "The House I Live In," designed to promote racial and religious tolerance in America by means of entertainment, will star Frank Sinatra with Frank Ross producing, Mervyn LeRoy directing and Albert Maltz doing the screenplay. Filming was scheduled to start this week. Sinatra will sing two songs in the RKO Radio release.

Paxton Assigned to 'Cornered'

John Paxton will write the final screenplay of "Cornered," RKO Radio's next dramatic non-singing vehicle for Dick Powell. Starting signal will be given by Producer Adrian Scott on June 4.

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Can't Get It?

Joe Hornstein Has It
**Short Subject Reviews**

**Now—the Peace**  
*(Good)*  
**United Artists—World in Action**  
21 mins.  
This newest release in the World in Action series is taken entirely from library material and shows, Work to the time of the founding of the League of Nations. In its commentary, Stuart Legg explains the reasons for the League and the principles for which it was founded. Scenes of the Dublin—Oaks conference and a clear explanation of the blueprint for a new International Organization follow. Details of the blueprint are shown in animated charts and are augmented by shots of the sections of the countries and of the world. It is recommended to the trade. The film takes audiences in flashes through the invasion of Manchuria, Ethiopia, the Spanish Civil War and shows clearly how these events led up to the League. It shows how the Council of the proposed new organization will be empowered to prevent such action in the future. An explanation of the Brooten Wood Monetary Conference and the result of the discussions are also shown. “Now—the Peace” was produced by the National Film Board of Canada.

**Spotlight on Congress**  
*(Informative)*  
**20th-Fox—March of Time**  
16 mins.  
In subdued but effective pictorial overtones this latest March of Time release deals with unrepentant and unenlightened Congressmen. The subject should have been translated for the vast cinema audience sooner, for movie audiences can be effectively moved in a common conscience. This is not to imply that the film is out-and-out propaganda for advancing the pay of Congressmen; it is negatively inferential. It not only points the fault and some of the reasons for this problem, but proves its point that Congress is still functioning under outdated rules of procedure, (And while many plans for streamlining operations have been proposed, the Congressman is still finding difficulty in meeting the requirements of his job. The film is highlighted by informal scenes of some of the outstanding legislative personalities of the Capital, including Senator Carter Glass, Senator Harding, Wagner, House Speaker Rayburn, Senator Ball, and Senator pro tem McKeill. It dramatizes scenes showing a typical Congressman’s day from the time he arrives at the office until he concludes with an evening’s work at the home. The film puts the question vividly in these sequences: If pressure groups work effectively with an inspectable array of statistics in order to receive acquiescence to their demands, how can the representatives adequately deal with them when he has only a few hours for a staff of research workers, while at the same time being asked to serve on two committees scheduled for a meeting at the identical hour, and still keep up with his mail and comply with the amenities necessitated by visits of his constituents? The film also is effective in its promotion of the annual March on Washington for Freedom and Its Urgent Needs. (Release date for article is May 19, 1945.)

**Overseas Roundup No. 2**  
*(Very Good)*  
**WB (1405)**  
Vitaphone Varieties  
10 mins.  
On a secret convoy bared soldiers and sailors are shown as they play cards, dominoes, dice and just whistle. The scene changes quickly as we see them in straight-laced and almost as quickly sunk. A rat-catching contest among GI’s somewhere in the Pacific is narrated in authentic Japanese; the audience is a little unsure how to react. Then an engineer battalion is shown preparing an air strip and in action against Japanese in the jungles. Jungle religious services are also shown. The film closes with a GI rodeo in Australia.

**Plantation Melodies**  
*(Excellent)*  
**WB (1111)**  
Featurette  
20 mins.  
Excellent production, direction and musical treatment mark this thumbnail sketch of the life of Stephen Collins Foster. Opening with a scene of Foster’s elder brother coming to Bellevue Hospital in New York to claim the meager belongings of the great composer following his tragic death, the film takes audiences in flashback through the highlights of his career. Most of Foster’s famous songs are heard, some with Craig Stevens as Foster singing them and others as they actually were introduced during the composer’s lifetime. An excellent addition to any type of program. Produced by Gordon Hollingshead and directed by LeRoy Prinz.

**Two Local Yokels**  
*(Average)*  
**Col. (6943) Andy Clyde**  
17½ mins.  
Direction of this comedy is flat and contrivance of the gags are paced with a clumsy hand. The main effect sought are laughs through slapstick defeats itself because each situation is anticipated long before its climax. Practically everything that ever went "into the book" is here and very little in variation has been even attempted. Story concerns the rivalry between Andy Clyde and Charles Judds for the former’s wife, Jeanette in Clyde’s re-learning wife and settling Judd’s wolfish instincts. Produced and directed by Jules White.

**KITTEN ON THE KEYS**  
*(Fox)*  
Technicolor.  
**Principals:** Maureen O’Hara, Dick Haymes, Harry James and his Music Makers, Reginald Gardiner.  
**Director:** Gregory Ratoff.  
**Plot:** This is the story of the dignified, straight-laced Dean of a moss-covered college and his transformation to a glamorous girl during a trip to New York. Through her escapades with the leader of a swing band and a young crooner, she becomes an ardent society belle—Conan, of the arrest of the spy, but not before her own life is in danger.

**THE CRIMSON CANARY**  
*(Universal)*  
**Principals:** Noah Beery, Jr., Danny Morris, Ken Nicol, John Litel.  
**Director:** John Hoffman.  
**Plot:** During a jam session a young singer is murdered and suspicion falls on one of the five war veterans who comprise the band. To protect them, they all leave town but the police pick up their trail. In the meantime, the trumpet-player’s fiancé assists the crooks in the arrest of the spy, but not before her own life is in danger.

**WITHIN THESE WALLS**  
*(Fox)*  
**Drama.**  
**Principals:** Thomas Mitchell, Eddie Ryan, Joseph Cotten, Robert Lowery.  
**Director:** Bruce Humberstone.  
**Plot:** The warden of a state penitentiary is hates by the inmates because of his stern discipline and lack of understanding. He learns that his daughter is in love with one of the prisoners and that his 17-year-old son has become involved in a series of petty crimes. The death of his son in a prison riot teaches him to deal less harshly with the young men under his care.

**TROUBLE CHASERS**  
*(Mon.*  
**Comedy.**  
**Principals:** Billy Gilbert, Shemp Howard, Jackie Green.  
**Director:** Lew Landers.  
**Plot:** A fighter, his trainer, and their publicity man become innocently implicated in a jewel theft, and by trying to help a young taxi-driver, they get in deeper. Against their wishes, they find themselves in possession of the "hot" gems, and can’t get rid of them until the police finally track to their rescue, capture the crooks and clear the young cab-driver.

**ADV.**

**What Are Your Needs?**

**Joe Hornstein Has It**
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**FEATURE GUIDE TITLE INDEX**

For Dates of Reviews, Types of Picture, Stars, Running Time; other necessary service data refer to Feature Booking Guide under Distributor Company Listings.
NEW PICTURES STARTED LAST WEEK

There was a decline in the number of pictures starting last week compared to the number started the same time the previous year. And that decline is quite understandable in view of the current strike situation. A year ago last week there was no strike to worry about, and new pictures went into production. Last week, what with V-E Day, the strike and other factors, five got the "go" signal. Here they are:

**MONORAMON**

*Song of the Border—Principal: Duncan Renaldo, Martin Garralaga, Armida. Director, Lambert Hibbert.*

**PARAMOUNT**

*Too Good to Be True—Principal: Teresa Wright, Brian Donlevy, Ray Milland. Director, Sidney Lanfield.*

**PRC**

*Club Havana—Principal: Margaret Lindsay, Paul Cavanagh, Tom Neal, Don Douglas, Pamela Blake, Director, Edgar Ullmer.*

**RKO**

*Radio Deadline—Principals: Bill Williams, Susan Hayward, Paul Lukas, Osa Massen. Director, Harold Haliday.*

**REPUBLIC**

*Mexican—Constance Moore, Tito Guizar, Leo Carrillo. Director, Al Santell.*

**TITLE CHANGES**

"Hear That Trumpet Talk" (Univ.) now THE CRIMSON CANYON.
"John and Mary" (MGM) now FOR BETTER, FOR WORSE.
NOW IT CAN BE SHOWN!
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"Keep plenty of time open like Music Hall is doing! 3d Week tops 1st and 2d!"

GREER GARSON • GREGORY PECK • "THE VALLEY OF DECISION"

DONALD CRISP • LIONEL BARRYMORE • PRESTON FOSTER • MARSHA HUNT • Gladys Cooper • Reginald Owen
Dan Duryea • Jessica Tandy • Barbara Everest • Marshall Thompson • Screen Play by John Meehan and Sonya Levien • Based on the Novel by Marcia Davenport • A Metro-Goldwyn-Mayer Picture • Directed by Tay Garnett • Produced by Edwin H. Knopf

"It takes two of these box-office babies!"
Are all preparations made for June 6th - Free Movie Day?

D-Day, June 6th, is a Big Day in your theatre! It's National Free Movie Day and with 100% Showmanship behind it, will become the biggest single Bond selling day of the Seventh War Loan Drive!

This message is sponsored as part of their contribution to the War Loan Campaign by Columbia, Metro-Goldwyn-Mayer, Paramount, RKO-Radio, 20th Century-Fox, United Artists, Universal and Warners.
The RKO organization is indeed proud of its association with BING CROSBY, INGRID BERGMAN and LEO McCAREY, and to voice its continuing high regard for their deserved achievements in winning Hollywood's most coveted honors, the Academy Awards for 1944.
Once in a lifetime
it could happen ... the three top
current Academy Award
Winners combining their talents
for one great picture!

BING CROSBY • INGRID BERGMAN
before the cameras ... in

LEO McCAREY'S Rainbow Production

The Bells of St. Mary’s

LET'S TOP THEM ALL IN THE MIGHTY 7th WAR LOAN
When a beautiful doctor uses the shock treatment, it's touch and OH!  

Bedside Manner  

ANDREW STONE presents  

JOHN CARROLL-RUTH HUSSEY  

ESTHER DALE-GRANT MITCHELL-FRANK JENKS  

(The Picture with the Boxoffice Manner)  

with CHARLES RUGGLES-ANN RUTHERFORD  

Directed by Andrew Stone  

Screenplay by Frederick Jackson and Malcolm Stuart  

Released thru UNITED ARTS
CURRENT OBSERVATIONS

Nineteen Forty Five will probably go down in industry history as the goldirdest anniversary year on record. Almost looks as though everybody ganged up to celebrate some kind of an anniversary while the celebrating was hot. Thus far there have been in the neighborhood of six of them, with two more scheduled—pardon—we should have said three, because STR makes it an annual practice to celebrate its own anniversary come June each year. It will be our 12th (my, how time flies), and the date will be June 9th.

Exhibitors are developing new guts and stamina, the result, no doubt, of better times. We've come across numerous instances where various-sized groups have staged non-buying attitudes toward what they deem to be unwarranted terms—which, when reduced to brass tacks, means theatremen no want too many percentage deals.

Unusual interest is being manifested in the whys and wherefores of air conditioning and, of all things, by the smaller situations, where one never expected to find an interest in such improvements. When added to the tremendous volume of larger theatres vitally interested in how soon they can buy themselves a chunk of manufactured fair weather air, it sums up to a whale of a postwar boom in this particular field. With the further addition of cafes, etc., as purchasers of comfort air conditioning, one wonders where that industry will get the materials and production capacity wherewith to even make a dent in the huge pile of orders.

Interested in Equipment and Maintenance? Then run, don't walk, to the Theatre Equipment and Maintenance Section in this issue and you'll find plenty of interesting and important reading to condition you for a good night's sleep—if taken in liberal doses in bed before turning out the lights. (That is, if the Missus doesn't complain.)

But seriously; the section this week is crammed full of timely and necessary subjects that should add up to far better physical operation of the theatres of those with enough sense to appreciate this kind of vitally important material.

Your theatre's equipment is a subject that will be occupying most of your spare time as restrictions are lifted and badly needed items become available again.

You industry people in those exchange centers that are minus a Variety Club Tent should try getting together and discussing the possibilities of organizing a Tent. If you don't know the value of such an undertaking we suggest that you contact any exchange city where a Tent is located and asking film men there what they get out of their Variety Club and what a Variety Club gets out of them. You'll never appreciate your own industry until you become a part of "The Heart of Showbusiness."

How about it? Wanna be a Barker?

The broad smiles on the faces of Sam Pinanski and his cordon of hard-working associates is ample indication that early reports are confounding the pessimists who feared the Showmen's Seventh would be a flop. If what is happening in some sixteen thousand odd theatres throughout the country could be called a flop, we'll all be satisfied with being flops.

You theatremen are doing a job unparalleled in the history of an industry already famous for successful drives.

Sam is really a swell sight to behold when he's smiling, and since we have to abide with him in the same building, we'd rather see him smile than look sad—so if only for that reason, please keep Sam smiling!

No star of the stage, screen or radio ever made an entrance with as fine a build-up as that which preceded the arrival of J. Arthur Rank. And no star ever had so receptive an audience waiting for him or her to come on-stage.

There have been times when we feared the build-up was getting out of all proportion to the performance expected. As a matter of fact, we still think so although we don't blame Rank for that. Maybe his emissaries or advance publicity has been a bit overdone.

Personally, we don't expect to be surprised to find him a swell and regular guy with nothing on his mind except to make friends with the industry over here and then go back to England and take an important part in the movie affairs of both continents.

This bunk about him buying up oodles of theatres and studios in this country is too reminiscent of the old ballyhoo era during which the promise was rarely performed.

"CHICK" LEWIS
31 Features on New Monogram Schedule

Declaring that production budgets will far exceed appropriations for any previous year and that the proportion of "A" films will be increased, W. Ray Johnston, president of Monogram, this week announced a 1945-46 program of 43 productions, including 31 features and 12 westerns, at the conclusion of directors' meeting and sales conference in Chicago.

Only change on the board of directors was the naming of Paul Porzel to replace Alton A. Brody. The schedule will include two ice extravaganzas starring Bela, "Gold- en Girl" from the King Bros. and "Wonderland," a Scott R. Dunlap production; "Allotment Wives," starring Ray Francis and produced by Miss Francis and Jeffrey Bernard; "Dillinger's Moll," a sequel to "Dillinger"; "The Singing Cop," with Phil Regan; James Oliver Curwood's "Gregory the Great," produced by Louis Berko and presenting Edmund Lowe as a magician and hypnotist.

Musicals will be "Casa Manana," to be produced by Lindley Parsons, and "The Swing Parade," with Gale Storm, Phil Regan, the Three Stooges, Connie Boswell, Will Osborne and Louis Jordan.

Program will also include Sidney Toler as star of three Charlie Chan films to be produced by M. S. Alon Laid; four East Side Kids pictures; four High School Kids films produced by Sam Katzman; two chillers featuring The Shadow; eight westerns starring Johnny Mack Brown, two of which will be special, and four starring Jimmy Wakely.

Three Pictures Constitute Paramount's Sixth Block

"You Came Along," Hal Wallis production starring Robert Cummings; "Out of This World," a musical starring Eddie Braden, Diana Lynne and Veronica Lake, and "One Exciting Night," Pine-Thomas production co-starring William Gargan and Ann Savage, will constitute Paramount's sixth and final block for the 1945 season. "Incendiary Blonde," co-starring Betty Hutton and Arturo de Cordova, will be sold separately and will be available for bookings during Paramount Week and thereafter.

In addition to these four, Paramount will in the same period release two attractions of previous seasons—Cecil B. DeMille's "Northwest Mounted Police," co-starring Gary Cooper and Madeleine Carroll, and "This Gun for Hire," starring John Laid.

"Out of This World" and "One Exciting Night" will be tradeshown June 7; "Incendiary Blonde" on June 8, and "You Came Along" on July 6. The two reissues will be tradeshown June 6.

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1000 Pickets Daily

Hollywood studios this week were confronted with the largest of picketing when the Conference of Studio Unions declared it would assemble 1000 pickets daily at the Samuel Goldwyn studio and use a similar number daily in front of other studios. For relief in support of the walkout, Carpenter's Union local participating in the strike anticipated receiving $30,000 from the International Brotherhood of Carpenters and Joiners.

Following a conference with the strike strategy committee of the CSU, Roy Johnson, the union president, the machinists, expressed the opinion that the IATSE had ceased to exist as a union because of its strategy in the strike.

Judge Outlines Theory On the Griffith Case

Stating his opinion that "the gist of this law suit is the character of the contract that is made by these distributors and what kind of understanding is carried on and what the individual exhibitor at the time the contract was made," Federal Judge Edgar S. Vaughan, presiding over the Griffith anti-trust case in U. S. District Court, this week closed his idea of the case in a ruling on possible admission of evidence.

"I don't think it makes very much difference how much the distributors sold their product to," he declared. "The question is: what did these defendants do that constituted a violation of this act, under which the case is being brought? Evidently it is not what the distributors did because they are not parties to the suit. It is what these defendants did."

Judge Vaughan continued: "Now if you can show that this distributor entered into a contract, say with these defendants, whereby as part of the consideration of that contract they would not sell anybody but the Griffiths, that would convince the competent, but not just to say a man operated three or four theatres in a town, and someone else operates two or three. In your present decree there is a provision that the distributor may sell to any exhibitor that will ... make him the most money. In other words, there is no supposed to sacrifice any profits in order to accommodate everybody. If the distributor in that situation who has absolutely no control over the situation, he can sell or refuse to sell and naturally, if a man refuses to sell, the exhibitor can get the picture he can, and if he owns two theatres he might have a slight advantage."

Drawing a parallel between a buyer for a chain store who has an advantage over a small supermarket, the Judge put this question: "Now is it a violation for him to do that? It was not the volume of business done by the circuit, he added; 'it is what these people did who were handling it. The ruling will be reserved on this, as indicated.'

Industry to Proceed in Forming An Export Trade Association

Presidents of the major film companies met last week with foreign managers to consider draft agreement covering formation of an export trade association under the Webb Act. Decision to proceed as soon as a few modifications in the proposed agreement, announced by N. Peter Rathvon, chairman of the industry committee which has the matter under consideration.

Industry executives consider formation of the export corporation a protective measure in order that the industry may be ready to function in any territory legislation has been or may be enacted which makes it impossible or too difficult to do business on a competitive basis. The association will be set up in a manner to permit all American picture exporters to become members, it was announced.

Single Bill 'Must' For Pyle's 'GI Joe'

Lester Cowan's production of Ernie Pyle's "Story of GI Joe" will be sold entirely on percentage basis. Story of GI Joe" was among a very select few productions to achieve such a figure in the home market. In making the prediction Schaefer said the survey was made for the picture, "82 out of every 100 people who know about the picture will go to the theatre to see it."

The producer, adhering to pledges made to the author prior to Pyle's death in the Pacific, says that his picture will be shown to soldiers before it is shown to the public. Many and fifty prints are being made available to Army camps and Naval stations, in addition to the overseas consignment of prints.

Replying to a question, Cowan indicated that he had no immediate plans for becoming a member of the Society of Independent Motion Picture Producers, The producer revealed that he had been informed of a plan for the establishment of a key-city circuit of theatres of smaller capacity—1200 seats—and declared that he would be interested. He estimated that the idea would improve the chances for the higher class, but not necessarily very costly, production for longer runs and returns from the larger cities.

Set 'Back to Bataan' Screenings

RKO's "Back to Bataan" will be tradeshown in New York at the放射 Theatres, May 28 at 10:30 a.m. Elsewhere throughout the country the film will be tradeshown June 4 at 2:30 p.m.

Sherwin Heads RKO Art Dept.

Appointment of Stanley Sherwin as RKO Radio art director was announced this week by S. Barret McCormick, advertising-publicity director.

Charles M. Reagan

(Vice-president in charge of distribution of Paramount Pictures, whose commencement of his twenty-fifth year with the company next Thursday (May 31) will be signalized by a luncheon in his honor to be tendered by his associates at 21 Club, New York, Reagan, who chose the film business as his career after he was graduated from Notre Dame University, came up to high executive rank over the road of experience route. He started as a salesman in the hierarchy and rose progressively to important assignments and positions in the far-fung sales organization of Paramount. Reagan assumed his present post in 1944.

SHOWMEN'S TRADE REVIEW

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Variety Clubs Meet August 16-18 in N.Y.

R. J. O'Donnell, National Chief Barker, and John H. Harris, National Big Boss of the Variety Clubs of America, announced over the weekend that arrangements have been completed for the 10th National Business Meeting of the organization which will take place Aug. 16-18 at the Waldorf-Astoria Hotel with a banquet on the night of Aug. 17 in the Astor Ballroom.

The general business sessions will be preceded by a meeting Aug. 15 for the National Canvassmen and National Officers only.

As in the case of the two previous national meetings, this one will also be a wartime, streamlined affair designed to stimulate and report on the organization’s war activities which have played so vital a part in the motion picture industry’s total war effort.

Due to transportation conditions and in accordance with the O.D.T. requirements the attendance will be limited to a minimum although the final banquet is expected to attract close to 800 guests, one from the New York and eastern area. On the date that might be the leaders of the industry along with the many important and honored guests who will dignify this event at which, annually, the Variety Clubs pay tribute to the winner of the annual Humanitarian Award.

Among the many organization matters to be taken up at the meeting will be the application for Charters from four exchange cities. It is anticipated that within six months after the end of the war there will be Variety Club Tents in almost every distribution center of the United States and Canada, plus a few in non-exchange cities. The Variety Club Tents, such as the newest Tent in Grand Rapids which received its charter only a few weeks ago.

Every active Tent in the United States as well as the group now being organized in Canada by John Fitzhugh, will send delegates to the August meeting.

A program of entertainment consistent with war-time conditions will be given by the Central Organization Committee, the membership of which will be announced later in this issue when O’Donnell arrives in New York for preliminary meetings.

MGM Promotes Cramer, Goldberg

Two more promotions in the field have been announced by MGM, making a total of 10 in the past few weeks. Jack Goldberg, salesman at the Washington exchange, has been named branch sales manager, and Michael Cramer, Denver salesman, has been elevated to sales manager for that branch.

WB Cutting Down Interest Charges

Warner Bros. is negotiating with its banks for a new term loan which will result in an interest saving to the company. Proceeds of the term bank loan will be used to retire the company's outstanding 4 percent debentures and 2 3/4 percent bank loans.

Astor Acquires 'Beyond Tomorrow'

World rights to "Beyond Tomorrow," released in 1940 by RKO, have been acquired by Gary Savitt of Astor Pictures following negotiations with the Bank of America, Schwartz and Frolic, attorneys, represented the Bank of America.

RC Total Zooms Upward

With only 17 exchange areas out of a total of 40 operating, the national collections in the Motion Picture Industry 1945 Red Cross War Food Program, which RKO has reached the impressive figure of $5,941,349.66, it was announced over the weekend by the Drive’s national committee, headed by N. Peter Rathvon, chairman.

The remaining 23 exchange areas have all made partial reports, it was said, and final figures are expected in not later than June 1st. The total to date is already more than $887,000 larger than the grand total of the 1944 collections.

Big Grosses—Attendance and Scores—at RKO Golf Tourney

RKO Radio’s 10th annual golf tourney at Ryecroft in New Jersey was a smash hit.

There were 40 RKOites and their guests at the affair. The weather man stood by somewhat nervously, but the field may have been an easier one to handle.

Deputy, RKO Radio President, who, in letters of invitation to his guests, annually boasts that the proverbial fair skies which have marked many past RKO events is expected to prevail. Winners were as follows:

Kiefer’s handicap: RKO employees, Walt Aldeman; George G. Bolling, 2 for 2; W. A. White, 3 for 3; South course, Harry Michelson; West course, Harry Reeder; John T. Martin, RKO’s recent Western office manager, Walter Benzon; West course, Lou Miller; Low gross, guests: South course, Earnest Kronenberg; West course, J. Pitcher; Runners-up: South course, G. Berry; West course, Norman L. Egan; third, Don Smith; 2nd, V. Peter Kathlon; 3rd, Charles Zugrains; 4th, Jack Levy; 5th, nearest to the dais, South course, Harry Cole; West course, R. Buggela.


Van Praag Leaves PRC to Open Independent Exchange in Chicago

Acquiring "The Prisoner of Zenda," "Garden of Allah," "The Adventures of Tom Sawyer," "The Perils of Pauline" and "Uncertain Fate" for his new company, with four other films to be announced soon, M. Van Praag has resigned as Chicago district manager of PRC Pictures of Illinois to become associated with Mrs. Van Praag in the operation of an independent exchange to be known as Supreme Pictures Co.

The new exchange is scheduled to open June 4, anniversary of Van Praag’s 30th year in the industry. He founded his general sales manager of Universal and National Screen Service and during the past was in charge of the Chicago district office.

Under the new setup Van Praag will handle sales while his wife, well known to Chicago theatre owners, with many years of experience, will be in charge of the office and booking. A house-warming party, to which all Chicago show business has been invited, is planned for the opening week.

Art Schmitz, 49, Dies

Art Schmitz, 49, RKO branch manager in Milwaukee, was stricken with a heart attack Tuesday (22) and died soon after at his home in that city. Schmitz was with RKO over 25 years and became branch manager for the organization in 1927.

Film Costs Will Go Higher, Says Selznick

Production costs will continue to mount, even in the post-war era, David O. Selznick emphasized in connection with his discussion of the foreign market situation during an interview with New York reporters.

Mr. Selznick believes the American producers are "asleep at the switch" so far as markets abroad are concerned, and said that an aggressive policy should be taken and follow-ups should be made from access to theaters in other lands for American pictures.

The producer raised a question as to why United Artists had withdrawn from the Nazis’ office by asking: "Why did we ever belong?" He said a separate association for wholly independent producers was necessary, that adherence to the "big company" attitude had put the independents in the middle in the current jurisdictional studio strike—which he said was "serious"—and indicated that the Society of Independent Motion Picture Producers, of which he and a majority of independent producers recceiv the word United Artists are members, would be strengthened.

He declared that within a short time a man would be named to head the SIMPP "to whom no doors are closed."

Selznick covered a wide variety of subjects as trade press representatives questioned him on rumors, reports and accomplishment developments in which he had figured during the past several weeks. He had discussed with Ross Federal the idea of using that organization as a distributor, but the matter was now dead; he is not planning to become associated with any other producers in the formation of a district firm; the gross—"you’ll find"—for his pictures for the last year is sufficient to maintain a distribution organization—and the production code is outlawed and should be revised, but he cannot even imagine that any producer would break away from the code.

He will continue to adhere to it through the channels of the Breen office; he will talk with Arthur Rank, British film magnate, on the coast, may make a deal with him. These are a few of the many points touched upon by Selznick during the course of the hour-long interview.

Contract about "Gentlemen's Agreements" apparently leave him cold. Figures on his pictures are the "convincers" for him that theatres make money with long pictures if they’re good pictures, he said.

As for his next, "Alfred Hitchcock picture," will run more than two hours.

Wright Agrees With Selznick

In Hollywood over the weekend Attorney Loyd Wright, SIMPP president and general counsel, commenting on published reports that David O. Selznick announced that the organization would have a new president within two weeks, declared that SIMPP has now grown to a point where it needs a full-time executive and that, as an attorney, he cannot devote his full time to the Society. He expressed willingness to serve until his successor takes office.

Warner Augment Canadian Staff

Mort Blemmmons, head of Warner Bros. division in Canada, has announced that he has been appointed the Canadian public relations staff by the addition of Merrill Lewis as assistant to General Manager, field representation for the country. Miss Lewis has been identified with promotion activities for major film companies in London, England, and New York.

'Crime, Inc.' Set for Rialto

PRC’s "Crime, Inc.") is set for an early June opening at the Rialto on Broadway.
Asks Closer Tie of Industry, War Finance

While many War Finance office representatives declare that motion picture cooperation has been more closely tied in with the War Loan program, the greater results could have been achieved, it was reported this week by J. Edward Shugrue, director of the motion picture and special events section, War Finance Office's Treasurer Department, upon his return from a cross-country trip in connection with the Seventh War Loan drive.

In some cases, Shugrue said, "as a result of the industry's representative conducting this program independently of the War Finance office, the value of timing and coordination has been lost. For example, many areas exhaust their special events and promotional activities during the early phases of the drive. A slack period follows. During that slack period, if a War Bond premiere or a children's premiere or some such other motion picture picture can be scheduled, this will help tremendously in continuing the impetus necessary for a successful drive.

The method of accomplishing maximum cooperation is simple. If every War Activity's representative and exhibitor will contact his local War Finance office and discuss with the War Finance officer the special events which he has scheduled for his program, and also obtain from the Special Events War Finance Department what events he has scheduled for that particular location, there can then be a great exchange of ideas and plans. It is important to remember that the specialists in War Finance office can help them help to carry the motion picture program by making available their promotional facilities to the motion picture industry.

Shugrue reported a growing recognition on the part of all War Finance offices of "the great contribution that has been made and is being made to the War Bond picture industry to the success of Bond drives."

Special '7th' Events Urged

For Infantry Day, June 15

Samuel Pinanski, National Chairman of the "Showmen’s Seventh" War Loan, announced Tuesday that the Army Ground Forces have requested that the motion picture industry cooperate in the promotion of Infantry Day, June 15. In response, General George Washington, as commander-in-chief of the Continental Army, which in 1775 issued the United States' first banking regulations, has agreed to sponsor an event to be held on June 15.

In his request, General Washington said: "Here's Your Infantry" demonstration teams, jointly sponsored by Army Ground Forces and the Treasury, will put on a realistic show centered around an attack on a Japanese pill-box by infantrymen. There are also opportunities for the showing of "Battle of San Pietro," War Activities subject, since this film is designed to pay a deserved tribute to the men with bayonets. Ties can also be made to obtain war equipment for display.

Dispute Over 'Casablanca' Title

Commenting on Warner Bros. action in filing a complaint with the MPPDA against use of the title, "A Night in Casablanca," for his forthcoming Marx Bros. comedy, Producer David L. Loew said that if it comes to a showdown he will take the matter to court.

To Distribute 'Boy, Girl, Dog'

Film Classics has acquired distribution rights to "A Boy, a Girl and a Dog" for the Chicago, New York, Buffalo and Indianapolis territories from Bill Francke of Minneapolis, the film's producer.

Setting Events Record

With a total of 4378 Bond Premiers, 1687 children's Bond shows and 8558 Free Movie Days already pledged by exhibitors to "Showmen's Seventh War Loan," War Finance Office's National Chairman Samuel Pinanski, following telegraphic reports "Treasurer Department's" 31 exchange areas, compared with the Sixth War Loan, children's shows have scored a tremendous increase. Adjusted totals for the entire Sixth War Loan were 975 children shows, 4557 Bond Premiers and 8911 Free Movie Days.

100% Free Movie Day Obscenity Is Urged

Tom J. Connors, national distributor chairman for the "Showmen's Seventh War Loan, has urged all theatres which are not War Bond issuing agents or sub-issuing agents, to arrange to issue bonds for Free Movie Day, June 6, in order to make this nationwide celebration 100 percent.

The motion picture industry aims to make Free Movie Day the largest single bond-selling day of the Seventh War Loan. Connors said: "The public will respond to the exhibitors' showmanship efforts for this one-day event, par-ticularly in those areas which have greatest invasion in history—D-Day, when General Eisen-hower's legions invaded Normandy and thus launched the fighter which was the beginning of the end for Hitler."

Connors pointed out that exhibitors who lack the necessary personnel can obtain people to man Bond booths by applying to their local War Finance Committee, and that many civic, patriotic and veterans' organizations and women's clubs can supply staffs to man the booths for the day.

Censor Cut of Hanging Scenes Is Upheld Despite Protests

Despite protests from important Detroit labor groups and religious organizations locally, and similar groups throughout the nation, Police Commissioner J. P. Brigger has upheld an order of Lt. Charles W. Snyder, police censor, deleting scenes of the hanging of four Nazis from the Artkino film "Maidenhead Death Factory."

Among the united protesters were members of the Wayne County Council of the CIO, Civil Rights Federation-affiliate of the National Federation for Constitutional Liberty, Workers United for a Free World, Jewish Community Council, Detroit Council of Churches, IATSE Local 199, Veterans Department of the United Automobile Workers and National Lawyers Guild.

Film Classics Acquires Chicago Branch From Owner John L. Jones

Purchase of the Film Classics of Illinois exchange from its previous franchise owner, John L. Jones, was announced this week by L. E. Glasil, producer, and general manager. A. H. Fisher, formerly city sales manager in Chicago for United Artists, has been appointed manager of the exchange. With this purchase, Film Classics now owns outright 30 percent of its exchange system throughout the United States.

Send in '7th' Promotion Material

Jerry Zigmond, advertising and publicity co-ordinator for the "Showmen's Seventh" War Loan, urges all publicity chairmen to instruct theatres in their territory to send to the National Committee in New York three copies of all publicity and ads, photographs, radio scripts, flyers, bond premiere tickets, and the like. This is necessary in order to give each territory full representation on drive activities, Zigmond said.

Harmon Elected Trustee

Francis F. Harmon, Coordinator of the War Activities Committee of the Motion Picture Industry, was elected to the Board of Trustees of the China Institute of America, founded in 1926 to promote educational relations between China and the United States. Among the many distinguished men serving on the Board, the meeting on May 10, are Secretary of War Henry L. Stimson, James T. Shotwell and Henry R. Luce.
8 OUT OF 10 PATRONS PRE-SOLD BEFORE THE NATIONAL CAMPAIGN HAS EVEN STARTED!
SOLD!

To the 22,000,000 readers of more than 700 newspapers!

SOLD!

To the 1,150,000 readers of Ernie Pyle's best-seller, "Here Is Your War" and to the 750,000 who read his second sensational book, "Brave Men"!

SOLD!

To the countless millions who have seen, read and remembered the articles and pictures featuring Ernie Pyle in every national magazine in America!

SOLD!

To the many millions who are waiting to see the unforgettable film story of the boys they love as only Ernie Pyle could tell it!

SOLD!

To the listeners on every major radio network through hundreds of Ernie Pyle tributes on leading national programs!

Truly, the picture with the greatest pre-selling in the history of the industry!
Between June 10th and the 25th, 12,600,000 movie-going readers of the fan magazines will see this ad in the July issues!

FAN MAGAZINES:

LIBERTY: 1,350,000 persons will buy the June 23rd issue and see this ad!

TRUE STORY: 2,250,000 readers of the July issue will see this ad!

pre-sold now...

WILL MAKE IT 10 OUT OF 10
THE PICTURE THE WORLD WILL NEVER FORGET... FROM THE MAN IT WILL ALWAYS REMEMBER!

Lester Cowan presents

ERNIE PYLE'S "STORY OF G.I. JOE"

starring

BURGESS MEREDITH

as Ernie Pyle

Directed by WILLIAM A. WELLMAN

Screenplay by Leopold Atias, Guy Endore and Philip Stevenson
SHOWMEN’S TRADE REVIEW

Where Do We Go From Here? (Color)

20th Century-Fox Comedy 77 mins.

AUDIENCE SLANT: (Family) A screwball comedy that should thoroughly entertain the masses.

BOX-OFFICE SLANT: Marquee names, Technicolor and fine escapist fare should make it reach better box-office levels. Exploitation along farce comedy and fantasy lines is indicated, with top results if properly handled.

Cast: Fred MacMurray, Joan Leslie, June Haver, Gene Sheldon, Anthony Quinn, Carlos Ramírez, Alan Mowbray, Fortunio Bonanova, Henry King, Howard Freeman, John Davidson, Rosina Galli, Fred Eader.


Plot: Through the machinations of a magic lamp Fred MacMurray becomes involved in complications including service with George Washington’s Continental Army and with Columbus Haver, buying Manhattan Island from the Indians and associating with Peter Minuet and the Dutch settlers of New York. In all these situations, MacMurray is torn between two girls—June Haver, the flirt, and Joan Leslie, the nice girl. When the lamp genie brings him back to the present, he finds himself playing the Mariner with his loves affairs straightened out and Joan on his arm.

Comment: Marked by top production values and deft direction, this screwball comedy is perfect escapist entertainment for the masses. Its situations are always chucklesome and often hilariously funny. As the befuddled 4-F unable to get into any branch of the service and who finds his adored (June Haver) uniform-hating, this comedy plays a unique comedy assignment to perfection. Miss Haver is delightful to look at and Joan Leslie is beautiful and entrancing as the girl Fred couldn’t find. Directed by Gregory Ratoff, the film captures a time when there is just the right amount of impishness in Gene Sheldon’s characterization of the lamp genie. The dialog contains an expertly contrived mixture of speech in the idiom of the depicted times, with added bits of modern slang to startle and amuse listeners. The song lyrics by Ira Gershwin bear the stamp of genius. Any type of audience should thoroughly enjoy this and it will draw well at the box-office if exploited as nutty comedy.

Thrill of a Romance (Color)

MGM Drama With Music 105 mins.

MGM AUDIENCE SLANT (Family) Vastly entertaining from start to finish. A veritable delight for every type of audience.

BOX-OFFICE SLANT: With such stellar names as Doris Day, Robert Mitchum, Lauritz Melchior and Tommy Dorsey, Technicolor on the marquees, this can’t miss. Additionally, the sheer delight of audiences will create valuable word-of-mouth. Exhibitors will thank MGM for making this, after counting up their swollen receipts.


Legion of Decency Ratings

For Week Ending May 26th

SUITABLE FOR GENERAL PATRONAGE

They Met in the Dark

I’ll Tell the World

SUITABLE FOR ADULTS ONLY

Bedside Manner

The Southerner

Blonde Ransom

Thrill of a Romance

Blood on the Sun

The Way Ahead

Where Do We Go From Here?

OBJECTIONABLE IN PART

Pillow to Post


Plot: Wed only a few hours to Esther Williams, sturdy tycoon Carleton Young (a novel treatment of the movie) and Esther, the girl he loves off to Washington on a business deal. Lonely Esther meets Van Johnson, a concert singer, in a cafe. Esther finds herself in love with him. Still loyal to her husband, she advises Johnson to leave. While Johnson is searching for her after she had left, his wife returns home, confronts the couple when they return, demands an annulment. A conference with his attorneys discloses that his wife had divorced from his previous spouse. With much fanfare Johnson, Tommy Dorsey and his Orchestra present Lauritz Melchior serenade Esther at her aunt’s home, to which she had returned, and the couple are united.

Comment: MGM has contrived in this what every producer dreams of doing some day: creating the nearest thing to perfect entertainment in a motion picture as is probably possible to do in a medium where evaluation of intangible qualities is sometimes difficult. From the opening to the closing credits, the picture is filled to the brim with delightful, with not one thing at which criticism might be aimed and many, many things for which others from authors, critics and fans from exhibitors undoubtedly will arise. Performances are superb by every member of the cast from Van Johnson’s sensitive portrayal of a modest flying-fox hero and Esther Williams’ beauty per se and beauty of motion in the swimming sequences, to Lauritz Melchior’s magnificent singing voice and surprisingly fine acting. Additionally, Tommy Dorsey and his crew contribute music of every type from stonking jive to the sweet trombone solo for which Dorsey is justifiably famous. A new younger, Helene Stanley, plays Dorsey’s daughter and contributes some excellent comedy at the piano. Thanks, sign off. There is even a colored page boy (Jerry Scott) who sings because like an angel, of course, but the whole contribution in every way is bound to be a great success, judging by the many other deserving performances. Production is superb, direction could not be bettered and the picture promises to be a great one. A well-directed Technicolor Technicolor by Richard Connell and Gladys Lehman deserves a special accolade. Photography in Technicolor is gorgeous. The theatre is singing of the picture and the audience will be privileged to play “Thrill of a Romance” for fortunate indeed, and arrangement in advance for extra playing time, will be an example of smart foresight.

Springtime in Texas

Monogram Western 36 mins.

AUDIENCE SLANT: (Family) A western to please the juvenile lovers of outdoor action.

BOX-OFFICE SLANT: Standard western fare.


Plot: Jimmy Wakely, Dennis Moore and Lee “Lassies” White become involved in an episode in a small western town when they learn of the crooked goings-on. Once they take a hand, the crooked element is disposed of and the town is cleaned up, with an honest mayor, choice of the law-abiding citizens, placed in the governing seat.

Comment: A standard western to please the juvenile lovers of outdoor action. But besides action, it also has a humor, and the usual excitement that makes the youngsters hoot the villain and root for the hero. Jimmy Wakely, as the villain, presents his effects effectively; Dennis Moore makes an impression with his usual hero’s role and Lee “Lassies” White takes care of the comedy. Several others contribute good spots to the entertainment of the picture as a whole; Johnny Bond and Frankie Marvin in comedy with the Caliban Brothers and the Caliban troupe who work with Wakely musically. Direction is by Oliver Drake and William Strohbach produced.

Divorce

Monogram Drama 71 mins.

AUDIENCE SLANT: (Family) A timely, human-interest story about divorce and the readjustment of a returned soldier. Should appeal to every member of the family.

BOX-OFFICE SLANT: Worthy of top billing in most situations, especially where the Kay Francis name is a draw.


Plot: Leaving a trail of four divorced husbands behind her, a young woman returns to her home town where, meeting her childhood sweetheart, she takes him for her next, in spite of his wife and children. He falls for her trickery, and she gets him for a while; but eventually he learns the truth and returns to his family.

Comment: Many pictures have been made about divorce and its family complications, but this is one whose timely, human-interest story has been so well-presented that it should appeal to every member of the family. The picture, mainly, is a convincing look at the family, the decision and the direction; for under William Nigh’s handling, the performers turn out to be human, convincingly so, for even in the case of the youngsters, and the story has a heart-throb that will appeal to the women in the audience. With these entertainment values, the picture should be a strong one for top billing in most situations, especially where the Kay Francis name is a draw.

(Continued on Page 21)
SOLD PICTURE AND BONDS. In a tieup made with the Payroll Savings Division of the Treasury Department, an "I'll Be Seeing You" Blind Date Party was held during the United Artists picture's engagement at the Rosevelt Theatre, Chicago. Seven Chicago girls, representing the top "Minute-men" Payroll Bond sellers in war and allied industries, had dates with seven war heroes and attended a private screening of the picture, together with a raiser (see above) of the Treasury Department's "Minute-man" flag to inaugurate the Seventh War Loan. Stunt was widely covered by newspapers.

**This 'Tokyo' Campaign A Showmanship Model**

A splendid all-around campaign was staged by Manager George Hodges of the Pioneer Theatre, Norman, Colo., to put across MGM's "Thirty Seconds Over Tokyo." Assisted by Bill Prass, MGM exploiter, Hodges utilized a number of angles which, although already in the exploitation "book," nevertheless retain their effectiveness and are applicable to practically any situation. His newspaper campaign started with seven-inch teaser advance ads six days before opening and led up a 60-inch ad the day before playdate.

A window display was arranged in a book store, while every restaurant and hotel room in town were covered with calendars carrying copy on the picture and playdate. There were 400 of these calendars, according to Hodges' report. In addition, 50 special window cards were used in good locations.

Stories in which Hodges personally guaranteed the pictures were used by newspapers, and the local superintendent of schools gave his permission to post announcements on school bulletin boards. Girls, the local newspaper's cut, and city officials gave permission for sidewalk advertising in the downtown section to be stenciled.

Such a campaign proved successful for Hodges, and it can prove the same for you if you bear in mind that not only are the stunts good, but also for practically any other picture you might want to give special exploitative attention.

**Four Gershwin Works Concerts Set in Connection With 'Rhapsody'**

Four concerts of George Gershwin works, featuring "Rhapsody in Blue," will be conducted by Paul Whiteman as part of the extensive musical activities planned for Gershwin Jubilee Week, June 29-July 6, coinciding with the world premiere of Warners' "Rhapsody in Blue."

Whiteman's first concert will be on the Hall of Fame Program, full-hour program over the Blue Network, May 27. He also will conduct the Blue Network Symphony Orchestra in a Gershwin program on June 30, the Detroit Symphony in a Gershwin concert in that city on June 27, and a Gershwin concert in Paterson, N. J., July 4.

**Republic's Roy Rogers Ends Hospital and Rodeo Tour**

Roy Rogers completed his Spring tour Sunday, May 20th, after a guest-starring appearance at the Auditorium in Providence, R. I., where he opened on May 16th. Over thirty destinations in Rhode Island played Rogers' outdoor specials during his visit there.

Highlights of the Republic star's tour included visits to the Walter Reed and Naval Hospitals in Washington, D. C., the Crile and Marine Hospitals in Cleveland, Ohio; the Denver Army Hospital in Butler, Pa.; and the Children's Hospital in Pittsburgh, Pa.; and other similar appearances in Toronto, Canada.

**Rogers Subject of Post Article**

Republic's Roy Rogers is the subject of a feature story by Pete Martin, to appear in the Saturday Evening Post issue of June 9th.

**Father's Day Coming Up**

What are your plans for Father's Day? See Money Dates for June (STR, May 12, p. 27).
Teasers, Tieups Feature Campaign 'Women'

"Between Two Women" received an imaginative send-off by Larry Levy, manager, and his assistant, Martha Warner, at Loew's Colonial Theatre, Reading, Pa., with a five-day theatre teaser in which blank outlines of Van Johnson's head were printed in a manner similar to copy "Girls! He's Coming To Loew's." Each day part of the face was filled in until just before opening the contest was completed.

Another feature of the campaign was a giveaway in which 5000 small envelopes were imprinted with a photo of a clinch between Johnson and Marilyn Maxweli with copy "Did you ever see a $100,000 Kiss? . . . Van Johnson gets one in 'Between Two Women' Now at Loew's." Inside the package was a candy kiss. Simple enough, but an effective gag.

Reading laundries bought a two column ad with copy "When it's 'Between Two Women' the lovelier always wins . . . Save yourself for Romance . . . Let the Reading Laundries relieve you of laundry worries and you'll have more time to see, etc., etc." A men's store also bought two columns of advertising on men's fashions. The laundry tieup resulted also in the distribution of 8000 heralds placed in laundry packages delivered to homes.

A radio station was enlisted to announce that the first 50 men arriving on opening night would receive free passes. The theatre was divided with 7x12-foot Van Johnson heads. The heads were placed over the marquee and alongside the uprights with copy "Girls! Here's That Man Van Again!"

A jewelry store used a 3-column ad based on the screening in which a window was decorated with a large window with a violin from the picture and an enlargement of the ad.

Window displays, ear cards, dash board cards and other items were included in the campaign.

Record Tolls 'Bell's' Finale

Russell Simpson used a novel method of announcing the start of another performance during the run of "For Whom the Bell Tolls" at the Capitol Theatre, Vancouver, B. C. Forty-five seconds prior to the start of each show, a record played the tolling of the bell through amplifiers on front and rear marquees. Newspaper item explained the purpose of the device and patrons were able to ascertain the starting time of a show down to seconds.

How It Was Done in Philadelphia

The feature of the campaign for "Music for Millions" put on by Irving Blumberg, WB Theatres publicity director, Philadelphia, Pa., with the cooperation of James Ashcraft, MGM exploiter, was a posting campaign that included Railway Express Trunks, 24-sheet posters, streetcar advertising, subways and elevator station posters, and a number of painted bulletin displays placed in the most prominent spots of that city.

Navy Man Is 'Brewster' for 12 Hours

Given $250 with a time limit of 12 hours in which to spend it was the experience of Robert Keating, Navy aviation radioman, recently returned from overseas duty. The starring act was Eddie Allen, manager of the Majestic Theatre, Boston, and Phil Engel, publicity man, who incidently were doing a little publicity for "Brewster's Millions."

Keating's first purchase was a $25 war bond. Next, he paid an old newspaper vendor $2 for a paper. Then he gathered together some wounded servicemen in front of the Majestic Theatre and bought tickets for them to see "Brewster's Millions." Subsequently he called his mother in Idaho and told her about his unusual experience. Keating then entered the Senator Hotel Lobby and bewildered many as he tipped bellmen $5 and $10 for very small services.

The stunt attracted a great deal of attention in downtown Boston. At the end of 12 hours the "Mr. Brewster" was interviewed on WEAI by Evelyn Howe and Priscilla Fortesque, and received a favorable press.

BREGOFF'S SUNDAY DINNER. For a week before the dinner shown above, the sign in the background plugging H. Spencer Bregoff's showing of 20th-Fox "Sunday Dinner for a Soldier" at Palais' Palace Theatre, Staten Island, was on display. The dinner was promoted for ten soldiers and ten Wacs. Bregoff and Mrs. Anne Simmons, assistant manager, are shown at each side of the sign.

Bregoff Sells Local Angle In Campaign Exploiting 'Sunday Dinner for Soldier'

Basing his campaign on the natural tieups indicated by the title, "Sunday Dinner for a Soldier," and with particular emphasis placed on the "local girl" because of the presence in the cast of Staten Island Connie Marshall, Bregoff started his campaign rolling by placing a squib in a gossip column on the editorial page of the Staten Island Advance four days before opening in which the columnist suggested that families on the island wishing to provide Sunday dinner for a soldier get in touch with Bregoff who would provide the soldier in connection with the showing of the picture which would open next day. The squib aroused favorable interest and comment as evidenced by the large number of telephone calls asking for further information. Another squib in the same view-read column gave another plug to the picture two days in advance.

Plugging the local girl angle for all it was worth, Bregoff mailed a carefully written letter to the principal of the school Connie Marshall and attended, enclosing a photo of the youngster for the school bulletin board. Bregoff called attention to the "month's best" endorsement of the picture by 'Parents' Magazine and announced to the school principal that a special matinee would be arranged to start at 3:30 to enable attendance of the youngsters and teachers who might not otherwise be able to see the picture.

Five cooperative display ads featuring Connie Marshall and the picture were promoted from Staten Island merchants and appeared just off the theatre page on five different days throughout the run. Groomed stickers with "local girl" copy were pasted on poles in surrounding territory.

Stills of the youngster were sniped with the stickers and displayed by stores in the town's main shopping district.

Since young Miss Marshall is from Westerleigh, S. L., another day was designated as "Westerleigh Day" and 3000 heralds were promoted from a local merchant and distributed by the local Boy Scout troop to every home in that vicinity.

Table tent cards were distributed to restaurants, plugging Sunday dinners and showing illustrations from the picture, with theatre and playdate mentioned prominently. The close tieup assured prominence of the cards on restaurant tables during the picture's run.

In addition to the normal lobby treatment Bregoff set up an easel with Connie Marshall photo stills in the lobby.

Success of the widespread campaign is attested to reports that the special school matinee was the largest for a midweek matinee in the past year and four times greater than normal. Gross for the Westerleigh run was best for a midweek day for the same period. Gross for the five-day period exceeded any similar period during the past year.

Effective Match Stunt Used in Des Moines on 'To Have, Have Not'

By attaching a book of paper matches to a 4x6 inch giveaway card, headlined "The Fireworks Started When She Said, 'Anybody Here Gotta Match?,'" the Roosevelt Theatre, Des Moines, created quite a bit of talk, interest and box-office traffic in behalf of Warners' "To Have and Have Not."

Art work on the card included Humphrey Bogart and the girl who asked the match question, Lauren Bacall, who is appropriately shown lighting a cigarette.

Tri-State Theatres also used the stunt with good effect at other houses in its circuit.

Bookmarks for Children

To plug "My Pal Wolf," Lou Kusner, city manager of Martinsburg, Va., distributed to all children heralds in the form of attractive bookmarks. Review; the State Theatre, where the RKO picture played, had its best business in long time and "biggest Friday ever."—Wa.
Some of the most sparkling advertising copy seen in years highlights the accompanying scintillating campaign executed by 20th Century-Fox, under the direction of Charles Schlaifer, assistant advertising and exploitation director, for "A Royal Scandal." The campaign has been selected by a panel of showmen as the Advertising Campaign of the Month for April 1945 for Showmen's Trade Review.

Capturing the popular appeal of a gay story in which the famous "Lubitsch Touch" again was evident the advertising stresses the humor as well as the full-bodied flavor of a romance and intrigue when Catherine of Russia was young and, to say the very least, frivolous.

The campaign has been selected by a panel of showmen as the Advertising Campaign of the Month for April 1945 for Showmen's Trade Review.

The ad above illustrates the art and lettering treatment used in the teaser campaign to give readers an impression of what the picture was about. The display ad, right, is typical of the larger ads conveying the flavor of gayety and slyness in copy and illustration.
'On to Tokyo' Answers, Gl Queries on Future'

Rushed through production under the supervision of Col. Frank Capra so that clear answers to questions about their immediate future could be given to a group of the U.S. Army, the 17-minute WAC film, "On to Tokyo," presents Generals of the Army Marshall and Eisenhowers, Generals Stillwell, Arnold and Secretary of War Stimson with clear, understanding and understandable answers to the questions most frequently asked by GIs, explaining their answers in terms of winning the Japanese war as soon as possible.

The officers answer questions about the need of men in the Pacific, the amount of tonnage necessary to sustain one man, the need for service forces to build new bases, ports, communication and power lines, to prepare the way for and to aid troops, the redistribution and reemployment of service forces, air forces and ground forces in and from every section of the world.

To the question, "How long will it take us to defeat Japan," General Marshall replies: "That depends upon the amount of power we supply, and the vigor and speed with which we supply it. But one thing is certain: any delay, any half-hearted performance, any let-up in our efforts to win, along the line will be paid for in American lives."

"On to Tokyo" should not be confused with "Target Tokyo," the Army Air Forces film of the first B-29 raid on Tokyo, which was released Thursday (24).

'To the Shores of Iwo Jima' To Be Released June 7 by the WAC

"To the Shores of Iwo Jima," two reel technicolor film produced by the U.S. Navy, Marine Corps and Coast Guard, will be released June 7 by the WAC. Edited at Warners Bros. studios and released by United Artists for the OWI, the film records the bloody battle of the assault and conquest of the tiny volcanic island fortress lying 300 miles from Tokyo. Cost of the assault was heavy: 4189 Marines gave their lives. But the Japanese lost nearly 20,000 killed, and a base from which American planes could bomb the Japanese mainland in 12 hours.

Back From Coast Meeting

Ben Kalmenson, Warners' general sales manager, and Mort Blumenstock, head of advertising and publicity in the east, returned Monday from the Pacific, where they conferred with Jack L. Warner, executive producer, and Charles Einfeld, director of advertising and publicity, on final 1944-45 and early 1945-46 releases, including the special handling of "Rhapsody in Blue."

That Anniversary

Got an anniversary coming up soon? Let's hope it's some time during the summer, for then you can really go to town and display your great skill as a gala costume. One circuit that really points up the anniversaries of its theaters is the Maryland on its Thaggard, are instructed to work up double-page trucks, promote souvenir programs with merchants defraying the cost, decorate the theatre with tags, pennants and bunting, and get newspaper stories giving the history of the theatre, emphasizing in it the important contribution of the theatre to the war effort and to the community. "Make it a real civic affair" is important advice for anniversary celebrating.

Capitol Supply of N. Y. Buys Oliver Equipment Firm in Cleveland

Ben Perse, president of the Capitol Motion Picture Supply Co., of New York, announced the purchase of the Oliver Theatre Supply of Cleveland, effective immediately. The deal was concluded by Ben and Harry Perse, representing the Capitol interests, and Leroy P. Langford, president and sole owner of the Oliver company since 1936. With this sale, Langford retires from the picture business in which he has been active for the past 32 years.

The name, Oliver Theatre Supply Co., Inc., is being retained and M. H. Frichtle, long associated with Langford, will continue as branch manager. Along with the change of ownership, Perse announced a change of product. The company has the exclusive Northern Ohio distribution rights for RCA theatre equipment. Ben Perse will make periodic visits to Cleveland to familiarize himself with the theatre owners and their needs.

$300,000 Set by Warners for 'Pride of Marines' Campaign

An advertising and exploitation budget of $300,000 has been set by Warner Bros. on the picture, "Pride of the Marines," the story of the first B-29 raid on the Nipponese capitol, to be released on May 24th by RKO, and "To the Shores of Iwo Jima," the Navy-Marine-Coast Guard Technicolor two-reeler released on June 7th by United Artists.

Divorce

(Continued from Page 17)

Francis name is a draw. In the principal role, Miss Francis, with Bruce Cabot and Helen Mack are effective, while Ruth Lee, as Miss Mack's friend, registers strongly in a fine comedy characterization. The children, played by Missy Nelson and Carol Goodner, are splendid. They handle their assignments like seasoned trouper and practically steal every scene. Entirely new to the screen is Jeffrey Bernard and Miss Francis, who co-produced under the executive supervision of Trem Carr.

We Accuse

Film Rights Inc. Documentary 70 mins.

AUDIENCE SLANT: Grim but interesting. The documentary is a no-wonder-it's-shocking, than those included in newsreels recently.

BOX-OFFICE SLANT: Sensational ballyhoo may have been strong going in some situations (if the subject is played immediately before world conditions change), while in others the film may produce unfavorable reaction.


Plot: The film attempts to establish the fact that a Nuremberg trial under U.S. procedures may not give justice to the people of Germany. The details included mass destruction of populations by systematic murder, in addition to "legal" killing by Einsatzgruppen. To establish what was behind the Nazi guns, the film, through library shots, shows the origin of Nazism, its rise to power. Actual scenes of the results of Nazi atrocities are vividly depicted. The picture concludes with the summing up by the prosecutor at the famous Nuremberg trial and the verdict, obtained by the accused, the passing of the death sentence and the actual hanging of the convicted war criminals.

Comment: Much has been printed about the gruesomeness of the atrocity scenes from this picture but they certainly are no worse, if anything, as those released in newsreels recently. The hanging scenes are shocking, but shock is what the producer has tried to convey. The picture is grim, without any semblance of fictional treatment and is highlighted by actual scenes of the trial of four Nazi war criminals, including their indictment, arguments for the prosecution, defense and judgment and execution. The well-written, dramatic narrative is spoken with evident feeling. Considerable footage could be cut without loss of story thread or of interest. Sensational ballyhoo treatment may bring profitable grosses in some situations while in others it may cause an opposite reaction.

How Hauschild Did It

Thor Hauschild, manager of the Arcade Theatre, Cambridge, Md., discovering that a relative of one of the local residents appeared in the picture, "Fighting Lady," eagerly sought an interview with the producer, and was not disappointed. Although the boy was a resident in a near-by town, Hauschild succeeded in having his name included in the playbill and placed on the local paper. He also notified the boy's parents and relatives of the playdates and invited them to see the film. A word-of-mouth campaign was also used by the theatre employe to spread the news.
The Memphis motion picture industry will climax its effort for the 7th War Loan drive with two special events sponsored by Airplane Department's "Airborne Attack" at the Municipal Airport on June 16 and 17. Admission to the shows, which sponsors hope will draw $50,000, will be by purchase of war bonds. For 10 days prior to the show outdoor movies will be shown at the Court Square Victory house. Tom Young of 20th Century-Fox is exhibitor chairman for the district in general charge of plans and M. A. Lightman, president of Malco Theatres is exhibitor chairman. Others on the committees include: Howard Waugh, Warner zone manager, entertainment chairman with Herbert Kohn of Malco, co-chairman; James A. Prichard of Universal, chairman of Victory House Committee; Ed Sapinsley of Malco, chairman of bond applications; Joseph Simon of the Warner and J. Allen West of the Hollywood, in charge of lobby displays; Jimmie Gillespie of 20th-Fox, director of publicity; Elliot Johnson of Malco, chairman of outdoor advertising; Chalmers Cullen and Max, director of special publicity; Thomas O'Ryan of Transitads, Inc., director of special advertising.

Exhibitors in some parts of the town of the Memphis, St. Louis and Kansas City districts can look forward to the first show competition again this season from Wade Bros. Shows, which were waiting to get in touch with their subscribers, after being in storage for two seasons because of transportation difficulties. Jack Vivian, owner of Wade Bros., has resigned as assistant city manager of Malco at Jonesboro, Ark., to take over his show again and will open the season June 4 at Poplar Bluff, Mo.

Clyde McCoy, the name band leader famous for his Sugar Blues trumpet, who has been a Navy band leader at the Memphis Naval Base for the past two years, has received a special discharge. McCoy, featured in many theatres before induction, will reorganize a band. In Memphis, he has been active in helping the industry with its presentation in other drives and has been a favorite guest at the Variety Club.

J. Allen West, owner of the Hollywood in Memphis and district president of the Independent Theatre Owners, has been elected president of the Memphis Civic Club without opposition. He was nominated by both tickets. 

Exhibitors in Memphis this last week included: Mr. and Mrs. John Lowery of the Lowery Circuit, Russellville, Ark.; L. J. Denning, Borden, Ark.; Mrs. Lucille Fair, Somerville, Tenn.; Roy Dillard, Wadell, Mo.; R. B. Gooch, Selmer, Tenn.; R. R. Clemmons, Adamsville, Tenn.; R. B. Cox, Batesville, Miss.; and Mrs. Mabel Landers, Harrisburg, Ark.

Film salesmen traveling the Arkansas district were fighting high waters again last week. High waters have been so prevalent this spring and last winter that the salesmen are planning about equipping themselves with amphibious jeeps after the war.

INDIANAPOLIS

The Indianapolis News is bringing Bing Crosby and Bob Hope to the city for a great match, May 30, with two local professionals. Proceeds will go to the Indiana section of the Four Towns Boys' Clubs Association and for the rehabilitation of convalescent service men.

Carl Anderson, Universal booker, was called to Portland, Mo., by illness in his family.

The Oliver Theatre here, which was damaged by a bood fire recently has been restored and re-opened May 21.

Film transportation services between theatres in Louisville, Ky., has been disrupted, and what arrangements will be ultimately worked out for the transfer of prints from theatre to theatre has not been decided upon.

The Indianapolis Variety Club is making plans for its annual golf tournament and dinner to be held sometime in June.

Everett Freeman is the new partner at the Monogram exchange.

W. K. Embleton, Monogram salesman, suffered an infected finger after removing a hangnail.

Paul Leatherby, RKO office manager, reported for his physical examination at the Indianapolis Army, May 19.

Horace Spencer, lead shipper at RKO is on the sick list.

Russell Brentlinger, RKO manager, visited exhibitors in southern Indiana and Louisville, Ky., the last week.

Eleanor Borkes, recently resigned from Wanner Bros., will become assistant booker at RKO, assisting Allan Berkowitz, recently promoted to head booker.

Herman Morgan, former head booker at Affiliated Theatres, has resigned to become manager of the Park, operated by the Dudley Williston Circuit. El Dean Thompson succeeds Morgan at Affiliated.

Jerry Abrams, son of Sam Abrams, PRC sales manager, who was a student at Indiana University, has joined the Navy.

Booking and buying pictures on Film Row during the week were, Pete Panagos, Alliance Theatre Corp., Chicago; Harold G. Reckley, Greenscule; Harry Van Noy, Anderson; and Ray C. Thomas, Newburg, Ind.

Earl Cunningham of the Fountain Square Theatre and assistant chairman of the theatre committee of the Phone Home Fund reports that Indianapolis movie patrons have contributed $1,463.50 to the fund. The money has been accumulated from the coins and bills which patrons have dropped into glass containers placed in the lobbies of 25 theatres throughout the city. Managers of these establishments have further cooperated in the campaign by including a short trailer focusing attention on the fund during each programme. The fund, sponsored by the American Legion, the Boys and Girls Clubs of Indianapolis, the YMCA, the Indianapolis Star and Radio Station WIRE, gives each combat veteran at the Billings Hospital and Wakeman General Hospital a free five-minute telephone call.

GRAND RAPIDS

The attracto newsreel here hit an all-time high last week in attendance at the theatres of the past week. No adverse reaction was noticed from the public at any of the showings.

Walter W. Fisher, owner of the Galewood Theatre, kept his promise by staying on his war-job through V-E Day, but will, honorably, devote all his time to management and operation of his theatre.

Harry Himelstein, of the Creston is again heading the B'Nai B'rith 7th War Loan drive. Himelstein is acknowledged the best War Bond salesman in Western Michigan and is on his way to attaining the $3 million mark in sales.

Elmer Wood expects to reopen his Collisium Theatre, Edwardsburg, at some time next month. The theatre sustained a loss through fire one month ago, but Wood was fortunate in being able to get the necessary material to make repair expediently.

All Grand Rapids theatres are cooperating in the Cancer Campaign and in addition have scheduled a special War Loan drive. Free Movie Day here will take place June 6 in every theatre in this city for the fourth consecutive time.

Johanna Kommer, secretary to Clive R. Waxon, independent booker, was married (16) to Ray Harvey, former projectionist in several theatres here.

VANCOUVER

Peter Egan, chairman of the motion picture committee of the War Finance Board, reported that theatre staffs and film exchanges in Alberta had not only exceeded their quota of Victory bond sales, as in other loan drives, but had bought $10,000 more bonds than last year. The Vancouver amusement industry also went away over its quota.

Lawrence Eradley of Hudson Bay Junction has purchased the Lyric Theatre, Moosomin, Saska., and plans extensive alterations.

J. MacLachlan has taken over the Jubilee in Deloraine, Manitoba, and Albert Wiiancho, who now operates the theatre at Benton, Alberta, has purchased the Bloom, Kimberley, Alberta, from Bert Helley of Ponoka.

Leo Devaney, general manager of RKO in the Dominion and president of the Canadian Picture Pioneers was a visitor from Toronto last week, and called a luncheon at the Hotel Vancouver to outline the activities of the CPP in connection with the Clair Hage Memorial Benevolent Fund. All theatre and circuit heads and film exchange managers were present. Devaney outlined the objects of the fund in a very interesting address and the boys out here are all for the idea, which is to help any unfortunate person needing help who has been connected with the amusement industry whether they are members of CPP or not. Previously it was only in aid of members. He also advised that Variety tents would be established across the Dominion in key centers in the near future.

Mike Healey, manager of the Lyric Theatre, Swift Current, reported another outbreak of rioting.

The Odeon Vouge is caging in on the local girl angle of Yvonne De Carlo in the film "Salome, Where She Danced" to capacity business as a result of a top-notch press. The pic-

(Continued on Page 24)
Every newspaper in America has headlined John Hersey's "A BELL FOR ADANO" as the winner of the PULITZER PRIZE for the Best Novel of the Year.

It's coming soon from Century-Fox

Directed by HENRY KING

Produced by LOUIS D. LIGHTON and LAMAR TROTTI

Screen Play by LAMAR TROTTI and NORMAN REILLY RAINER
**REGIONAL — Continued**

Discharge from the Army, is the new sales representative at MGM, succeeding Milton Braun, who resigned several weeks ago to become sales manager for Film Classics in this territory. The Pittsburgh Symphony Orchestra will hold its annual golf tournament at the Woodmoreland Country Club on July 6. Herbert Dimling is chairman of the event. The club discontinued these tournaments the past few years, but since V–E Day it decided to hold one this year.

The sister of Joseph Bell, veteran exhibitor and former owner of the Franklin Theatre, in Pa., died recently after an illness of several years. A new, interesting piece of news to the local trade was an article which appeared in newspapers last week reporting that Capt. Frederick J. Rachiele, son of Harry Rachiele, veteran theatre operator, was the leader of the first Allied troops into Berchtesgaden, Hitler's hideout. Rachiele has two other sons in the service.

Mr. and Mrs. J. J. McCadden, operators of the Kialto Theatre, Renova, Pa., celebrated their 25th wedding anniversary.

Mr. J. H. Madden, operating the Parker, Parkers Landing, Pa., and Miss Josephine Zazgat, formerly his cashier, were married on May 22.

**CLEVELAND**

Fears that the 7th Bond drive would give away to a slow start were dispelled during the first three days of drive. Howard Burkhart, manager of Loew's State Theatre, reports the week as the first first-rate week of ticket sales at $72,750 against $21,225 during the first three days of the 6th bond drive—an increase of more than $50,000.

Nat L. Upton, until recently PRC franchise owner for Cleveland, Pittsburgh, Cincinnati and Detroit, was suddenly taken ill last week with a kidney ailment and is at Mt. Sinai Hospital undergoing treatment. His sister is a hospital nurse.

J. Maxwell Joice, Paramount publicity director, is another one of the movie colony who is forced to be absent from the scene on account of illness. He is at Lakeside Hospital where he is being treated to dissolve a blood clot in his leg.

Gertrude Tracy, manager of Loew's Ohio Theatre, has an eye filling 22-foot lobby display tieup with the Folmer Grapperx Corp., of Rochester of 25 photos taken in the Pacific theatre of war. All photos are mounted at eye level and are attractive and wide comment. Also on display in a locked glass case are assorted size mortar shells, rocket shells and hand grenades.

Clare Heller is the newest addition to the film colony. She has been appointed secretary to Warner zone manager Nat Wolf, succeeding Anne Urbas.

Peter Wellman, Girard theatre owner who is acquiring theatres throughout the territory, is giving the recently acquired Victory, Youngstown, a complete going over prior to opening it under the Wellman banner. The job includes painting, cleaning of all furniture, installing new lobby frames and remodeling as much as can be done under present conditions. Wellman plans to have it ready about the middle of June.

Sol Schuman, son of the late Dave Schuman, who owned the Marland, Cleveland, has resigned his field directorship in the Red Cross on the West Coast and will return here to manage the Marvel which is now owned by his mother, Mrs. Dave Schuman, and M. Jacobs.

Mrs. George Erdmann, wife of the CMPEA secretary, is on the sick list.

Margaret Macaulay, Republican booker, is on a real vacation celebrating the return of her husband, S/Sgt. William Kasmarek, on furlough after serving overseas 16 months in the Air Corps.

Jack O'Connell, known from coast to coast as owner of the Loop Theatre, Toledo, and

(Continued on Page 29)

**WORKING FOR THE MIGHTY SEVENTH.** District managers and managers of Panchon & Marco-St. Louis Amusement Co.'s 35 theatres in greater St. Louis are spending the day today meeting here to strategize in the circuit on concentrating on the drive under the direction of Harry C. Arthur, Jr., WAC chairman for Eastern Missouri.
It's awful silly to gild a lily!

You can't improve on perfection, so...

for the first time in picture history

THE INDUSTRY'S LEADING SHORTS LINEUP

HOLDS OVER FOR A

3RD SUCCESSIVE YEAR!
Because they have proved their outstanding quality leadership in two terrific years of phenomenally increasing popularity with audiences, critics, and the trade—

Paramount will repeat the same great Shorts for 1945-46

75% IN COLOR!

THE AWARD-WINNING WONDERS OF THE INDUSTRY!

Winner of One-Reel Academy Award for 1944 and 1942—Jerry Fairbanks' "Speaking of Animals."

Winner of 1943 Special Academy Award—George Pal Puppetoons

Winner of 1943 One-Reel Academy Award—Jack Eaton's "Grantland Rice Sportlights"  

Winner of "Boxoffice" Magazine's 1944 Exhibitor Poll—George Pal Puppetoons

Ten-Best Selection in "Boxoffice" and "Showmen's Trade Review" Polls—Technicolor Musical Featurettes

Ten-Best Selection in "M.P. Herald-Fame" Poll—"Popeye" Cartoons
Again Paramount’s Famous “Second-Feature” Musical Shorts Will Set the Industry’s Standard of Beauty, Class and Color.

PARAMOUNT’S BIG FOUR ANIMATED COMEDIES

All in Technicolor

Headed by
“THE INDUSTRY’S NEW No. 1 SHORT SERIES”
—by vote of America’s Exhibitors in this year’s Boxoffice Magazine Poll
8 ONE-REEL

George Pal Puppetoons

6 ONE-REEL

Little Lulu* Cartoons

8 ONE-REEL

Popeye* Cartoons

6 ONE-REEL Noveltoons*

*Produced by Famous Studios
For 25 Years the Favorite Sport Shorts of Exhibitors and Audiences!

**Grantland Rice Sportlights**

10 ONE-REEL SUBJECTS

Produced by

Jack Eaton

And 104 Issues of the Greatest NEWS of All—The Screen's Most Dramatic, Show-Wise Presentation of Pictorial History in the Making—

**Paramount News**

"The Eyes and Ears of the World"

62 Shorts—75% in Color

Plus 104 Paramount News

IN 1945-46 FROM

**Paramount**

**THE BIG SHORTS**
REGIONAL — Continued

conscientious objection to the curfew order, is reported to be planning an entertainment project in Maumee, suburb of Toledo. Project, it is said, will consist of a 140-seat motion picture theatre, bowling alleys, a department store and a drug store.

More than 100 film men paid tribute to Eddie slee, Sr., at his funeral last Monday by attending the open house party held to celebrate his appointment as local PRC branch manager. Fred Rohr, PRC district manager, shared honors as host. Many out of town exhibitors came in for the occasion, among them being Ed Prinzen, Youngstown; Joe Shagrin, Youngstown; George Ellis, Cleveland; Nat H. Ruhl, Canton; Nat Walken, Salem, George Manos.

Harold Kleppenberg, former projectionist, is home on furlough after serving 20 months on a battle ship in the Pacific where he took part in practically all of the major naval engagements.

Ken Veach of Urichsville has received a letter from Sgt. Marty Friedman, former Vitaphone photographer, saying that his current address is Oklahoma. He is with the Marine Photographing division.

"Wuthering Heights," a Film Classics release, is being shown at all of the local college houses in this district. The Film Classics representative has closed deals with the Associated Circuit for all of its houses including the Shaker Theatre, Freehold, the Centennial, in the Washington Circuit for the Plaza, Astor, Halton, Cleveland, and the Falls at Cuyahoga Falls; the Souville, Essick and Reif Circuit and the Continental, Steubenville.

A short circuit set off a small fire in the Columbus shipping room last week. Nobody was hurt, but the damage was at $700.

This is the first fire any local film exchange has suffered in more than 10 years.

John Malloy did not open his People's Theatre, Akron, last week as previously reported. Delay was caused when new equipment failed to arrive on time.

NEW YORK

Speculation as to the outcome of reported lively negotiations between Skouras Theatres and Shubert interests has been defused by the announcement that "The Princess and the Pirate," came to an abrupt end when the direction in which the wind blew was certified by the opening last week of an engagement at the Odeon, Jersey City, which is first-run opposition there to the Skouras' State. The event was cheered in sub rosa terms. In highlight, then, the story of the exhibitors means that the picture will be available in a shorter time than if the Skouras circuit had signed it.

Local film row is talking about a happening outside the screening room at Warner's home offices, when a group of sales staff members were waiting to go into the room for their first view of "Pillow to Post." Present Harry M. Warner and a number of his guests emerged from the room where they had viewed a new War Department short entitled "Titanic Operations." The film, which runs 31 minutes, depicts the bombing of Germany by Allied planes on the "shuttle" flights from the west to bases in Russia. The punctilious H. M., according to the report, apologized for delaying the screening of "Pillow to Post," but was mistaken. "If you have the time, I should like you ladies and gentlemen to see what I have just seen. I should have regular staff members at the faces of the Russians, then try to remember the faces of the Germans, and decide for yourselves which you would rather have for an ally."

Success Story—with regrets that space does not permit the very interesting detail that abounds in it, in highlight, then, the story: She is perhaps the only woman-exhibitor in this territory, and within a very short space of time has acquired the Art and Tiffany theatres in the Bronx; the Heights, Brooklyn, and the Manhattan, Manhattan. That makes her business enterprise extend to three boroughs. She is Miss Jean Ansell who, prior to becoming a theatre owner, had no previous experience in this field. In fact, Joseph Rosen- holz, the form of a man she deposited the $100,000 at her urging remained as buyer and booker for Miss Ansell's circuit of four houses. Moreover, of the several men in the exchanges here from whom she sought advice, not one advised her to go into the theatre business. She's glad she did.

The Independent Theatre Service, Inc., finally has acquired offices of its own in the Herald-Tribune Building, and will move from its temporary quarters to a floor in the new building occupied by the Associated Theatres of New Jersey. At first the circuit planned to have offices in the Sardi Building adjacent to David Snaper's offices. However, the OPA interfered when another tenant was asked to move to make way for the ITS.

Thirteenth Avenue Corp., became the new operator of the Radio Theatre, Brooklyn, with William Eskin as president, and Maxwell Schuster, executive and director, formerly with the Skouras circuit in Jersey City, which is first-run opposition there to the Skouras' State. The event was cheered in sub rosa terms. In highlight, then, the story of the exhibitors means that the picture will be available in a shorter time than if the Skouras circuit had signed it.

For the first time since the inception of the 7th War Loan drive, motion picture theatres other than the principal Broadway houses will participate in the handling and mailing of bond booths at the Statue of Liberty and Iwo-Jima memorial in Times Square. The schedule announced by Montague Salome, chairman of the Broadway Theatres for the Campaign follows: May 17, Academy of Music; May 27, RKO theatres; June 3, Selwyn; June 4, Pabst, Brooklyn; June 10, St. George, Staten Island; June 17, Frisch and Rinder circuit theatres; June 24, Park Plaza, Bronx; July 1, Amsterdam.

Fred J. Schorr, executive and director of the Century Circuit, departed on his mission to Germany for the OWI with a timely moment to stop in Boston to visit his father, by the branch managers of the exchanges here who tendered him a dinner at Toots Shor's last week. Present were Ray Mon, 20th-Fox; J. B. Bowen, Ben Abner, Ralph Pielof, MGM; Nat Cohen, Saul Trauner; Columbus; Charles E. Bassberg, Philip Hodes, RKO; David Levy, Universal; Robert Fannin, Republic; Jack Ellis, United Artists; Henry Randall, Paramount; Nat Furst, Monogram; Albert A. Hovelle, Sam Goodman and Benjamin Gladstone, Century Cir- cuit.

-exhibitors observed on the row after a

ARRIVE FOR PREMIERE. Al Jolson and his bride, the former Eile Gal- braith, niece of Gen. Claire Chennault, are shown here arriving in New York to attend the premiere of Warners' "Khapsody in Blue," based on the life of George Gershwin, in which Jolson plays himself, singing the famous Swanee, early Gershwin hit.

of long absence: Sam Engelman, operator of the Colony Theatre, Livingston, N. J.; Charles Negi, Lyric Theatre, Bound Brook, N. J. The Motion Picture Associates held a business meeting last week at the Astor presided over by Morris Sanders.

In Miami, N. J., Reisman, received a citation from the Red Cross for his work in the 1945 drive.

In Elyria, Ohio, district manager here, relating the coinidence of meeting Spencer Tracy on an East-bound train from Chicago, describes the actor thus: "The quietness of him as a man is almost a shock." A total of 5,867 bonds were sold at Broadway motion picture theatres prior to the official opening of the current drive in March; those covered April 9 to May 13 and the dollar volume was $567,300, according to Monty Salmon, chairman of the Broadway Motion Picture Theatre's 7th War Loan drive.

Brooklyn picture theatres, at the request of the Brooklyn Chapter of the Red Cross, will continue the campaign to collect blood donations. The Brooklyn campaign was temporarily dis- continued at the beginning of the Red Cross War Fund drive in March; Total 100,000 donors secured in the movie theatres in the New York territory up until the Red Cross War Fund drive at $98,404.

Leonard Spinrad, who was a member of Mort Blumenstock's publicity staff at the Warner home office before going into the Army, has been assigned to First National's circuit present attached to the Army Pictorial Service, branch of the Signal Corps, in New York.

An article which appeared in this department on page 31 of our issue of May 5, 1945, stating that a settlement had been made by several thea- tres with Warner Bros. Pictures in connection with alleged discrepancies between actual grosses and theatre returns on certain percentage deals, has been categorically denied in so far as the Kid's Town, Mount Airy, Pleasantville; Amelia Theatre, Amelia, N. Y., are concerned, by Clark, Gagliardi & Murphy, represent- ing the theatres mentioned. The three thea- tres were named in the article in connection with three other upstate theatres. The following is quoted from the denial made by Clark, Gagliardi & Murphy to this publication: "(A) none of the theatres in question (the Kisco, Rome and Amelia) has shown any discrepancy in returns between the amount paid and the actual grosses on one or both deals; (b) no 'Settlement of addition- nal payments to the distributor by several theatres' has been reached with Warner Bros. or any affiliated party; (c) the theatres now operated by the Sussman Estate but by William Sussman.' This publication with the quotation in full of the denial hereby corrects the errors referred to and, in view of this, wishes to re- tract the article in its entirety.

OMAHA

L. F. Flower's Rex Theatre, the oldest house in Bayard, Neb., was destroyed by fire last week, resulting in an estimated $15,000 to $25,000 dam- age. The fire has been considered unusual since 1915. Rebuilding will begin as soon as WPB permission can be obtained, Flower said. Janet McMurtrie, Paramount's representa- tive here, attended a three-day meeting of company managers in Denver, Sunday through Tuesday.

Benjamin Fish, Hollywood representative for Sam Solovay, spent several days here.

Jim Mooney, United Artists traveling auditor, is in town.

David Larsen, stenographer at United Artists, has resigned.

Employees of the Metro exchange here paid farewell to branch manager John D. Green, who welcomed their new boss, G. E. McGlynn, former Des Moines salesman, last week at a spe- cial party at the Faxton Hotel. The exchange was pleased to welcome H. A. Dehn, the new appointed district manager, who was an office manager and booker for the exchange here 17

(Continued on Page 30)
MINNEAPOLIS

The Minneapolis theatre-going public got its first look at the famed Norden bombshaiit at a special war bond exhibit staged jointly by Minneapolis-Honeywell and Minnesota Amusement Co., operators of the Radio City Theatre. The show was previewed at a special perfor- mance attended by War Loan drive officials and concans from the Honeywell plant, peasants manufacturers of heat control equipment and developers of the automatic pilot and other plane control devices.

John J. Friedl, president of Minnesota Amuse- ment Co., is in Chicago on business.

Extension of North Central Allied, organiz- ation of independent theatre owners, into North and South Dakota and Wisconsin was under- taken earlier last week at a meeting in the Nicollet Hotel. The association, which originally included independents in the Twin Cities area, now includes 90 theatres throughout Min- nesota. President of the organization is Ben- jamin Berger, president of Berger Amusement Co.

The War Labor Board announced its ap- proval of a wage increase retroactive to De- cember, 1943, for personnel employed prior to September, 1944, at the 20th-Fox exchange. The increase is the second given WLB blessing recently. Strikers and inspectors were granted a boost retroactive to 1942.

New personnel at the 20th-Fox office includes Mrs. Bess Schwartz, who returned to her old job in the contract department; Mrs. Rosalyn Lake, as a utility girl, and Jean Well in the booking de- partment. Mrs. Waldo Durr, assistant in the adsales department, flew to California for a three-week vacation.

Herb Greenblatt, RKO district manager who heads headquarters in Chicago, visited his Twin Cities office this week. Robert Emmett Hickey, in charge of publicity for the mid-west, also put in an appearance on Currie Avenue.

Gene Gaudet, public relations, and Bob Mur- phy, theatre critic for the Minneapolis Star- Journal-Tribune, embarked last weekend on a summer-long fishing competition. Competition started at Yellow Lake, Wis., and the loser buys a bottle of bourbon.

"Dillingen," Monogram’s drama of the life of the gangster who plagued Minneapolis and St. Paul back in the ’30s, is playing a second week at the Gopher Theatre, third film to repeat in the history of its present management. Mono-

gram’s best rival prior to “Dillingen” was “Where Are Your Children?" Birger-Romine, a Susan of Bill Romine. Minnesota Amusement booker, has been ap- pointed office manager and head booker at Monogram. John O’Rourke, formerly assigned to the office, has now been transferred to Minnesota for the sales department. Tom Burlee, district manager, will attend a meeting of Monogram franchise holders this week at the Blackstone Hotel in Chicago.

Ed Johnson, ex-Ringling publicity man and press agent for John Barrymore during his runs in the "Dear Children," has left the Warner Bros. office in Minneapolis and is now beating the drum for Coles Bros. Circus.

Edward Ashley, former salesman for the manager, is going through the unhappy job of house- hunting before he moves his family here from Buffalo, N. Y., his last assignment. Another newcomer to the office is Miss Irene Nelson, who has been assigned to the contract depart- ment.

J. E. Callahan, new Monogram manager from Boston, has arrived on the scene, but his family will remain in the East for the present. Mike Comer has moved on to Oklahoma City, Okla., for his new post.

Esther Lyon of 20th-Fox returned following a short trip to Grand Island.

M. A. Levy, 20th-Fox district manager, Min- neapolis, and William Gehring, from the com- pany home office, visited the Omaha exchange.

Sid McArdle, United Artists office manager, passed his draft physical at Leavenworth.

J. M. Harford will give special prizes for outstanding efforts by theatres and theatre employees during the 7th War Loan drive. The theatre with the best per-seat average will receive a special recognition flag and the top four employees in the city $90 in war bonds and stamps.

2000 seats in the Paramount Theatre for the big city-wide bond premiere Wednesday night were gone within 48 hours after sales opened.

Don V. McLucas, WAC chairman, announced that the Omaha territory now has 134 bond pre- mieres lined up, 207 free movie days and 16 chil- dren’s matinees. The best record is in free movie days, since 100 was the total in the 5th drive.

Biggest change theatre managers here have noticed in the laying of the midnight curfew is the pickup in Saturday night business.

Harry Cockrell, treasurer of the old Boyd and Burwood theatres back in the ’90s is bed- fast at Pontevedre Home.

Omaha Boy Scouts packed the Brandon Thea- tre Saturday for a free movie starting off their bond drive.

BOSTON

A testimonial dinner for Harry Rosenblatt was held at the Bradford (21) by the Motion Picture Salesmen’s Club. Rosenblatt, ex-trea- surer of the club, was recently promoted to MGM branch manager at New Haven, Conn. Warner Bros.’ Warren Lasky was promoted from Maine territory salesman to city salesman in Boston. He will move with his family to the Hub in the fall, with little time for gadding about can be found. Walter Dyer, former head booker for Universal, replaced him as Maine salesman. H. H. Rogovin, Columbia branch manager, has returned from the Columbia district managers’ meeting in Chicago.

Al Cohen with the sales department of Na- tional Theatres Service will soon travel to Phila- delphia to go into business with his father who now operates the Scriptex Products Company. Cohen’s resignation becomes effective June 25.

Mr. and Mrs. John Hulbert, of the United Artists celebrated their 10th wedding anniversary last month.

Lt. Alfred J. Fecke, son of Al Fecke of Re- public, is expected to visit his parents in Boston soon. Lt. Fecke, a Naval ace has been awarded many decorations.

Sgt. Richard Phillips, son of Tony Phillips, 20th-Fox projectionist, has landed in the United States after two and a half years overseas duty. He is expected home on furlough soon.

Mac Farber of PRC has the misfortune of having his automobile stolen for the second time this year. He had parked it in front of the PRC headquarters.

The Tremont and Laffmovie, now the New Normandie, opened this week with the United Artists’ production “Tomorrow the World.” The distorted mirrors have been removed from the foyer of the New Normandie and replaced with displays of current and coming pictures and the marquee has been changed. The Trem- mont marquee has also been replaced with a larger one.

Harold Weissental, general manager of Laff- movie Corp., was in Boston for the opening of “Tomorrow the World” at the New Normandie and "Annex.

Cpl. Frederick Berg, son of head booker Sam Berg of 20th Century-Fox, wrote from France saying he has recovered from an attack of German measles.

Herb Brown, former manager of the Victoria (Continued on Page 32)
They’ll bring Love and Adventure to your Theatre!

Out of Alexandre Dumas’ immortal story . . .
Onto YOUR screen in all its gallantry and glory!

COLUMBIA PICTURES presents

Alexandre Dumas’
“The Fighting Guardsman”

Based on “The Companions of Jehu” by Alexandre Dumas

with WILLARD PARKER • ANITA LOUISE • JANIS CARTER
JOHN LODER • EDGAR BUCHANAN • GEORGE MACREADY

Screen Play by Franz Spencer and Edward Dein,
Produced by MICHEL KRAIKE • Directed by HENRY LEVIN

P SELLING BONDS
Theatre in Greenfield, Mass., is home on leave after completing his boot training at Sampson, N. Y.

United Artists' "It's in the Bag" will have its New England premiere at the Majestic Theatre following "Brewster's Millions."

Ted O'Shea, general sales manager for MGM, was in town recently. A meeting and dinner for the sales staff and other MGM officials were held at the Hotel Statler.

A new plaque has been placed in the hallway of the Macalay Post "home" dedicated to the memory of Maj. Frank Cavanaugh.

In observance of Mother's Day, the Loew's State Theatre went out of business Sunday to serve as a "home" to the first 100 mothers of service men attending the opening performance of "Music for Millions."

Lt. Leonard Coplen, son of Abraham Coplen, in charge of a group of medics with the 100th Infantry Division of the Seventh Army reports that during the enemy artillery siege days at Rimling, the medics delivered two babies, dressed civilian crowds, and visited civilian homes whose sufferers could not get to the aid station.

MILWAUKEE

A modern motion picture theatre to be equipped for television reception of newswires will be constructed here as soon as existing wartime restrictions are lifted, according to Harry Hart, operator of the Atlas Theatre. The new theatre will have seating capacity of 1400, and cater to those patrons who will be the main object and space between rows will be greatly increased. Cost of the project will be between $715,000 and $200,000.

A new hush measure in which barbs were tossed back and forth between Lester J. Bradshaw, executive secretary, and Herbert Drissen, a coffee wholesaler, who was seeking the office, William V. Geelan, assistant to Harold J. Fitzgerald, head of Fox-Wisconsin Amusement Corp., was elected chairman of the City Motion Picture Commission.

Bond sales in the 7th War Bond drive got off to a flying start through the salesmanship of about 2500 members of the Capitol Theatre's Junior Bond Battalion under the magic wand of Marlowe Connor, Capitol Theatre manager.

Johnny Medinkow, National Screen, returned from about the fastest trip on record through the territory.

James Coston, Warner zone manager, headed with Al Kvool and Mark Brazeer, Warner circuit, of the Buckeye district.

Bill Parker, Universal branch manager, toured the state territory with Fred Stein, Fox-Wisconsin executive. Not long before that, Parkers's vacation was shortened by a hurry-up sales meet in Chicago.

At Joe Strother's request an unclored colored lass rushed up to Allan Usher, Paramount district manager, who was huddling with Harold Wirthensohn, local Paramount manager, and yelled: "Hello papa!" Wirthensohn has been mayor of the district.

Charley Trampe attended Monogram's board meeting and sales confab at the Blackstone Hotel, Chicago, May 15.

Booking on the Row: Sam and Irving Vincent (with this Irving's last jaunt before becoming a GI), Ray Lenz, Pastime, Horison; Sam and Woody, Winchester.

Eva Johnson, United Artists, is back after a spell of illness.

Becky Holloway, secretary to Walter Benoin, Metro office manager, vacations in Kansas City.

Bill Exton, Roosevelt, Kenosha, graced the Row with his presence.

Booking salesmen have been called back Irving Vincent of the Grand, Oconto Falls for orders, hosted the showman at farewell proceedings.

Bob Menzies, known to intimates as "Scotty," encountered a land mine and blew Pasquale through the turret.

Edwin Hutchins, former assistant at the Sunshine Chatsworth, is now with the 87th Airborne, Infantry of the Army for over two years, and served in New Guinea and other islands, is back on the job after being hospitalized at the Valley Forge Military Hospital and the Veterans Hospital at Coatesville.

Charles Slemmer, Winifred Krayzer and Alberth Anthony throughout the past jobs as night managers at the Center, Family and Savoy theatres respectively.

With Edgar Wolf out on the sick list, Samuel Kischel moves from the 14th to become manager of the Wyne. David Sanderson is the new Orient manager.

Trying to get a jump on the soon-to-be-here hot weather, Larry Graver, manager of the Key theatres in the Philadelphia Warner Circuit, has developed a beautiful throwaway selling the theatre system at the lane.

Lou Segal of the Apollo had his car burned by a pyromaniac who specializes in setting fire to parked automobiles.

Max McCarthy, in former years was manager of the Harragowate, is reporting coming back into the business and is said to be acquiring his own theatre.

Columbus Stamm, who owns the Great Northern, Rivoli and Locust theatres is vacating early this year. He bought a home in Atlantic City and will retire there.

Alan Holdcroft, treasurer of the Carman Theatre, left for the Coast to join Sam Stiefel. Harry Fristman, owner of the Lawndale Theatre, was laid up with the flu last week.

Harry Low, formerly in the Albany territory, has joined National Screen Service here.

Joe Sapin, manager of the Eureka, celebrated his 25th wedding anniversary.

PHILADELPHIA

Jack Weinberg, who handles real estate for the Warner Circuit in Southern New Jersey, is recovering from an operation in the Will's Eye Hospital.

Arnold Stolz was a visitor in town working on the PRC campaign on "Fog Island" which opened in the Capitol Theatre.

Stanley Smithers, Warner Theatres short subject booker, celebrated 20 years with the company, and all the girls in his department took him to the Continental Cafe for a surprise party on Monday night.

Clete Morris, Samuel Goldwyn publicity representative, was in town last week to tell newspaper editors about the new Danny Kaye picture.

Lt. Charles D. Crowley, former manager of the Grand Theatre, Vineland, was presented the Silver Star for knocking out a Nazi tank in France last summer.

Bob Kessler, manager of the Bens, is back at his job after an attack of grippe that had him in the Philadelphia General Hospital.

Artie Cohen, manager of the Roosevelt Theatre, is also back at work after being in the Graduate Hospital for an operation.

Lee Kline, manager of the Orpheum Theatre, became a grandfather last week when his daughter, Mrs. Kay Sipple, gave birth to a son in the Jewish Hospital. Lee's son-in-law is a lieutenant with General Patch's Seventh Army in Germany.

Lt. Robert J. Pasquale, former assistant manager of the Orpheum, miraculously escaped injury on Okinawa when the tank he commanded

ST. LOUIS

Harry C. Arthur, Jn., general manager, Fanchon and Marco-St. Louis Amusement Company, War Activities Chairman for Eastern Missouri, and Bernard McCarthy, manager United Artists, distributor co-chairman for the St. Louis territory, have revealed that St. Louis is to take a fine start in the Seventh War Loan Campaign. McCarthy announced that the St. Louis sector already has lined up 25 per cent more Bonds than the War Bond Drive for the Sixth War Loan Drive than the entire total for the Sixth War Loan Campaign. He also reports a 35 per cent increase in Free Movie Nights and a 25 cent gain in Free Movie Bond Shows for Children.

Mayor Aloya K. Kaufman has announced that the Navy will be given the Signal Corps motion picture showing atrocities of the Nazis for public showing at the Kiel Auditorium under the sponsorship of the city. The request will also be made for use on the same show of the Signal Corps film, "Know Your Job in Germany."

J. Goldfarb, owner of the Uptown Theatre, was one of five Alton business men recently accused of illegally employing minors. Suits were filed against the business concerns before Justice of the Peace Clem Hawkins as part of a statewide campaign by Attorney General George F. Barrett to enforce the Illinois state child labor laws.

A $10,000 isolation ward for infantile paralysis patients at St. Mary's Infirmary here has been presented by the St. Louis County Chapter of the National Foundation for Infantile Paralysis.

Theatres of the metropolitan St. Louis area are giving free admissions to purchasers of war bonds May 28 and June 4, 6, 11, 18 and 25.

Frances Smith, assistant treasurer of the Ambassador Theatre here, has returned from a vacation spent in Miami, Fla. She flew both ways.

The Senate Committee on Criminal Jurisprud. (Continued on Page 34)
The GREAT gunman, The GREAT killer!

The Great FLAMARION
"GREAT WITH A GUN"

ERICH VON STROHEIM  MARY BETH HUGHES

with DAN DURYEA  STEPHEN BARCLAY

ANTHONY MANN—Director  Screen Play by ANNE WIGTON, HEINZ HERALD, RICHARD WEIL  Story by ANNE WIGTON

Based on a character "BIG SHOT" by VICKI BAUM from Collier's Magazine  Producer—WILLIAM WILDER

A REPUBLIC PICTURE
REgional — Continued

dence has reported favorably on the Quim bill which would place a license fee of from $10 to $25 annually on all vending, weighing and amusement machines receiving coins, except pay telephone stations and devices operated for the convenience of passengers on passenger trains.

Ivy Waterstreet, MGM publicity man is out in the territory last week, as were Herb Washburn, manager for National Screen, and Tommy Williamson, RKO Radio manager.


Matt Schuler, head booker for the Fanchon & Marcus-St. Louis Amusement Company houses, and Clarence Hill, Columbia manager, were “Kings for a Day” at a recent meeting of the St. Louis Variety Club. Several reels of pictures were shown and each guest received a pack of cigarettes.

Bob Cluster, well known Southern Illinois exhibitor, is at his home in Salem, following a stay at St. John's Hospital in St. Louis.

Harold Cass, a film veteran, has returned to the business after a absence of some 4 or 5 years to take over the Eastern Missouri territory for United Artists. He replaces Ed Rudolph, resigned.

Jerry Belmer, Paramount booking manager, is back on the job after spending a week at the Mowry and Baptist Hospital as the result of an attack of pleurisy.

PORTLAND

In the first day of the Seventh War Loan drive Oregon purchased $1,470,636 of the $110 million quota. Of this amount over $1 million are in E bonds. Many smaller centers outside of Portland have already exceeded their quota. Many of Seattle’s firms reported exceeding their quota in the first day's sales. Elma, a town of 3,500 was the first community in the state to go over the top. According to Herb Sabotka of Hanrick-Evergreen the “Bonds for Freedom” show at the Music Hall brought in $5,199,850. Sales at Victory Square were also much heavier than in previous bond drives.

Swing shift workers in Pacific Northwest centers welcome the change in curfew restrictions and again surged into the theatres and night spots for entertainment. Theatres quickly revised their schedules to take care of increased patronage.

“Two Down and One to Go” brought heavy applause at Paramount, Broadway, Orpheum, United Artists, Mayfair and Oriental theatres in Portland, supplementing current features.

Held for a third week of joint showing at Seattle’s Liberty and Metropolitan theatres is “A Song to Remember.” Eddie Yarborough, exploitation manager for 20th-Fox is covering Portland and Seattle first runs.

Smoke so thick it hid the screen forced 1,800 persons to leave the Rialto Theatre, Tacoma, Wash. The fire which started in the check room caused damage estimated at $5,000. The audience left quietly and no casualties were reported. Ted Gallanter, MGM exploiter, is making a swing through the Pacific Northwest.

Herbert Kaufmann, Paramount manager in Seattle left for Los Angeles for executive conferences.

Flame from an adjoining building damaged the Majestic Theatre at Dallas, Ore., with an estimated loss of $10,000.

Mrs. Emma Abbott, Ridgeway exhibitor of Sedro-Woolley, is taking an active part in Women’s Democratic clubs throughout the state.

Dave Cantor, exploitation supervisor for RKO Radio on the Coast was a visitor on Seattle’s Film Row.

Toni Shearer, Jr., returned to visit his parents after two years in Ireland with Army Quarterman Corps.

Ernest Felson, traveling auditor for 20th-Fox is covering Portland and Seattle exchanges.

ALBANY

Leon Herman, recently with United Artists as salesmen, and now branch manager for Film Classics, in town to confer with Max Friedman, Warner Bros. and Joe Shure, Fabian Theatres.

Ralph Sitt, Fox exploitation man, setting big campaign with Warners’ Smukowitz on “Diamond Horseshoe” for Troy and Strand theatres.

Harry Thomas, PRC sales manager, showing his gental countenance around Film Row and Warner Bros. Theatre office.


William Moses, formerly UA salesman in New York, now Film Classics representative in Albany, is making his headquarters at the Ten Eyck Hotel.

Dick Stephens, formerly connected with Warner Bros. studios, now working out of Albany as exploitation man.

C. J. Latta to New York to attend confirmation of Joan, Harry Kalmink’s daughter.

Sam Lebkowitz, United Artists, in town to confer with Max Friedman.

Floyd Fitzsimmons, Metro exploitation man, adding state of Connecticut to his territory, was in New York office for conference on his new assignment.

Ferguson and McIntyre of Copake along Film Row for booking.

McDermott and new additions to Metro’s office staff—Mary Prairie now assistant to Katherine Shea, district manager Herman Rippy’s secretary; Marian Lippoth from box office statement clerk to bookkeeping machine operator; Eleanor Miller from contact clerk to box office statement clerk; Helen Alsoff enjoying her initiation into film business as general clerk; ditto for Elizabeth Konieycz, assistant contact clerk.

Sylvan Leff and Eugene Vogel, Universal, on vacation. Destination unknown . . . they wanna rest!

Howard Spence, Universal porter for the past 11 years, celebrates his 65th birthday.

Many of the former employees of Universal booking for Saugerties and Tannersville.

C. J. Latta offered a special prize in his territory to the man who made the best showing in the last cross town series. A Miss Westebbe, Republican branch manager, will be Mr. Latta’s guest for the evening, having been highest with 41½ per cent increase over last year in his section. Max Westebbe of RKO was second with 30 per cent.

Ben Smith doing terrific business on the Danny Kaye film—“Birth of a Star,” Pam-O-Film feature.

Joe Weinstein, Warner Bros. theatres’ booker, to Buffalo for booking of Jamestown district.

HARRISBURG

Cooperating in the 7th War Loan, the industry locally sent representatives to the rally in the Penn Harris Hotel. In attendance from branch offices were Sam Gross, 20th Century, George Schelow, Warner Bros.; Dowe, MGM; William Mansell, Warners; Salem Apllegate, Universal; George Elmo, Paramount; Al Davis, Monogram; Joe Engel, Republic; Fred Gross, 20th-Fox; Art Garfield, Universal; Mike Weiss, Ed Gallner, and Bill Brocker, from the publicity offices, Sam Gilman, WAC chairman locally; and Wollaston, special events chairman; and others.

Among the events arranged by theatremen of the area is the show “Cavalcade of Youth,” which will tour the county districts, showing in Newport, Duncannon, New Bloomfield, and other districts. Written and produced by Henry J. Marshall, master of ceremonies at the RKO, the production exploits the talent of the area, gleaned from the RKO’s Saturday matinees “High Schools on Parade.”

Managers of theatres were hosts to retailers at a rally in the RKO last week, preceded by a parade of theatre personnel through the downtown streets, to open the 7th War Loan. In addition to the series of War Bonds premiers, free movie days and similar projects, the committee has scheduled concerts and legitimate productions with bond admissions.

A first time offering this season, throughout the downtown houses changed bills simultaneously on Wednesday.

Both Loew’s Regent and the State are featuring the Loew’s 7th War Loan concerts each and every evening in a program launched by radio station WHP. A transcription is made each night of highlights of the concert and is relayed at 6:30 p.m., through all Buffalo stations. The show is cut and played at the two houses following the second

BROOKLYN THEATRES RAISED $177,945.52 FOR RED CROSS. In the office of Surrogate Francis D. McGarvey recently, Edward C. Dowden of Loew’s publicity department, chairman, and Mrs. Ruth Nathan, co-chairman, of the Brooklyn Chapter Theatre Committee presented a report and checks covering $177,945.52 raised by Brooklyn theatre theatres in the 1945 Red Cross War Fund drive. Loew’s Metropolitan led with collections totaling $7,380.72. Shown here at the presentation are (seated) Dowden, Judge McGarvey, Mrs. Nathan; (standing) Charles Dow, Fox Theatre manager, representing Brooklyn Fabian Theatres; Myron Siegal, Century Circuit; Larry Grich, representing RKO Theatres; Emanuel Frisch, Randforce Theatres; Ben Simon, Loew’s Metropolitan.
newscast of the evening. Both managers, Sam Gilman and Gerry Wollaston, have reported excellent comments from patrons.

Liberation of Lt. Archie F. Bower, former employe of the State and other Wilmer & Vincent houses here, was celebrated by State employes. He is the son of Mr. and Mrs. A. F. Bower, this city, and was shot down over Germany in February, 1944, in a B-17 raid.

A new Saroak oriental rug graces the State lobby, purchased by Louis Goldberg, Fabian area manager.

Downtown houses and neighborhoods reported some damage to the electrical outlets in the neon signs when managers first turned on the lights in marquees which were darkened all winter.

CINCINNATI

Variety Club’s golf tournament promises to be one of the outstanding events of the year. The committee on arrangements are Irving Sochin, chairman; Saul Greenberg, Pete Niland, Lew Bugie, Harry Wessel, Jack Fineberg, Ray Frankel, Harbie Meakin and Arthur Manners.

Columbia’s publicity man Sid Zins was here on “Counter-Attack.”

MGM’s Myrtle Guenther, who is to be married to Lewis Babitt, is being deluged with showers and parties.

MG&M’s Katherine Mersch is vacationing.

MG&M’s inspectress, Mrs. Josephine Gillham, Erlanger, Ky., received the sad news that her son, Electrician’s Mate 1st class, was killed on Iwo Jima.

MG&M’s Edna Ossoe, secretary to E. M. Booth, spent the weekend in Columbus where she was entertained by the Variety Club and film folk.

Columbia’s inspectress June Robinson will be married on June 1 to a serviceman.

The 7th War Loan Drive under Allan Moritz, co-chairman, opened auspiciously and promises to be a 100 per cent success.

Aileen Steinbauer, RKO cashier, is vacationing in Florida.

Frank Schriber, Universal city salesman, is on vacation and promises to bring his 9-month-old twins to the exchange for a visit.

Stanley Jacques, RKO, and Mrs. Jacques, have returned from a trip East where they visited their two sons, Donald and Robert, who are with the Signal Corps and Pathe News. Universal exchange is undergoing its annual spring cleaning.

Mrs. Allen Kolan has arrived here to join her husband who is Warners’ new exploiter, succeeding Bill Brumburg, who was promoted to the New York office.

Harry Brinkman, Warners’ former shipper, was here on furlough.

Mr. W. T. Hastings, manager of the RKO Grand, and Miss Helen Sharp, assistant manager, RKO Lyric, are to be married June 10.

Saul Hyman, Greater Huntington Theatres, Huntington, W. Va., is doing a most commendable job as chairman of the 7th War Loan Drive with the cooperation of all exhibitors in that area.

Columbia’s sales representative Charles Palmer, who is at the Jewish Hospital, submitted his diet list in lieu of his expense sheet to Miss Groneote, cashier department. Palmer expects to be home soon.

Schine’s Belpik entertained Harold Raives, Cleveland, and Louis Lazar, Gloversville, N. Y.

Charles, son of Joe Oulahan, Paramount, who enlisted in the Navy, March 8, is now in boot training at Great Lakes.

Duke Clark, Paramount’s district manager at Dallas, stopped over for a short visit.

Warners’ John Effer lost his voice with a bad cold but stuck to his post.

Exhibitors booking on the Row this week were Mrs. Mac Taylor, Columbus; Mr. and Mrs. Marc Wolf, Indianapolis; Frank Mandros, Charleston; Mrs. Phoe Sexton and son, A. J. Sexton, Ashland and Mr. and Mrs. Joe Cantrell, Dayton, Ohio.

COLUMBUS

Local downtown theatres are disappointed in the comparatively slim attendance at the midnight shows, re instituted following nationwide lifting of the curfew order. Patrons, out of the habit of attending late shows, have stayed away in large numbers. Theatremen hope that the habit will reassert itself within a few weeks.

Harry Shannon, 75, for 46 years manager of the Shannon Players, a traveling road show (Continued on Next Page)

The Series That Keeps 'Em Laughing
And Keeps 'Em Coming!

MONOGRAM PICTURES presents

THE EAST SIDE KIDS

LEO GORCEY • HUNTZ HALL
GABRIEL DELL • BILLY BENEDICT

In 3 RIOUS NEW HITS!

Produced by SAM KATZMAN and JACK DIETZ

Ready Now..."DOCKS OF NEW YORK"
Coming Soon..."COME OUT FIGHTING"
On the Way..."MR. MUGGS RIDES AGAIN"

You Get The Series That BUILD From MONOGRAM!
company well known throughout the Midwest section, died of a heart attack at his home in Larue, Ohio. His son, John Saumon was buried with Masonic rites at Larue.

Mrs. Joan Barcroft, publicity manager of the local RKO theatres since her husband, Sgt. John Barcroft, former RKO pressman, joined the army over two years ago, has resigned.

In Alto in Ohio is definitely back in the news following the recent recommendation for passage of the Shuart anti-bingo bill by the Senate Judiciary committee by a vote of 5 to 3, despite group efforts to get a sympathetic committee hearing to support charitable, religious and veterans organizations. Following the committee action, Karl B. Paul, political writer for the Ohio State Journal, wrote this amazing story: "Bingo is the handmaiden of charity; without it all the little philanthropies will either die and it will be a stark world, indeed. Such is the picture painted by one witness after another before a committee of the Ohio Senate. . . . Fraternal and veteran organizations sent a stream of expert pleaders before the senators to tell them their friendly games of bingo support scholarships at Ohio State University, maintain orphanages, help equip hospitals, operate fresh air camps in Latagge, was the recipient of support canons. Boy Scouts, Girl Scouts and Campfire Girls, help combat juvenile delinquency, build swimming pools, and chancys for lonely service men and provide gold medals for excellence in American history."

John Hardgrove, manager of the Southern, starts "The Day Without a War" with a $5000 war bond sale to one purchaser.

Sgt. Roger Garrett, of the U. S. Marines, writes that he has just been attached to a newly-formed entertainment unit headed by Lt. Bob Crosby, radio and screen star. Sgt. Garrett formerly was featured organist at Loew's of Alto.

J. Everett Watson, Cincinnati MGM exploiter, in town working on a big campaign for "The Private War of Benjamin Gray." A bulletin to 1TO managers warns them not to play "Two Down and One to Go" because of the "confusion" that might result due to the "antiquated" point system of army discharges shown in this government film.

MONTREAL

Although three weeks of steady rain have not dampened the spirits of the downtown shoppers, the houses in the suburbs have noticed a falling off at the box-office. At times it has caused people who would have given their homes to walk to the neighborhood shops. In preference they go downtown where at least they don't get soaked on the way.

Syd Taube, head of the Ontario Exhibitors Association, has resigned.

Eddie Wells, secretary of the Film Board of Trade, was in town recently helping the trade in their battle with the Provincial government over the so-called Luxury tax of six per cent — a question still not fully solved.

Oscar Fontaine, operator of the Empire Theatre at Latagage, was the recipient of welcome news. His son-in-law and husband of his eldest daughter has been reported freed from a German prison in Austria.

Odeon Theatres of Canada have decided to establish a motion picture studio for the production of educational, instructional and entertainment films that will be established in the vicinity of Toronto.

Odeon here announce that Charles Rioux, formerly manager of the Electra, has taken over its management, passing over the tissues of the Beaujen.

Tommy Conway, veteran showman and manager of the Gayety Theatre, has more grief. The theatre was closed recently by the Provincial government, pending the granting of a permit to show films. It reopened later and played only six days a week.

EXECUTIVES AT PREMIERE

Among executives who attended the Canadian premiere of "Colonel Blimp," United Artists release, at the Elgin Theatre in Ottawa were (l-r) Ronald Auerbach, general manager of 20th Century Theatre Corp., Ltd., operators of the Elgin; Edward M. Schmitzer, UA home office executive, and Doug Rosen, UA Toronto branch manager.

The legislature alleging that a sum of money was involved in the arrangements which allowed the theatre to reopen. Some of the productions staged there were, at the same time, tabbed as immoral and more embarrassing questions are expected before the affair is finally cleared up.

Tommy Dowbiggan, local manager for Paramount, is another that received welcome news that his boy has been released from internment. Ed English of 20th-Fox reports that "Song of Bernadette" is doing a land-office business and is due to stay for at least two more weeks.

Paramount will hold their annual sales meeting June 27-28. Representatives from all parts of Canada and executives from New York are expected.

The Orpheum Theatre was the scene of slight damage as a result of vandalism during the V-E Day celebration.

E. N. Yabah, general manager of Confederation Amusements Corp., resigned at a meeting of the board on May 18. He will devote his time to his newly formed enterprise, the Tabah Importing and Trading Company.

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Charles Domma, manager of the K-B Apex Theatre, and James W. Wecker, manager Warner Bros. Takoma Theatre have topped their war bond quotas for the 7th War Loan drive. Domma sold $65,550, and Wecker, $80,325.

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News in a Nutshell
Selling Cool Comfort
Advisory Council Report No. 3
Projection Clinic No. 11
Palms, Phoenix (New Theatre)
Renovation Problem No. 2
Maintenance Calendar
HERE'S LOW COST
High Intensity
PROJECTION

Strong High Intensity Lamps deliver twice as much screen light as is possible with low intensity lamps and with only little increase in cost. They put the utmost in projection lighting within reach of the most modest theatres.

As the only projection arcs manufactured complete within one factory, Strong lamps can be so engineered as to guarantee the best screen results. They’re sold by the better independent theatre supply dealers.

THE WORLD'S LARGEST MANUFACTURER OF PROJECTION ARC LAMPS

THE STRONG ELECTRIC CORPORATION
87 CITY PARK AVENUE • TOLEDO 2, OHIO
THE NEWS
IN A NUTSHELL

Post-V-E Day Developments
SMPE West Coast Conference
Advisory Council Adds Member

Two down and one to go. V-E Day arrived, was greeted with enthusiasm tempered by the sober realization that many will yet give their lives before that little guy on the white horse gets his. The celebration lacked its touted delirium and plans for averting vandalism went begging. The opening of the 7th War Loan with the unveiling of the Iwo Jima Statue in Times Square attracted almost as large a crowd as V-E Day which is a pretty good testament to the manner of American thinking.

In Washington, the brownout ended with a wise crack by War Mobilizer Vinson and in New York the Great Brown Way turned White again. Power bills for marquee and sign lighting are getting back to normal, late shows are again the vogue for swing shifters as and WPB has pulled most of the stops on restrictive orders covering the manufacture and sale of booth equipment, air conditioning equipment, photographic equipment. Steel, copper and aluminum will be released for consumer goods production on July 1.

The release of materials will be subject to war production needs and priority consumer requirements so that the amount of such materials flowing into theatre equipment channels remains an unknown quantity. Only cutbacks in war requirements, if they come soon, seem to offer any early hope of production resumption. The manpower problem remains another important consideration and electronic sound equipment continues on a high military priority level. It seems reasonable that the manufacturers will now be free to trot out for the showman's inspection his postwar models (if there are many to be offered). Only consolation for theatre owner or manufacturer is that if they have equipment on hand it can be sold without WPB consultation or if material and manpower is available equipment can be manufactured as long as there is no conflict with war production delivery.

In Hollywood, the SMPE held its fifty-seventh semi-annual technical conference last week which attracted much interest among west coast technicians. Attendance from the east was curtailed due to travel exigencies. In addition to the papers listed in this column last month for presentation to the conference, papers were also read by: John P. Livadary and S. J. Twining, Columbia Pictures Corp.; A. Badmaieff, Radio Corp. of America; Charles G.

(Continued on Page E-10)

PICTURES of the MONTH

Parent's services enlisted to relieve barker at Victoria Theatre, Times Square, N. Y. C. Bed allegedly sheets "Standing room only" during Monogram's "Dillinger" run, but "Get it up bally" would be just as good a line, or maybe, "It's a killer-Dillinger." Left: Will Whitmore, newly appointed advertising manager of the Western Electric Company. Right: Mr. George Sheppard, assistant to president Paul Raabourn, of Television Productions, Inc. (a Paramount subsidiary), recently named to the program committee of TBNA. Next below: The attractive Popcorn and confection stand built into the rear of B. B. McLendon's new Beverly Hills Theatre in suburban Dallas, Texas. Bottom: In the DeVry home in Chicago, Mrs. Ida DeVry, widow of the late Dr. Henry R. DeVry, with her sons, William C. DeVry and E. B. DeVry make final inspection of the original DeVry portable projector before it goes to the Smithsonian Institution.
**Every theatre needs Westinghouse Mazda Lamps!**

Make your marquee and signs a real attention-getter. Use the standard 10w S 14 inside-frosted for the marquee and the 40w A 21 in clear, red, blue and green for your sign.

There are plenty of Westinghouse fluorescent lamps available for soft, cool light in the lobby, lounge or rest rooms.

Dress up your stage with attractive settings, spotlighted with the Westinghouse 1000w G 40 or 300w R 40.

Have your customers park their cars in comfort. Flood light the parking area with tubular Mercury Vapor or 1000w P 52 incandescent lamps.

Westinghouse Mazda lamps are recognized for their dependability and long life. For bright, steady, flickerless or projection use Westinghouse Mazda lamps—the best in the field with 1200 hours of service guaranteed.

For further information about these and all other types of Westinghouse bulbs consult your nearest Westinghouse Distributor.
by
AL CADIFF
ART DIRECTOR
AMERICAN DISPLAY CORP.

How well I remember a cartoon which appeared years ago in "Chick" Lewis' columns depicting the ire of an aroused patron who was leaving a sweltering theatre in his shorts, and saying "Oh, Yeah" to a maze of banners and posters emblazoned with copy reading "$50,000 Cooling System," "It's Cool Inside." The lobby frames in that cartoon were fringed with icicles, polar bears beckoned from icebergs. The cartoon effectively dramatized misrepresentation in theatre advertising.

We have come a long way since those days in the technique of selling summer comfort to our patrons. What's more the patron today is familiar with good and bad air conditioning and the theatre is competing with other business places which has installed, and advertise, cool comfort.

While the polar bear and penguin (which was a later entrant into the field of subjects used to dramatize cool comfort) remain as acceptable standbys, the trend of art for selling summer comfort is today more directed toward motifs which suggest coolness in milder climes than the polar regions. This is a more gentle, intelligent approach to the patron seeking healthful comfort and relief from sweltering summer weather.

Cool colors, both in lighting and display frame matting are important to any comfort selling program. Flowering plants and ferns in the lobby create a welcome impression of outdoor garden coolness as will fern balls suspended from marqueses. But, regardless of what method you may use to create an inviting atmosphere, there is always the problem of what art motif to apply to the entire comfort selling campaign.

On this page I have roughly sketched some of the more popular art illustrations which lend themselves to general use. These ideas are adaptable for newspaper ad slugs, lobby poster illustration or marquee decoration, cutouts for set pieces, overhead banner display, marquee cutouts, etc.

One completed poster which appears here was developed last year in attractive colors for delivery to the users of our service and another is contemplated this year.

In every application of art for the selling of comfort in our business it is well to keep in mind that we are also selling entertainment and that each illustration should convey the spirit of fun, excitement and pleasure while suggesting the cool idea.

Another practice, that of coupling the word "Comfort" with the word "Cool" is worth remembering when preparing your copy whether it be for the posters or marquee. This word "comfort" has a reassuring effect on the patron. It stresses that people will not be chilled or exposed to unhealthy as well as uncomfortable draughts. As a final word of caution in the preparation of 'Cool' copy, don't overemphasize the facilities you possess for providing cool comfort. The moment you start to go sensational the prospect will become wary and suspect misrepresentation. Conservative selling, treated with artistry in good taste, a well placed 'A' board (casel frame) or overhead banner or marquee cutout will produce better results than can be had by plastering 'Cool' copy all over the front.
In a 45,000-ton battleship of the Iowa Class, there are 3,058,000 pounds of copper . . . 1,529 tons of it!

That's just one reason why copper is scarce. Almost countless more war-imposed reasons exist why every last possible ounce of copper should be saved.

National Carbon Company's experience and research enabled us at the very beginning of the war to redesign "National" projector carbons using less copper while providing virtually the same screen brilliance as before. Furthermore, exhibitors, projectionists and lamp manufacturers have contributed much to the copper-saving program.

Now it is more important than ever for projectionists to collect the copper drippings from lamps, as well as the copper easily stripped from carbon stubs, and turn it all in to local salvage committees for re-use.

It's an easy thing to do . . . and a tremendously important one these days!

The word "National" is a registered trade-mark of National Carbon Company, Inc.

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation

KEEP YOUR EYE ON THE INFANTRY . . . THE DOUGHBOY DOES IT!
The Theatre Construction & Maintenance ADVISORY COUNCIL

C. B. AKERS GRIFFITH THEATRES
J. H. ELDER INTERSTATE CIRCUIT
K. F. ANDERSON W. S. BUTTERFIELD THEATRES
MELVIN C. GLATZ FOX INTER-MOUNTAIN THEATRES
W. H. APPLEGATE, JR. CENTURY CIRCUIT
HARRY J. GLENN W. K. JENKINS THEATRES
W. B. ARMSTRONG GOLDEN STATE THEATRES
HERMAN R. MAIER WARNER BROTHERS CIRCUIT
E. E. CLEVELAND WESTERN MASS. THEATRES
L. PARMENTIER EVERGREEN THEATRES
SAMUEL ROSEN FABIAN THEATRES

Outside Service Contracts vs House Staff Maintenance

No. 3—A Continuing Series of Reports by Experts on Problems of Vital Importance

How can the individual theatre owner and the small circuit operator reduce maintenance cost without sacrificing efficiency? We have heard that question asked time and again by showmen who observe the maintenance programs of large circuits in action at a per unit cost that is very low in contrast to their own. Many circuits accomplish this efficiency by employing crews of experienced specialists in each category of work to be done, with the cost prorated over a large number of houses on an ability-to-pay basis. When the crews are not busy making repairs or replacement installations, they are constantly inspecting equipment and property to reduce the possibility of emergencies. Other circuits have contracted with local specialists for this same type of service on an hourly or service charge basis.

Recognizing that operators of single theatres or small circuits cannot afford their own crew of experts, we placed before the members of the Advisory Council this question:

"Would the average independent or small circuit owner find it more economical to contract with outside specialists for equipment inspection and service (where such service is available) than to have this work done by house personnel?"

The vote of the experts was strongly in the affirmative. Some of the members, while favoring this procedure, warned against haphazard selection of outside contractors. Here are a few of the comments:

1. "Average help available is not experienced and in most cases do not have proper interest in efficient maintenance."

2. "Yes, provided however, that investigation disclose that outside service is really expert and not a haphazard fly-by-night organization. House personnel lacks the proper experience for this type of work."

3. "It has been my experience that where at all possible the main items of equipment should be inspected and maintained by specialists in the various trades. Experienced men with the proper tools do better work and guarantee better operation than the usual run of theatre employees, and it is not possible and not fair to expect house employees to have practical knowl-

edge of the various important mechanical items. I have seen janitors and theatre help trying to do maintenance painting and the result is usually very bad. I have also found that you can usually make arrangements with reliable firms who will be glad to inspect your equipment at regular intervals without any charge as long as they are assured of doing actual work when required."

A Worthy Outline of Procedure

4. "Circuit owner and independent will find it more economical to contract with outside specialists for sound service. On heating plants and air conditioning equipment, specialists should be called in at stated intervals. On projectors, I feel that the projectionist should take care of minor details and heads should be sent to specialist service departments for major repairs. Motors and generators should not require constant service other than an occasional check-up for dirty commutators and regular oiling. In most small towns, the projectionists are glad to cooperate and watch this equipment. Roofs are generally guaranteed for a ten year period and unless abused, give no great amount of trouble. The roof man, or a local roof man should be called upon to check the roof, the flashings and the roof drains twice a year. Plumbing and laboratory maintenance, the house manager should be responsible for small repairs and cleanliness. A local plumbing man can take care of repairs and there is no great maintenance problem involved here that the manager can't handle. On signs and marquees every thing depends upon the nature of the equipment. I don't believe it would be economical to employ anyone on a regular basis for service on these items."

This opinion reflects widely acknowledged experience that the best is cheapest in the long run. The ability of the individual employe to handle certain maintenance problems of course determines the local need for outside service. Many theatres in small towns have an electrician or a plumber on the job, etc. In many cases such employes are specialists and perfectly competent to do a fine maintenance job on items with which they are experienced. In many small towns, a local plumber or electrician is competent to regularly inspect, clean, oil or regulate equipment. Most smaller theatres, take advantage of sound service on a quarterly inspection basis with the prompt availability of a service man in emergencies. Some avail themselves of projector maintenance with replacement parts included in the service charge. As a rule, such service with parts, emergency calls included, provides a definite saving to the smaller theatre which may only be able to afford older equipment with the inherent risk of breakdown. Another problem in the smaller theatres is the lack of seasoned projectionist personnel for these booths serve as the farms from which the young cubs move on to big city theatres. It can be said again and again that it never pays to send a boy to do a man's job. So it is with maintenance. An expert may cost a little more at the time but an expensive breakdown of booth equipment, boilers, air conditioning, etc. (which usually happens when you have a full house) can be avoided and you are ahead of the game in the long run. Good maintenance is as important as fire insurance. The cheapest policy is seldom the best policy.

You Can Participate!

As this new STR feature gains momentum through the assembly of opinion and information pertinent to advancements of the standards of maintenance and theatre construction we plan to pin down in specific detail the answers to the average showman's problems. Let us have your questions for discussion by the Council. In submitting problems, please be brief and specific. Watch for the next Council Report in the issue of June 23.
The most urgent, the most timely film!

"ON TO TOKYO!"

In 17 dramatic minutes the G. I. sons of your patrons ask 17 vital questions that affect every man and woman in your audience. You will not consider it merely a duty to run this unusual subject. Your public will thank you for showing it! Far different from anything you've seen so far!

BOOK IT AT ONCE! IMPORTANT!
NATIONWIDE RELEASE MAY 31st!

Produced by Army Pictorial Service for the Army's Information and Education Division. Released by OWI. Distributed by Universal for War Activities Committee — Motion Pictuy Industry.
Types of Generators and Their Functions in Energy Conversion

A Generator is a machine for changing mechanical energy into Electrical Energy. A Direct Current Generator is one which has the "Slip Rings" replaced by a Commutator. This commutator is one slip ring which is split up into segments, which segments are insulated from each other with the ends of our single armature coil connected to the two segments of our commutator we can see from the diagram below that every time that the coil is cutting the field emerging from the "N" pole, it will be in contact with the left hand brush and that every time that the wire or coil is cutting the field entering the "S" pole that the coil will be connected with the right-hand brush. Thus we can see that the left-hand brush will always conduct the current externally to the meter and that the right-hand brush will always return the current to the coil from the meter thus completing the circuit.

Since the current in the external circuit will always be in one direction we have in fact rectified an Alternating current into a Direct Current. The wave form of the current produced will be changed from figure 1 to that of figure No. 2. This current will not, however, be a very smooth current. If we had sixty cycle current to begin with the rectified current will now have pulsations at 120 cycles per second. These pulsations would all be in the same direction and would be called a uni-directional current. If we placed two coils on our armature, increased the number of segments on our commutator to four and connected the positive brushes together and negative brushes together the wave form of our output voltage would now be like that shown in Fig. No. 3. The out put voltage will now be similar in wave form to that shown in Fig. No. 4. We would have a pulsating current the frequency of which would be 240 cycles.

Increasing the number of coils on the armature or number of "pairs" of poles or speed of rotation of the armature would increase the frequency of the pulsations until the output voltage would be substantially that of a straight line and we would have a relatively pure Direct Current. Very few generators have a pure output as one can ascertain by striking the arc of the projection machine and listening to the "singing" of the arc. The smoother the current the higher pitched will be the tone heard. Where pure direct current is required the output of the generator is filtered and all ripple voltage is removed.

Direct current generators are of many different types. The most common are (1) series connected, (2) shunt connected, (3) compound type. Direct current generators are usually self excited. This means that the pole pieces are made of permanent magnets. This fact provides the initial magnetism for the production of the terminal voltage which we require. As the armature begins to rotate within the field set up by the permanent magnets a voltage is developed in the armature coils.

In the case of the shunt wound or connected generator, since the field winding is connected to the brushes bearing on the commutator, (Fig. 6) the voltage developed in the armature will flow through the field winding. This will cause a current flow in the field which will further increase the magnetism of the field. This

(Continued on Page E17)
News In A Nutshell


Members of I.A.T.S.E. local 164, Milwaukee, will attend a Television School established at the Milwaukee Vocational School for this specific group. Karl Miller, V.P. of the local’s I.C. Union, sparkplugged the creation of the course with over 50 per cent of the local’s membership enrolled for the four sections of five weeks totaling 120 hours of classroom study. Tuition, text and materials will cost members about twenty-five dollars and the armed forces “wash-out” system will eliminate below par students at the close of each section. Classes, limited to 15 projectionists each, will cover:


According to information from the coast, several major studios have arranged to run tests of the Mardovan Process, invented by Nicholas Mardovan, designed to print two picture images in the space presently required by one on 35 mm. stock. The images are inverted to each other and appearing in the upright position on the film would be reals one, three, five, etc., while the inverted images represent reals two, four, six, etc. Thus, 2000 feet of picture require but 1000 feet of film. ample space remains on either side of the pictures for standard sound track and additional trackage for stereophonic effects.

The only accessory necessary in photographing, printing or projecting films under this process is a mask with an aperture 60 per cent the size used for 35-mm., and for the projector a standard lens of shorter focal length to provide screen images of standard screen size. A projectionist must be able to remove the reel from the take-up magazine, replace it in the feeding magazine and retread. Elimination of rewinding prolongs film life, balances wear on sprocket hole area of film and by masking off alternate frames the film is not exposed twice to the projector light and heat. The Joyce Selzwick Agency is handling the promotion of the process.

Rewind Switch Gets Underwriters’ OK

The Lakewood Automatic Rewind Switch announces that the device has just received the approval of the Underwriters’ Laboratories and now carries the familiar “UL” label, it was announced by National Theatre Supply, distributors of new rewind.

Since originally made available, the Lakewood Switch has undergone a number of improvements which include a new cast aluminum housing and standard Cutler Hammer switch.

New Marquee Display Frame

The marquee advertising display of which theatre men have always dreamed seems to have become a reality with the announcement by the Wagner Sign Service, Inc., Chicago, of their new Window-Type Marquee Frame. Allowing openings 15 feet high, and even higher, and of any desired length, the Window-Type Frame affords boundless space for punching up copy on every desired sales angle. Showmen can now enjoy a field day in writing marquee copy.

The use of even larger letters than ever before now becomes possible and colored life-size and larger transparencies can be installed on this marquee frame. A marquee advertising display of showmanship proportions can be effected by combining this new frame with the show-selling effects obtainable through the use of various sized Wagner translucent colored plastic changeable letters. A new and additional 17 in. high font of these letters are also to be made available shortly. With these facilities the showman can lay out a marquee with practically the same latitude obtainable with a paint brush.

The Window-Type Frames, which are available in multiples to fit unlimited sized areas, are installed separately and before the glass. Lamps or neon can be cleaned or renewed and all glass easily removed and replaced on the job without removing the frames. There are no soldered parts to hold them in position.

Mobile Projector Service

Bell and Howell Company held a preview of their new Rolling Service trucks for the 16-mm. projectors. These specially equipped trailers will go to the theatre, church, store or factory and service and repair 16-mm. equipment right on the spot. These trailers, painted gray, will be attached to the salesmen’s autos and it is expected there will be 65 in use within the next two years giving country-wide service. The press and trade attended the preview with Vice President J. Harold Booth, president, Edward Reeve of Henri Hurst McDonald Advertising Agency assisted in the arrangements.

Men in Motion

Will Whitmore, advertising supervisor of the Western Electric Company, has been named advertising manager to succeed H. W. Forster, deceased, according to an announcement by F. B.
NOW A Reality
...the Marquee Display of which You’ve Always Dreamed...

WAGNER’S Sensational New WINDOW-TYPE MARQUEE FRAME
(PAT. PENDING)

Allows openings 15 feet high, and higher, and of any length. Affords boundless space for punching up copy on every feature. Showmen can now enjoy a field day in preparing billing. Permits use of larger letters than ever before.

Adaptable to the use of lifesize and larger colored transparencies that inject life in the display.

Combining the beautiful effect of Wagner Translucent Colored Plastic Changeable Letters with this sensational frame results in a display of smash proportions and dynamic force. You can now lay out a marquee with every effect that you could obtain with a paint brush.

Window-Type Frames, available in multiples to fit unlimited size areas, are installed separately and before the glass. Lamps or neon can be cleaned or removed and all glass easily removed and replaced on the job without removing frames. No soldered parts hold them in permanent position. NO OTHER MAKE FRAME AFFORDS THESE ADVANTAGES!

Alert showmen will be quick to seize upon it for billing every picture as a BIG attraction...for outselling their competition. Be the first in your city to install them! Write, wire or phone for details today, or see your theatre supply dealer. Literature and name of nearest dealer will be sent upon request.

WAGNER PLASTIC LETTERS
the modern means of attracting attention and pulling in business, afford a vivid, colorful display—impossible with other letters.

Gorgeously brilliant, like neon, when light shines through them, they assume sharply silhouetted and third dimensional effect by day. That’s why theatres are replacing their old style solid opaque letters with these boxoffice magnets.

Available without priorities in 4" and 10" sizes in fonts of assorted colors (red, green, blue, amber and opaque black) from 76 letters up. Additional sizes up to 17 inches in height available very shortly. The beautiful, non-fading, permanent colors go all the way through. There is no surface color to chip or scale off. Painting is never required. Strong. Durable.

Wagner Sign Service, Inc.
218 S. Hoyne Avenue
CHICAGO 12, ILL.
Palms, Modern Atmospheric Theatre Opens

Phoenix Suburban Showplace Provides Postwar Planners A Preview of Things To Come

The Palms, newest of the Publix-Richards-Nace, Inc. theatres in Arizona, opened in Phoenix recently. It was in Phoenix, in the first decade of this century that Harry L. Nace, executive head of the circuit, started his theatrical career as manager of the Airidrome, an open air amusement place. His son, Harry L. Nace, Jr., manages this new showplace. Striking an advanced note in neighborhood theatre construction and architectural design, the general scheme of the Palms follows neither historic, period, nor conventional motif, the house having been fashioned rather to harmonize with the surrounding area—a community in which many of the finer homes of Phoenix are located.

The use of native Arizona flagstone in both exterior construction and lobby adornment adds another striking note to the Palms. This stone, brought to Phoenix from the northern part of Arizona, was carefully sorted and fitted to produce an extraordinary beauty of masonic craftsmanship.

Frame by the driveway and the pergola leading to the entrance doors, is an informal garden of semi-tropical plants including royal palms and banana plants. A sparkling pool of clear water, which extends into the lobby, heightens the pictorial note of the setting. Outdoor chairs and beach umbrellas will add a further note of relaxation and comfort to invite “the pause that refreshes.” The box-office has been built into the front on the right side of the entrance doors, with display frames completing the facade.

Three pairs of solid glass doors provide entrance to the lobby. The lobby offers an atmosphere of comfortable living in simple modernity. Richly carpeted and furnished with large easy chairs, the lobby is entirely enclosed in glass, permitting full view of the boulevard traffic as well as the picturesque setting created by the pergola and surrounding landscaping. Indirect lighting in soft harmonious colors illuminate the lobby which is flanked by a large display frame of redwood, which is extensively used for trimming purposes, housing art displays for coming attractions. Downlight is effectively used on this display, which is further embellished by a base-box planting of cacti and other desert growth to simulate an outdoor atmosphere.

A wide passage is provided from lobby to the foyer. The use of Perlite plastered walls harmonizing with soft grey carpet for luxurious effect accentuates the restful atmosphere noted throughout the entire theatre. Fifteen museum-like niches, two feet deep, have been recessed into the foyer wall in which under colorful spotlights, implements, apparel, and paraphernalia used in the primitive lives of Arizona Indians are displayed. A large glass window, 10 feet in height, at the south end of the foyer provides ample daytime lighting and at the same time a perfect climax for a foyer whose spacious—

(Continued on Page E21)
In Peace and Wartime

MOTIOGRAPH

~the Outstanding Name
In Projection

- The guarantee of superb performance, unbelievably long service and low maintenance cost is now more important than ever.
- Since we can produce at this time only a fraction of the Motiographs wanted we are taking care only of those in dire need.
- Projector literature or circular L72 on the various models of Motiograph-Mirrophonic Sound Systems may be had by writing

MOTIOGRAPH
"Since 1896"

4431 West Lake Street  •  Chicago 24, III.
How You Can Give Old Doors That Magic Touch of Glamor

Problem No. 2

Following up last month's problem of a specific redecoration style for a given type theatre interior we have arranged with Arthur Knorr, eminent theatrical producer, designer and director of the New York Roxy, to develop detailed exclusive designs covering the principal features of theatre decoration. Mr. Kessler's designs dealing with overall interior transformation will alternate with Mr. Knorr's detail treatments which possess the individuality and theatrical verse of a stage designer's artistry in practical application to interior decoration.

Arthur Knorr

Theatre doors are second, perhaps, only to the stage in relative importance where eye-appeal is involved. Aside from their functional place in the theatre, doors can provide a decorative high-spot in an otherwise colorless area. Doors can be made to look attractively inviting or they can just be doors which are painted into obscurity by ineffective color treatment in relation to the surrounding walls or woodworking. The age of the door—providing the hinge anchorage is not worn beyond repair or the shape of the door has not been warped or cut to the point where it no longer fits neatly into the casement or frame around it—has little bearing upon its continued usefulness if redecorated.

Some of the older doors are better constructed than those made more recently so that it frequently proves much less costly to redecorate old doors than to replace them with new ones involving new hardware, fitting, etc. We have seen heavy doors, with glass removed, internally braced and covered with hard fibre board. On this surface the decorative motif desired was accomplished with paint and mouldings, plaster ornaments or mirrors with the result that the old doors stood up to the rigorous treatment they were designed to withstand for ten or more years of useful service.

Arthur Knorr, who is responsible for the door treatments on these pages, has redecorated the massive old doors of the New York Roxy Theatre with the result that they are more impressive and attractive than ever. What is more important, the cost of their modernization was negligible in comparison to replacement. Mr. Knorr is a great believer in theatre glamor, in having various areas of the theatre distinctively different from each other both in color and treatment.

He has contrived to use door decoration as a central motif for the styling of a room, into which the doors open, or the area from which they open. Doors can lend character to a room as attested by the designs on these pages for powder room and men's room doors. Furniture, lighting fixtures and lamp shades, wall treatment can be selected to complement the doors for attractive atmosphere.

In choosing the materials to be used in redecorating doors the first consideration should be the wear and tear which they must be built to withstand. In theatres where rowdism is prevalent, cast plaster should not be considered
MEN'S RIGHTS

All this order natural higher the any will natural the neighborhood frame constructed fill emplary catalogues supply plaster type In dramatize hibitors owner. Recognize stocked for lack result. Combination, specific requirements to retained 3 result. Entirely local, There We We most object a Local picture cases theatrical theaters are different requirements. As We We of many jobs. Glamorous you experienced craftsmen to deal experience to the theatre owner. We stress this point in presenting this series of problems as we have seen so many exhibitors turn over an attractive decorative scheme to a local, commercially experienced decorator, only to be seriously disappointed in the final result. Local decorators in the smaller cities lack the theatrical flair for color selection and combination, knowledge of theatre decorative requirements and those all important money-saving shortcuts of which we speak.

We are supplying ideas here in order to dramatize the glamorous effects that can be obtained fairly simply and also to suggest the germ of an idea here and there to be applied to specific theatre jobs. However, it must be remembered that you need experienced craftsmen to carry out the project and deliver the required result.

In the next issue of this section, Problem No. 3 will again deal with overall redecoration of another type theatre interior by Mr. Kessler and following that Mr. Knorr will present another series of decorating ideas dealing with an entirely different phase of interior decoration.

INVITATION TO MILADY! For that feminine touch of quenched grandeur Mr. Knorr has made the entrance to the Powder Room an event. ABOVE-LEFT: Door frame of applied beveled mirrors. Mirrors inset into panels where they exist or framed with wood moulding and applied. The other treatment is a frame of cast plaster rosettes with door paneled and embellished by similar rosettes centered in each panel. If old door is solid the panels can be added by using wood moulding frames. The door color should be of a dark solid color, even black, with the ornaments and frame in soft pastel shades or white.

MASIVE AND MASCULINE! Dignified personality is reflected by the doors to the Men's Lounge shown above. A club room atmosphere can be achieved without resort to the outmoded illusion of a man and his pipe through these "easy to do" doors. LEFT: Overall covering of leather, leatherette or plastic leatherette with an applied vertical stripe of half round moulding in natural wood finish or painted. RIGHT: Similar overall covering is required for this style door with the design executed in ornamental nails. The same effect can be achieved on a natural wood door or a flat surfaced door with lacquered finish.

EXIT DOORS

THIS WAY TO THE EGRESS! Even Barnum recognized the importance of inviting exit doors. Above, Mr. Knorr supplies two pairs of very attractive exit door treatments. LEFT: Slid doors with applied wood moulding are here enhanced with the addition of a decorative cornice. An exit sign could be inserted into the center of the cornice which is constructed of moulding. RIGHT: Slid doors can be decorated as shown with paint or with the panels of applied moulding and the stars painted on. The simplicity of this treatment will work in harmony with almost any surrounding decorative scheme.
News In A Nutshell

Wright, the company's director of public relations.

Mr. Whitmore joined the Western Electric Company in 1929 and has been with the organization continuously to the present time. His work in the company's Public Relations Department has covered all phases of publicity, advertising and magazine editing.

For a number of years, during the post-bellum phase of the talking motion picture development, Mr. Whitmore specialized in the subject of sound films. He served as chairman of the publicity committee of the Society of Motion Picture Engineers for nine years.

Mr. Whitmore was born in Lockhart, Texas. After two years as a student of electrical engineering at the University of Texas, he transferred to the School of Journalism at Northwestern University where he graduated in 1926. After the conventional "eab" period, he joined the editorial staff of the Exhibitors' Herald-World in 1927. He is a member of the Society of Motion Picture Engineers, the Radio Executives Club and the Industrial Advertising Association.

H. E. Hammons, president of the Century Projector Corporation, this week announced the retirement of Sam Kaplan as general manager. Mr. Kaplan has been actively associated in the industry for more than twenty-five years. He started the Sam Kaplan Manufacturing & Supply Company, which in 1938 became the Century Projector Corporation.

W. D. Hauser becomes vice-president and general manager. He has been associated with the corporation as comptroller since 1938. L. W. Davee continues as sales manager. He is highly recognized in the industry on research engineering and sales promotion and is well known in the trade. Mr. Geo. C. Steilin has been appointed factory manager. He has had extensive engineering and manufacturing experience, with motion picture projection equipment. Mr. Hammons announced that the present dealer relationship policies will continue and the post war program will be considerably expanded.

Odds ‘n’ Ends

Among the pictures of the week is a shot of a car parked in the Victoria box-office on Broadway. Gap was that the bird was giving the customers chattering. "Standing room only," as a solution to the manpower problem. The picture in question was "Dillinger." Harry Goldstein garnished the caption on the photo by relating a story about the bird which is a bird in itself. Seems Harry's brother Jack was working on the "I'll Be Seeing You" campaign for the Capitol, N.Y., opening and wanted the parrot for a pre-opening lobby stunt. Bird was to gape "I'll Be Seeing You" to patrons as they left the theatre as an advance plug. Harry sent him to the doctor who owns the parrot to see if the bird could learn the line. The doc told him to stand behind the parrot and repeat the line several times, assuring that the bird would be a quick student. He followed instruction and after two or three tries the parrot leaned up and squawked "Dillinger," "Dil-linger." Brother Harry was there ahead of Jack. (What press agents won't stoop to.)

Another "lost and found" item from the Frederick, Md., News came in from Cyril Mee, Opera House manager. The clipping (from a column-Odds and Ends) tells of woman who left one shoe at the theatre, also a false tooth, nits, etc., left inadvertently over a period of time by absent-minded patrons.

Institutionally Speaking

In connection with Courtesy Week, Columnist Herb Graffs in Chicago said some very nice things in print about the Balaban & Katz tradi-

tion of courtesy. Quote "Courtesy is supposed to be basically a conduct matter, but it is almost pure fire as a money maker. You can ask Balaban & Katz about that." Graffs went on to say that when B&K started out in 1917 they didn't have any better theatres, pictures, etc., than anyone else but they did have the idea that people who bought tickets should be treated as though they were going to sit in the royal box. To back up this idea, B&K chose their em-
ployees for breeding, home training and char-
acter. Graffs concludes: "The public is said by some cynical authorities, to be pretty much of a beast. But there's hope for it with the tactful demonstration of animal training by good man-
ners the public is exposed to in the better movie houses.

Following last month's story about cutting a slice of admiration, a Dallas feature writer salutes Uncle Lou Bissinger, who has been at the helm of the Queen Theatre, Dallas, for the past 32 years. It's another swell tribute to a showman who has endeared himself to his commu-

nity and industry. Bissinger has been in the business nearing 40 years. Prominent film men who entered showbusiness as ushers at the Queen under his direction include: Jean Finley, Bill Saul, Albert Reynolds, Herb Kelch and Buddy Stuart. A lot of stuff has gone under the thing since Uncle Lou (as the young 'uns call him) opened his first nickelodeon.

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Projection Clinic
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increase of field strength will cause a greater voltage to appear across the armature terminals and again increase the strength of the field. This re-enforcement will continue until saturation of the field takes place and we have then reached the maximum voltage that the generator is capable of producing.

Now as we say the generated current in an external circuit we will be dividing the current between the external circuit and the field. Thus as we begin to draw current there will be a drop in voltage indicated on a voltmeter connected to the terminals of the armature. This external load such as an arc lamp will try to stop the generator from rotating. The prime mover (motor) will stagger in its rotation until more current from the motor line flows into the motor thus restoring its normal speed. You should stand close to your generator and listen to the speed of its rotation while it is not supplying current to the arc. Then have your partner strike the arc. You will then hear the generator slow down as it delivers current to the arc. As a rule the generator will not recover completely from the burden of supplying current until the arc is disconnected. We have often noticed as we bring the carbons closer together that we draw more and more current from the generator. Should we be pulling an amount of current that is close to the maximum capacity of the generator we will notice that as we draw more current the voltage of the generator will decrease.

Integral Parts of Generator

How many conditions must be satisfied before we may expect the generator to perform its functions? First of all we need some powerful device to turn our armature. Next we need a concentrated magnetic field in which our armature is to be rotated. Then, of course, we need the armature. The freer it rotates the more efficient our machine is going to be. Around this armature we have wound coils of wire and we have terminated these coils of wire on commutator segments in contact with brushes which will conduct the developed current to an external circuit. If we are going to have an appreciable current we will need a field coil which will receive current from the armature. If we desire to change the voltage output at will we need a controlling device. This we will call a field rheostat and any current entering the field of the generator for purposes of excitation will have to flow through this rheostat (or resistance).

Fig. 6 will give you a picture of all of these devices except the motor. There is one thing to remember; we may never get any more power from the generator than that which the motor is capable of developing. In fact we always expend more power in the motor than that which the generator returns to us. This is referred to as the efficiency of the motor-generator set.

As the armature rotates within the magnetic field set up by the permanent magnetism of the pole pieces, the electrons within the copper wire of our coils begin to rotate. This action occurs due to the influence of the magnetic force extending from one of the poles to the opposite pole. The rotation of these electrons cause a sympathetic rotation of the electrons in the core of the armature (a high grade of magnetic iron). The cooperation of all of this electronic rotation within the armature cause a current to flow to one brush, through the external circuit and back into the other brush thus completing our electrical circuit. Some of this current flows into the coils of wire comprising our field coil thus strengthening the magnetic field existing between the two poles of the generator.

Since this field has increased in intensity the armature coils are now cutting more numerous magnetic lines of force and a greater current is developed. The voltage will continue to increase until our field is saturated and can support no more magnetic lines of force. Should we desire a lower terminal voltage than that which the generator is capable of developing we can reduce this amount by inserting a resistance in series with our field and its armature connections. This resistance will then limit the amount of current that will flow in the field coils and keep the field strength down to the maximum required.

Now we come to some conclusions. If we increase the current flow from our generator we will have to increase the strength of the magnetic field of the generator in order to maintain output. As our demand upon the generator increases so also must the amount of current flowing into the field coils increase and our motor must maintain the constantly required speed of rotation. Should we draw so much current from the generator that an increase of field current could not take place we would then have a decrease in the amount of voltage produced by the armature and the generator's output would decrease rapidly. If this drop was serious we could cause a loss of excitation and possibly lose the permanent magnetism of the pole pieces. The generator would then fail to build up a voltage until such time as we remagnetized the pole pieces of the field, however this is a simple operation.

To remagnetize the pole pieces first wind a piece of paper around the armature commutator so that the brushes are insulated from the...
Projective Clinic
(Continued from Page E17)

commutator. Next advance the field control or rheostat so that the minimum possible resistance is in series with the field. Connect the terminals of approximately six volts of dry cells to the brushes, positive and negative and leave them so connected for a few minutes. A current from the battery will flow through the field coils and thus restore the permanent magnetism which we have lost. Restore the generator to its normal condition and start the generator. It should now build up in the normal manner.

In the event that you have connected the batteries improperly and your generator voltmeter should show that the polarity of the generator has been reversed you will have to go through the process all over again and this time make certain that the polarity of the batteries has been reversed from the former connection.

A "Series Wound" Generator is one in which all of the current that is developed in the armature must pass through the field and its control before energizing the external circuit. If we are to produce considerable power the wire of the field must be of a size as to easily conduct this current without heating. Since the passage of this large current through the field coils will develop a magnetism in the field poles and our magnetising influence depends upon the amperes-turns of the field we will find that ample magnetism can be produced by a relatively small number of turns of wire which are wound around the pole pieces. (Amperes-turns are found by multiplying the ampereage by the number of turns of wire in the coil. Ten amperes times one turn equals ten amperes turns and ten turns times one amperes also equals ten amperes turns.)

One characteristic of a series generator is that it is designed to operate a circuit which requires a constant current. The internal wiring and external circuit is represented by Figure 5. Here we have the field coils, the armature and also in series with the load. The resistor connected across the field is for the purpose of by-passing some of the current developed in the armature in order to control the magnetism existing in the field and thus control the voltage delivered by the generator. The total resistance of this resistor is somewhat greater than that of the field windings.

Next engage the slider (represented by the arrow head), and you can progressively reduce the value of the resistance shunting the fields and thus steal current away from the field. The field magnetism would then decrease and so would the output voltage.

Since it is the voltage that forces the current through the circuit we would also be able to control the current output of the generator with the field control. Due to the fact that the excitation of the field depends upon the amount of current flowing through the circuit and due to the large amount of current flowing, the field of the generator is quickly saturated. When this condition exists any further increase in current drawn will have no effect upon the voltage developed because of field saturation. With careful manipulation of the field control resistance this balance between field saturation and desired current output may be accomplished.

As we have already stated a "Arc Lamp" and since this lamp is to be connected in series with the other lamp already running, we will in fact be adding another resistance in series. We would naturally expect that the amount of current now flowing would be less than previously registered on our meter. But this is a series generator that we are using and because of the design of the generator this expected drop in current does not take place. This is due to the interaction taking place between the armature and the field. The curve of excitation of the field of a series generator is much steeper than that of a shunt generator and a very slight change in developed current results in a very great change in generated voltage up to the point of saturation of the field.

How To Determine Voltage

There is no place in the circuit of a series generator where we can connect a Voltmeter in order to determine the total Voltage developed by the Generator. This is due to the fact that we have a series circuit, and there are no ends to a series circuit. We can, however, find the Voltage of any part of the series circuit and if we measure the voltages of all of the sections of the circuit we can by adding these values together, determine the maximum Voltage developed by the generator. The voltage across any section of the circuit will be equal to the resistance of that section times the current through the circuit. In a series circuit the current is the same in all sections.

The resistance of the field times the current of the circuit will determine the voltage across the field. The resistance of the armature times the current of the circuit will give the voltage across the armature. The resistance of the generator circuit times the current of the circuit will give our generator voltage. The sum of all these three will give us the total voltage developed. Every series generator has a critical load resistance below which it will not operate properly or build up a voltage and since this generator on closed circuit conditions in order to build up a voltage we must insert some resistance in the line in order that the voltage may be built up.
Dayton Safety Ladder Shoes

fit any standard ladder rails...

Guarantee additional safety, prevent slipping! Shoe is instantly converted by a flip of the hand or foot for either inside use of treads or outdoor use of spike toes. Shoe or base is made of #16 gauge and the side plates are of #13 gauge steel. Suction grip treads are renewable. Lock nuts and spring washers insure proper adjustment. Easy to install.

Write for Bulletin No. 4 today.
"Listed by Underwriters Laboratories Inc."
Dayton Safety Ladder Co.,
2337 Gilbert Ave., Cincinnati 6, Ohio

Be Wise—Order Yours NOW!

Brand New Pre-War Blowers

Complete with Drives

Only 100 available for early June shipment.

Pre-war heavy gauge steel. First come—first served. To avoid delay mark order priority.

Specify freight or express. Ceiling price allowed if no motor wanted.

S. O. S. Cinema Supply Corp.
449 West 42nd Street, Longacre 3-4040

New York, N. Y.

Quick Quiz

Test your knowledge by answering these questions in writing after reading this article. See Page 572 for the correct answers to check your score.

1. What is a generator?
2. What is a commutator?
3. What are the three common types of generators?
4. What limits a generator's power?
5. What halves voltage increase?
6. How can terminal voltage be decreased?
7. What determines magnetism influence?
8. What are ampere turns?
9. How can voltage of series generator be determined?
10. Name three general sources of "loss" in a generator.

Make those improvements now!

Now is the time to make those much needed improvements to your theatre. Allow us to offer our suggestions and estimate.

Novelty Scenic Studios, Inc.

318-320 W. 40th Street
New York, N. Y.
Projection Clinic

(Continued from Page E19)

ings and the resistance of the brush contacts and commutator. Third, iron losses which include the Hysteresis and eddy currents that are set up in the field and armature iron. The armature core is made of iron which is a conductor. This conductor cuts the magnetic field. A current is set up in the core. We cannot use this current and it produces useless and damaging heat. It takes power to set up a current, therefore we lose this power. This process of loss is termed "eddy current loss."

Since the armature is rotating within a magnetic field of two polarities and one side of the armature will temporarily be under the influence of the North pole it will be magnetized in one direction. This requires power. Then at the next instant this same side of the core will be under the influence of the South pole. The South pole will have to demagnetize the core and remagnetize the core to a new polarity. Power is expended in demagnetizing and remagnetizing the core. The process is termed "Hysteresis loss" again producing useless heat. Laminating both the field and the armature cores tend to minimize these losses. We will continue with "Sources of Electromotive Force" in later sessions.

DeVry Postwar Selling to Mobile and Audio-Visual

Immediate adoption by DeVry Corporation of postwar sales plans built around the use of trailer-housed sales demonstrating units. William C. DeVry, who announced this innovation, said that the trailer units will be equipped to give on-the-ground demonstrations of all types of audio-visual teaching and training equipment in remote country schools, theatres, businesses, and other organizations as well as those in major cities.

The first of a proposed fleet of five trailer-housed units will be ready as soon as DeVry's warwork is completed. These units will be specially constructed trailers built to DeVry specifications. They will be 24 feet long, 8 feet wide and will have a headroom of six feet, five inches. In addition to housing the complete line of audio-visual teaching and training equipment, they will provide living accommodations for three persons. The unit will be powered with a 3,000-watt portable generator, making it independent of commercial power supply.

DeVry Portable to Smithsonian

More than 30 years ago this spring, the late Dr. Herman A. DeVry emerged from the basement of his humble Chicago home with the world's first portable motion picture projector.

Last week, this original "suitcase projector," as it was then called, was sent to Washington to take its place in the Smithsonian Institution along with other outstanding mechanical contributions.
The Cover

Douglas Leigh, designer of many of Broadway's spectacular displays, projects the idea of what tomorrow's theatre parking lot may look like in the heart of a big city. Perhaps this vision of a submerged taxi service is not too remote at that; for in the North New Jersey area adjacent to New York we understand that a company has already secured authority for a Helicopter commuters' service as soon as equipment is available. Mr. Leigh hopes to convert the Great White Way into a permanent World's Fair.

Palms, Phoenix, Modern Atmospheric Showplace

(Continued from Page E12)

ness has been cleverly utilized to effect an attractive cultural display. Entrances to ladies' and gentlemen's rest rooms are located at the north end of the foyer. The ladies' powder room is carpeted in soft grey, its walls treated with a green and white vertically stripped paper, with a ceiling of modified white. A large dressing table with built-in and recessed mirror provided with concealed lighting adds further to milady's comfort and convenience. The louvre treatment of the doors leading to the auditorium from the foyer suggest the lattice jalousies prevalent in communities of the south. The Palms present seating capacity is 775, with provisions having been made for post-war reseating to accommodate 822. Two aisles and cross aisles mark the seating arrangement on a gentle slope providing good vision from any point. The front seats, to the cross aisle are spaced 34 inches and those to the rear of the cross aisle 36 inches, back to back. The building alone covers an area of 60 x 168 feet, is set back 24 feet from the sidewalk and occupies only about half the total area of the theatre site, which provides spacious landscaping.

The auditorium with walls and ceiling of acoustic plaster is impressive. Broken side walls with concealed lighting troughs and a rich silk copper color damask contour curtain are highlights. A sense of friendly intimacy has been gained through the arrangement of the curtain to reach fully across the prosenium and well back into the auditorium in a large semi-circular sweep. Fluorescent lighting augmented by concealed ceiling spotlights provide eye-filing beauty in rapidly changing effects as they are played on the contour type curtain, motor-controlled for use at the beginning or ending of a performance or at will. Blue and gold light can be played upon the ever changing folds.

The lighting of the auditorium employs the most recent development in theatrical lighting—used for the first time in Phoenix—and among the first few used in the entire country. Midnight blue fluorescent tubing of high intensity has been incorporated, which, as the performance begins, is dimmed into a glow of midnight blue, the attained softness providing a restful atmosphere, while at the same time permitting ample light for safe movement about the auditorium.

In addition to paving the land around the theatre itself, providing convenience for both pedestrian and motor traffic, additional space to the north of the theatre site has been cleared and paved for ample parking convenience.

The architects on the Palms Theatre were Pereria and Pereria in collaboration with Lescher & Mahoney, of Phoenix.
NOW AVAILABLE

One of our most popular sellers
THE WENZEL SHOCK-ABSORBING

INTERMEDIATE GEAR
for all Standard Projectors
(PATENT PENDING)

To keep your present equipment operating smoothly until the time when our new projectors are available, use Wenzel quality, precision projector replacement parts. Send for our catalog. Mention name of dealer who serves you.

Ex-ERPI-Altec Employees
Get Pension Plan Credit

H. M. Bessey, vice-president of Altec Service Corporation, has disclosed that the company's Retirement Pension Plan is an independent trust. The administration of the plan is under the control of an administrative committee upon which corporate ownership, management, district offices and personnel relations are represented.

Altec is granting past service credit to those who came with the company from Electrical Research Products, Inc. The average length of service is approximately 11 years. Those having the longest service are: D. M. Cole, Inspector, Auburn, N. Y., 27 years—8 mos.; A. J. Radermacher, Branch Manager, New York, 27 years; E. Z. Walters, Comptroller, New York, 26 years—11 mos.

Many Altec employees who entered the Armed Services are considered on a leave of absence with full credit granted for Government service upon return to the company.

All employees of Altec, including those who have been added in recent years to replace those in military service, are covered under the Retirement Pension Plan and no contribution is required of any employee since Altec assumes the entire cost.

News In A Nutshell

(Continued from Page E16)

General Electric Company is introducing a new turrett lamp holder for 40 watt fluorescent lamps. They are built of sturdy metal and the starter receptacles are located between the lamps to accommodate either f.40 GE Watchdogs, or FS 4 Starters. The new lamp holder is made only in white.

A Chicago supply company, reports about a fifteen thousand yard carpet backlog piled up for Chicago theatres. The normal carpet requirements of this territory is said to be about ten thousand yards. Many installations of asphalt tile floor covering have been made in theatre lobbies and has proved a good substitute during the carpet shortage.

On the Planners Boards

Plans for the construction of a 1,200-seat theatre as soon as materials are available was announced in Minneapolis by Benjamin Berger, president of Berger Amusement Co. The theatre will be built on the site of the old West Hotel, Hennepin Ave. and Fifth St., which Berger purchased last week for a reported $100,000. The site, now used as a parking lot, is 170 feet by 200 feet deep. Berger said that his new house will include stores on the Hennepin Ave. frontage with an outdoor parking ramp built on the second floor. Associated with Berger in the deal is Joseph Numero, president of City U. S. Thermol Control Co., and Theodore Karatz, owner of Air-Loc Seat Industries.

A WPB priority has just been granted for the immediate construction of a 500-seat theatre at Bellevue, Washington. Architect, Bjarne H. Als of Seattle has completed the plans forKeeper Freeman who will construct the house.

Robert N. Patton, owner of the Uptown and Angels Camp theatres, Sonora, Cal. has purchased the Knights of Columbus Hall on Wash-ington Street as a future theatre site. Purchase price was reported at about $12,000. Plot is 70 x 125 fronting on Washington St. and Stewart Street.

Ralph Taylor of Kingsport, Tenn., announced plans for a new theatre in Jonesboro, Tenn., which will be in the building of Hig 1000-seat theatre. Messrs. Jack Comer and William Drumbar who handled the request said the theatre would not be built until after the war.

H. B. Meiselman, Charlotte, N. C. chain theatre operator announced plans for the erection of two new theatres in Asheville, N. C. at an estimated expenditure of $300,000 covering construction and equipment. An 800-seater will go up on the corner of Biltmore Ave. and Eagle Street to be named "The Strand," the other seating 1450 is to be built on a site yet to be announced. Meiselman is presently building two houses in Charlotte, The Manor and The Radio City.

A new theatre is planned for Smyrna, Del. next door to the Strand Theatre and will be operated by the same management it was announced.

C. D. Pickell, resident manager for the T & D Jr. Enterprises, Inc. of San Francisco announced a new 1200-seat stadium type theatre to be erected in Red Bluff, Cal., at an estimated cost of $140,000 on the site of the State Theatre, destroyed by fire a year ago. The contract was let to Salih Brothers, San Francisco contractors.

Advisory Council Adds Member

The Advisory Council, STR's service department for discussion of matters related to maintenance, construction and operation of theatres is thriving. Manufacturers and theatre owners have expressed keen interest and enthusiasm for the project. This month we are proud to welcome two new members, Mr. Dick Dickson, director of maintenance, National Theatres, and Mr. Harry J. Glenn, maintenance supervisor for the William K. Jenkins Theatres, Atlanta, Ga. The tussle of the titans in problem persuing grows. We regret the withdrawal of Russell H. McCullough, National Theatres, Director of Maintenance, who has been placed in charge of this company's pre-fabricated postwar theatre plan for Latin America. We congratulate McCullough on his new post and welcome his successor Mr. Dickson, appointed by Mr. Charles Skouras, President of National Theatres, to succeed him. We want to extend the thanks of this department and a host of our readers for the unfailing and enthusiastic cooperation of the Council members to date. Opinion reveals we are off to a fine start.

Check Children in Boston

Check your child. The new Laffmovie Theatre, formerly the Normandie, inaugurated with its opening, a new type of amusement has been created in the lobby of the theatre whether one is a patron or not. In fact the proprietors say that they will welcome shoppers who wish to watch their children cared for and supervised by a competent matron while the parents shop in nearby stores. It is hoped that mothers and fathers will attend the theatre while on their shopping tour, but this is not necessary.
<table>
<thead>
<tr>
<th>MAY</th>
<th>27</th>
<th>Clean fly ash off coils of heating plant when closing down boilers for summer. Have flues and chimney thoroughly cleaned.</th>
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<tbody>
<tr>
<td>28</td>
<td></td>
<td>Flush out entire heating system and fill boilers with clean water before retiring the plant for its summer rest.</td>
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<tr>
<td>29</td>
<td></td>
<td>Oil motors of stoker or oil burner equipment and cover mechanism (other than motor), with film of vaseline. Paint motor casing.</td>
</tr>
<tr>
<td>30</td>
<td></td>
<td>Be sure flag displays are clean for holiday use. Spotlight stage flags. Dry clean and repair winter uniforms before storing in mothproof bags.</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td>Clean screening on air inlets and replace where needed. Clean filter. Clean exhaust fume fans. Clean auditorium grills and air conditioning vents.</td>
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<table>
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<tr>
<th>JUNE</th>
<th>1</th>
<th>Clean and repaint footlights trunks white before relamping with cool colors for summer. Check wiring of all sockets if this has not been done recently.</th>
</tr>
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<tr>
<td>2</td>
<td></td>
<td>Have cool looking drapes prepared for box-office to create proper atmosphere at point of sale. Use cashier smock or uniform in matching colors.</td>
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### Showmanship DATES

**May 28:** Dionne Quintuplets born at Calender, Ontario, 1934.

**May 30:** **MEMORIAL DAY** (except Ala., Fla., Ga., La., Miss., No. Car., So. Car., Tenn.). Confederate Memorial Day in Virginia.

**June 3:** Confederate Memorial Day in La. and Tenn. Jefferson Davis, born 1808 (celebrated in Ala., Ark., Fla., Ga., Miss., So. Car., Texas and Va.).

**June 4:** Rome captured by Allies, 1944. Victory at Midway, June 4-5, 1942.

**June 6:** Invasion Day, 1944. Nathan Hale, patriot, born 1755.

**June 10:** National Flower shut-in Day.

**June 14:** **FLAG DAY.** Germans march into Paris, 1940.

**June 15:** Infantry Day, first observed, 1944. Federal Income Tax, 2nd payment.

**June 17:** **FATHERS DAY.** Bunker Hill Day in Boston, Mass.

**June 21:** **SUMMER BEGINS.** France falls to Hitler, 1940.

**June 22:** G.I. "Bill of Rights" for Veteran's Benefits signed 1944. Germany strikes Russia, 1941.

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**3** Have window screens checked, glass washed, awnings put up and window sash and frames painted where necessary. Have cool valences in readiness.

**4** If you use summer seat covers it is time to put them on. If you haven't used them they may be the answer to rejuvenating war-weary chairs.

**5** Check condition of intermittent movement, metal and fibre gears, take booth inventory with projectionists. Are safety rules being observed?

**6** Check all Neon tubing and have tubes and channel carefully washed. Make all needed repairs. Washing the marquee may be just as effective as painting.

**7** Are clocks keeping accurate time? Have them cleaned and oiled, adjusted. Have weighing scales checked for accuracy and repaired if necessary.

**8** Have projectionists check rectifier for peak efficiency. Clean contacts with non-abrasive paper and make sure each is secure.

**9** Check plumbing and wiring in all store rooms or offices in theatre building. Order removal of rubbish accumulations. Caution tenants on fire hazards.

**10** Have projectionists check generator for efficiency. Oil, clean brushes, have armature and rotor winding blown free of dust accumulation. Paint casing if needed.

**11** Is metal box or fireproof container being used for disposal of burnt carbon stubs? Is film promptly placed in safety vaults when removed from projectors?

**12** Is your air conditioning plant in readiness for use on short notice? Have expert check entire system to insure trouble free operation.

**13** Check dates for refilling fire extinguishers. Check fusible links, alarm boxes, fire hose, control valves, couplings. Hold fire drill for employees.

**14** Have coin changemaker in box-office checked, oiled and cleaned. Inspect ticket dispensing machines, oil motors, remove paper dust from around knife blades.

**15** If film rewind in proper alignment to reduce wear on edges of film? Are projectionists filing report forms explaining breakdowns, bad changes, etc.?

**16** Check condition of all outdoor electric control boxes. Remove rust by sanding, paint with red lead and black. Check switches, fuses, contacts, wiring.

**17** Check trip rope and pulleys controlling stage sky-lights necessary in wounding smoke in event of fire. Test asbestos fire curtain.

**18** Inspect ceiling plaster and metal lath for loose areas likely to endanger patrons' safety. Check heavy fixture suspension fastenings, chain, cable, etc.

**19** Avoid excess use of laboratory deodorants. Make certain rules of cleanliness are being observed by janitorial staff to keep rooms pleasant.

**20** Check flush valves on toilets and urinals. Have controls adjusted for minimum use of water without sacrificing efficiency.

**21** Check balcony and stair railings for bowed anchorage. Have repairs made promptly where needed for patron safety.

**22** Have an electrician make a check of all fuses to determine correct amperage for each line. Mark boxes to avoid overloads.

**23** Have staff member check sound volume in various parts of theatre during shows and keep booth paced as to proper level. Check personally at frequent intervals.

**The FRONT OF THE MONTH**

**Dramatic Impact Captured.** The smash, show selling front prepared for the Victoria Theatre, Broadway, showing of Monogram's "Dillinger" recently dominates the Times Square d'splays. Giant head (about three stories high) is painted in shades of blue with the girl ("Lady in Red") painted in red. The giant title screams from both sign and marquee.
**PRODUCTION NOTES FROM THE STUDIOS**

**George Cukor to Direct 'The Razor's Edge' for 20th-Fox; Toumanova, Margaret O'Brien Set for MGM's 'Ballerina'**

For his first MGM drama in three years, John Cromwell, radio amusement, and comedian, has been signed by PRC to be starred in a feature comedy, "How Do You Do." The picture, which gets its name from Gordon's radio trade mark, will be the first produced by Harry Sabin for PRC.

Jane Frazee has been set for the starring role in "Down Tahiti Way," which William O'Sullivan will produce. A musical romance of the prewar era of peaceful Pacific Isles and gentle zeppelins, Miss Frazee will don a sarong to lure one of the other new comedy teams of Wally Weyton and Chock Chaudhry, which Republic is preparing to debut in this picture.

Lola Lane returns to pictures in one of the top character roles in "Deadline at Dawn," which stars Bill Williams, Susan Hayward and Paul Lukas at RKO. Lawrence Tierney, Osa Massen, Joseph Callela and Joe Sawyer are others signed for feature roles. Harold Clurman of New York's famous Group Theatre, makes his film directorial bow with this picture, and Adrian Scott produces.

Harry Romm, head of the theatres division of General Amusement Corp., arrives in Hollywood to prepare "Swing Parade," the high-budgeted Monument musical. Film marks Romm's first effort as a producer, and involves a leave of absence from his present theatre-booking activities. Del Lord, veteran director on leave from Columbia, is director and associate producer of the film.

Monty Woolley has been given one of the leading roles in the 20th-Fox Technicolor picture, "Centennial Summer," which Otto Preminger will produce and direct.

First picture starring Tamara Toumanova under her new contract with MGM will be titled "Ballerina" in which she will share star roles with Margaret O'Brien. The picture will unite the producer-director team of Joe Pasternak and Henry Koster.

Clive Brook, for many years one of Paramount's leading stars, has been cast for Harry Shores, which Charles Brackett will produce and Mitchell Leisen will direct. Role for which Brook is sought is that of a middle-aged English gentleman who figures importantly in the story. RKO is the most likely studio to make the feminine star role. John Lund, Broadway actor, will make his screen debut in the film.

Walter Wanger has not only lined up the same stellar cast, Edward G. Robinson, Joan Bennett and Dan Duryea, which headlined "Woman in the Window," for "Scarlet Street," but he has also secured the services of Milton Krasner, who photographed the star's material. Fritz Lang will be producer and director on the Universal production.

Michael Curtiz, Warners' director, and his staff are preparing locations for "Night and Day," his next assignment. Cary Grant will star in the musical based on the life of Cole Porter which Arthur Schwartz is to produce.

George Cukor has been signed by 20th-Fox to direct the W. Somerset Maugham story, "The Razor's Edge," which will star Clifton Webb.

Jack Grant's first picture as an associate producer for PRC, "Checkmate," is now in production with Richard Fraser, Grace Gillem, Kenneth MacDonald, Eddie Acuff, Emmet Lynn, Cy Kendall and Join Harmon in the cast. Lew Landers will direct.

Leo Carrillo was cast in a featured role with Constance Moore and Tito Guizar in Republic's forthcoming musical, "Mexicana," first picture to be produced and directed by Al Santell under his new long-term contract. Other players cast in important roles are Jean Stevens, glamorous dancer, Estelita, Gay Zanette and Phyllis Herrin, spectacular dance team, Howard Freeman and Steven Greay, comedians.

Marina Koshetz, daughter of Nina Koshetz, famed opera star, was signed to a long-term contract by MGM. Marina will make her bow on the MGM lot in a singing role in "Two Sistern from Boston," which Henry Koster, who discovered her, will direct and Joe Pasternak produce.

Bob Lowery has been signed by Producers Fine and Thomas to star in the Paramount picture, "They Made Me a Killer," scheduled to start the latter part of June with Bill Thomas directing.

William Framework reports to Warners for the role of Dead Pan, character he made popular in the original "Janie" and which will be an important personality again in the Joan Leslie-Robert Hutton starrer, "Janie Gets Married," in which Vincent Sherman is directing and Alex Gottlieb, producing.

**ENTertain NOTEd COLUMNIST**

On a quick visit to Hollywood while covering the San Francisco Conference, Drew Pearson, noted Washington columnist and radio commentator, visited the Warner Bros. studio and was given a luncheon reception by Jack L. Warner, vice-president in charge of production, with stars and executives attending. Shown here, left to right: Charles Ein- feld, WB advertising and publicity director; Robert Smith, Los Angeles Daily News; Drew Pearson and Jack Warner.

**Nassour, Los Angeles Manufacturer, Forms Consolidated Pictures**

Edward Nassour, young Los Angeles manufacturer, has announced the formation of Consolidated Pictures, incorporated for a million dollars, and the purchase of a studio and other properties at Saticoy Sunset Boulevard. Full-length motion picture features and shorties will be produced. Within a few weeks, Nassour said, he will announce his executive staff for the new independent motion picture studio.

Consolidated Pictures Studios take in the area from a Los Angeles Los Angeles to Ridge Road Street on Sunset and are equipped with full facilities for motion picture production. Offices and other buildings to handle all phases of motion picture productions, including television and facilities for broadcasting radio and television programs, will be centered at Consolidated Studios.

**Gets 'Blue Skies' Feminine Lead**

Twenty-two-year-old Joan Caulfield has been signed by Producer Joseph Stittson for the co-starring role with Bing Crosby and Paul Draper in Irving Berlin's "Blue Skies," which will be filmed in Technicolor as one of the most elabo-rate musicals ever undertaken. Stuart Heisler will direct, and the screenplay is being written by Allan Scott. Billy De Wolfe and Olga San Juan have been cast for other principal roles. The picture will start about July 1.

** Sextette for 'Ding Dong Williams'**

Sons of the Pioneers, musical organization of screen and radio, have been signed to appear in RKO Radio's "Ding Dong Williams," a comedy with music in which Glenn Vernon plays the title role.
Even Cast Baffled

Locked doors were ordered by Director George Marshall for filming of the showdown sequence in Paramount's musical "Dialah." Until the start of the scenes, even cast principals were uninformed on the identity of the killer in the Raymond Chandler story, "Five Finger," in which the script circulated off the set, final scenes are missing. All three stars, Alan Ladd, Veronica Lake and William Bendix, performed with others in the scenes.

Morgan to Record Hymns

On completion of his role in Warners' "The Time, the Place and the Girl," Dennis Morgan, augmented by the choir of the Hollywood First Presbyterians, made recordings of two hymns, "Onward Christian Soldiers" and "The Battle Hymn of the Republic," for Columbia Records. All royalties will go to the church. Morgan will also make Columbia records of the "Desert Song" numbers, with Heinz Roemheld conducting the orchestra.

Ginny Simms in Universal Comedy

Ginny Simms has been signed by Producer-Director George Waggner to co-star with Robert Paige and Charles Coburn in Universal's comedy with music, "All In Ermine." Susanna Foster, originally scheduled for the role, returns to New York to star in "Life With Luigi," the Michael Fessier-Ernest Pagano story, to be directed by William Seiter.

Goetz Buys Kilgallen Story

William Goetz of Universal Pictures this week announced the purchase of "Pygmalion Jones," a short story by Dorothy Kilgallen which appeared in "Cosmopolitan," and its early filming under the title "It Had to Be You." While production dates have not been set, Robert Smith has been assigned to write a screen treatment.

'Kansan' Leads Assigned

Columbia has assigned Evelyn Keyes to the top feminine role in "The Kansan," (temporary title) based on Harold Shumate's "Not With the Best of Drums." Willard Parker and Harry Parks will share honors in the male leads, and direction will be by George Sherman for Producer Michel R atlas.

Heads Stromberg Music Dept.

Carmen Dragon has been signed to direct the new Hollywood music department, first assignment of which will be to prepare for the forthcoming Stromberg production "Young Widow," which United Artists will release.

MSS. SHOWMAN GOES TO STUDIO STOLLING

Dear Mr. Exhibitor's Wife:

I've arranged for us to go over to International Pictures today to see Claudette Colbert and Orson Welles working in a scene for "Tomorrow Is Forever," sixth picture on the International schedule for RKO release. It's a very serious witness as we enter the set: the return of a man long thought dead (a composite of World War II stories), and the trial of some of his wife who had remarried these many years, and who doesn't know him.

The year is 1943. Scene takes place at the entrance to the dining room of Claudette's house. Welles isn't recognized because of the disfigurement of his face and the ripping of one side of his body, but Claudette senses something strange about him. His presence has a disturbing influence, so now they are to do the scene where a verdict is to be rendered by the jury and no one knows the truth.

Director Irving Pichel is huddled with the two stars, discussing things in the script. We can hear, over the din of the voices all around us, that Welles also has some suggestions to make. In the meantime, no one is left.

The man from the makeup department is busy fixing Welles up a bit; Claudette's personal maid is fussing over her mistress; lights, etc., are set in place and a little man with a piece of white chalk marks the spot where both stars are to stand during the shooting.

With the signal to "go," Claudette walks toward the entrance to the dining room. She steps there and calls to Welles, who has been standing near the window. As he comes forward, limping and carrying one arm close to his body, she starts to speak.

"Everything seems to be going along smoothly, when suddenly Director Pichel/editors suggested something further to suggest. It looked all right to us amateurs, but I bet we'll notice those extra touches on screen.

Claudette looks stunning in the navy-blue and white checked suit she's wearing. It has a wonderful shoul der line and a round, closed neckline. She wears it with a navy blouse and pearls, and navy blue pumps. Her hair, which is the envy of all of us who like to wear our wind-blown, is soft and lovely, and stays in place. Wonder how she does it."

MSS. SHOWMAN GOES TO STUDIO STOLLING

Ex-Sailor Gets Assignment

Walter Wilson, handsome ex-sailor recently signed by Paramount to a long-term contract, gets his first featured role in "Too Good To Be True."
Short Subject Reviews

The Monster and the Ape  (Action)
Columbia Serial—15 Episodes  First, 26 mins.

The opening chapter of this serial gets off on the right foot with plenty of suspense, action, the ingredients or horror intertwined with a realistic ape and a mechanical man of prodigious strength. As a morsel for the juvenile trade it’s a tidbit and they’ll revel in it. The story opens at the Bambidge Research Foundation where the metalogon man, a robot, is exhibited by Ralph Morgan before George Macready and other three colleagues. Later, the last three are murdered by a huge ape, after a warning by a mysterious radio voice which claims rightful ownership of the robot. After meeting Robert Lowery, representative of a large company for whom the robot was manufactured, Morgan and his daughter, Carole Mathews, return to the laboratory to find the robot stolen. Balance of the serial promises interesting.

A Harbor Goes to France  (Enthralling)
Col. (6901) British Ministry of Information  10 mins.

Although V-E Day is past tense, this short from the British Ministry of Information released through the facilities of Columbia, will still have mass appeal. It is a pictorial essay of British ingenuity in constructing a harbor over which the Allied troops and supplies moved incessantly and without interruption from the beginning of D-Day on to the Normandy beach-head and ultimately to Berlin and victory. In its 10-minute running time it is an enthralling recital of one of the war’s most urgent problems of building a port piecemel and towing it to France when the time came. Its sequences deal with shipyards, factories and plants from one end of England to the other, employing some 30,000 British men and women who labored against time to finish their task while all worked under a veil of mystery, for not one of them could be told on what he or she toiled. The film concludes with the port being towed to fleet assembly on D-Day, joined into a working unit and placed against the shores of France to play its part in the liberation of Europe. This subject is recommended without reservation.

Talk of the Town  (Very Funny)
Para. (Y4-A) Speaking of Animals  9 mins.

Producer Jerry Fairbanks has come up again with another amazing “animals speaking” short, with Ken Carpenter as narrator interviewing mules, hens, elephants, a canary and a horse, with the animal dialog providing hilarious gags. Fine addition to any program.

Overseas Roundup No. 3  (Excellent)
WB (1406) Vitaphone Varieties  10 mins.

The third in this series of intimate views of servicemen in action and playing opens with an informative and interesting sequence of the Navy’s new weapon, the helicopter. The aircraft rises vertically and bovers over a shipwrecked sailor, pulling him aboard via a specially designed winch and cable. Scenes of a roaming depot in Australia showing the Army horse being trained and then transported by truck and airplane to the sections where the animal is needed most. Coffee-making, from picking the beans to brewing grounds is shown as the Army does it and is followed by scenes of Chinese GIs in training under the supervision of American instructors. Scenes of broadcasts to servicemen close the film.

Newsreel Synopses

(Released Wednesday, May 23)

MOVIETONE (Vol. 27, No. 75)—Final German surrender signed in Berlin; Hamburg a shambles; New German crimes revealed; Gestapo agents executed; Nazi U-boats captured with tons of Reich gold seized by Yanks of Third Army.

PARAMOUNT (No. 76)—Surrender in Berlin; U-boat surrender as Nazis land in New York; American troops enter Milan and round up enemy snipers; Execution of German prison guard who worked for Nazis during occupation of Berlin; Soviet and American troops uncover two more horror camps.

ROKO PATHE (Vol. 16, No. 78)—Film slice inside Berlin in five years; Germans taste defeat throughout Germany; French traitors executed.

UNIVERSAL (Vol. 18, No. 199)—End of Nazi U-boats; Bombing of Japan; Surrenders in Germany; Parades in Berlin; Famous Wurlitzer; Germany finds hundred tons of gold in salt mines at Hamburg; RAF raids Hamburg.

ALL AMERICAN (Vol. 3, No. 135)—President Truman names Walker to Liberian post; Negro doctor named for Wayne College; Hollywood week celebrated in Chicago and U. S.; Women news commentator on San Francisco station; Will’s wins 20th boxing match; History is made, at red school house in Reims; Reporter for All American gets public reaction.

(Released Saturday, May 26)

MOVIETONE NEWS (Vol. 27, No. 76)—Heroic U. S. warship Franklin survives blazing holocaust caused by Jap air attack.

PARAMOUNT (77)—Official Navy films made under fire of the aircraft carrier Franklin, picked off as one of the worst disasters in American Naval history and a proud story of heroism.

RKO PATHE (Vol. 16, No. 79)—U.S. Navy streamers from Pacific held to be taken by the Jap military force; Small Japanese plane scores two direct hits and, as by a miracle, the Franklin, scarred by explosion and fire, is saved.

NEWS OF THE DAY (Vol. 16, No. 274)—Film saga of the gallant flotilla of H. M. Carrier Franklin hit by Jap bombs, as it writes a chapter of heroism for naval airmen, and disaster and death; First Yanks home since V-E Day.

UNIVERSAL (Vol. 18, No. 400)—American Day celebrations; Fighting Yanks home again; U. S. Carrier Franklin refuses to die.

Schine Theatres Using 2 Warner Shorts for ‘I Am American’ Week
All situations in the Schine Circuit are celebrating “I Am an American Week” with special campaigns, and the principal special attractions for the occasion are the Warner Bros. two-reelers, “I Am an American” and “It Happened in Springfield.” In many spots the theatres have tied up with local American Legion, Veterans of Foreign Wars or other organizations. Also brought into the tip is the Seventh War Loan drive, with the theatre programmes urging audiences to show what real Americans they are by getting solidly behind this campaign.
ASTOR PICTURES

Distribute.

Richard

55.

Marjorie

Jim

Lassie

Jean

J.

86...

J.

Creed Hardwick-Lydon-Bartholomew

Wallace

Reissued

Spencer

East

Lost

6/21/45

33/3/45

Kay

P.

fred (Wa)

b5/l3/44

b3/24/45

56

28.

100

al/27/45

Warner

Morris-L.

68.

D.

Judy

Abbott

a2/3/45

Dunne-C.

60.

C.

J.

B.

Bruce

MacMurray-M.

M.

Charles

6041

6037

6221

6039

6205

COLUMBIA

COLUMBIA

1944-1945

17x309

17x428

16x333

16x117

16x546

17x397

17x117

17x524

18x384

18x289

18x359

18x346

18x590

18x340

18x116

18x525

18x425

18x727

18x473

18x717

18x82

18x603

18x597

18x869

18x174

18x687

18x537

18x500

18x77

18x264

18x698

17x482

17x425

17x555

17x381

17x283

17x218

17x597

17x616

17x748

17x108

17x141

17x451

17x406

17x141

17x82

17x628

17x116

17x107

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### NEW PICTURES STARTED LAST WEEK

Last week's starting record still remained under that for the same time the preceding year. When factors that appear a year ago last week were pretty favorable compared to the present strike and other hindrances, a drop from ten to six isn't so very bad. Yes—and six are our key figures—ten pictures in a year ago last week, while six won under the wire this week. And if you're from Missouri, here are the starters:

#### COLUMBIA
- These Endearing Young Charms—Principals: Jane Wyman, Brian Keith, Virginia O'Brien. Director, Allan Dwan.
- Three Caballeros—Principals: Disney Voices. Director, Hamilton MacFadden.
- Tugboat Annie—Principals: Joan Blondell, Richard Arlen. Director, Robert Florey.
- Young Man with a Horn—Principals: Paul Muni, Ginny Simms. Director, Michael Curtiz.
- You Can’t Do Without Love—Principals: Barbara Stanwyck, Tom Glunz. Director, King Vidor.
- Youth on Trial—Principals: Margaret O’Brien, Robert Reed. Director, Edward Dmytryk.

#### RKO
- Is There a Ghost—Principals: Dean Jagger, Hedda Hopper. Director, Roy del Ruth.
- The Man on the Town—Principals: Spencer Tracy, Katharine Hepburn. Director, Richard Thorpe.
- The Man with the Shovel—Principals: Claire Trevor, John Hodiak. Director, John Farrow.
- The Woman in the Window—Principals: Barbara Stanwyck, George Brent. Director, Samuel Fuller.
- You’re a Big Girl Now—Principals: Andy Devine, Barbara Stanwyck. Director, John Farrow.

### TITLE CHANGES

"In Old Wyoming" (PRC) now SONG OF OLD WYOMING.
DON'T WAIT!

ORDER YOUR NEW
SIMPLEX
REG. U.S. PAT. OFF

SOUND and PROJECTION
EQUIPMENT

For Early Delivery

- With the easing up of war-time restrictions on materials and labor our factory has been able to produce a steadily increasing number of SIMPLEX Projectors and Sound Systems.

- We believe that you will want to be among the many theatre owners taking advantage of this condition. Get your orders in now!

- ACT TODAY! Call your nearest National Theatre Supply branch and be assured of getting the SIMPLEX Sound and Projection equipment you want.

INTERNATIONAL PROJECTOR CORPORATION
A General Precision Equipment Corporation Subsidiary
90 GOLD STREET • NEW YORK 7, N. Y.
J. Arthur Rank  (See Page 9)

Each Extra Bond You Sell Helps Speed Total Victory
1ST WEEK -
Great!
(Off to a flying start)

2ND WEEK -
Greater!
(Beats 1st Week)

GREER GARSON · GREGORY PECK · DONALD CRISP · LIONEL BARRYMORE · PRESTON FOSTER · MARSHA HUH

Screen play by JOHN MEEHAN and SONYA LEVIE · Based on the Novel by MARCIA DAVENTPORT
3rd Week - Greatest!
(Beat 1st and 2nd Weeks)

Sitting Pretty For a Long Run!

M-G-M's "THE VALLEY OF DECISION" with
ADYS COOPER · REGINALD OWEN · DAN DURYEA · JESSICA TANDY · BARBARA EVEREST · MARSHALL THOMPSON

Directed by TAY GARNETT · Produced by EDWIN H. KNOFF · An M-G-M Picture

And still the honors come!

REER GARSON wins the TOP Award in the Woman's Home Companion Poll.
A $10,000,000,000

ALL AMERICA KNOWS the hard-hitting,
• But nobody knows it as well as we w
Good-selling job you exhibitors have done during the past six War Loans. Understand fully how much of your time and energy went into that vital work—and is now going into the Showmen's Seventh.

- As citizens, we thank you for the tanks and planes and guns whose purchase your tireless sales-work made possible.
- As motion picture producers and distributors, we thank you for the credit and honor your efforts have reflected on the industry we're all part of.
- Please let us know in what way we can help you. As in the past, our management men, our field men, our ad and publicity men are at your service. When you want 'em, say the word. Meanwhile, the word we say to you is: CONGRATULATIONS!

In appreciation for the Showmen’s Seventh

COLUMBIA PICTURES CORP.
METRO-GOLDWYN-MAYER PICTURES
PARAMOUNT PICTURES INC.
RKO-RADIO PICTURES, INC.
TWENTIETH CENTURY-Fox FILM CORP.
UNITED ARTISTS CORP.
UNIVERSAL PICTURES COMPANY, INC.
WARNER BROS. PICTURES, INC.
The Toughest Fight of the Pacific War!

To the shores of Iwo Jima

in Technicolor

Photographed by combat cameramen of the Navy, Marine Corps and Coast Guard

Released by United Artists for the Office of War Information through the War Activities Committee, Motion Picture Industry

The greatest 2 reel short ever made of the war in the Pacific...BOOK IT TODAY thru U.A. and hear your audiences cheer this actionful, Technicolor account of the battle for Iwo Jima!
Booking Sense

We were at loggerheads only a short time ago with a pretty intelligent producer (that means he makes good pictures) because he argued that anytime he came through with an unusually good production he should have the right to insist that it be run single.

Now, a lot of youse guys know that one of the things that make most exhibitors work up a peeve, is for a producer to tell them how to book shows. So, having been accused a long time ago of being some kind of a champion of the exhibitors' cause, we upp'd and said "no dice, brother," the exhibitors know how to book their shows. All you need do is to tend to your knitting and produce money-making pictures and they'll do the rest—including helping you make a few hundred thousand bucks profit.

But to switch to a more serious vein. Last week we happened into a typical small town in western Connecticut and found the local movie house playing "Here Come the Waves," and a low budget musical along with it.

That sort of thing is the exception rather than the rule, but there are sufficient such occurrences to make us wonder just what some exhibitors do when they get into the exchanges to book their shows. Could it be that business is so good that they just don't give a hoot what they throw together to make up a show? Or don't they know any better?

A smart guy once coined the expression that this kind of an exhibitor succeeds not because of, but, in spite of himself. The smart guy must be right.

Postwar

While we do not agree with some recent predictions that the postwar era will witness a sharp drop in theatre business, at the same time we do not harbor any illusions that the current boom spots are going to hold up to such business levels as exist at present.

What we do expect is a leveling-off with business being more widely distributed than at present with concentration in certain first run areas. We do, however, go along one-hundred per cent with the proponents of lowered film rentals for the small independent exhibitors. It is no secret that a very large number in that category are not now enjoying, nor have they enjoyed, any real boom business and even a slight drop in attendance will mean serious trouble for them. In the aggregate these theatres represent too small a proportion of the national total for distributors to take the chance of having the little fellows get into financial difficulties—and the big companies can, but certainly, afford to forego the comparatively small dollar volume drop that would result from a general reduction for these little fellows.

Block Buying

The one burning question asked us by nearly every independent exhibitor we meet is: "Do you think pre-consent decree selling will ever return?"

The answer, as far as we can figure it, is a big "No!"

The five major companies which instituted block selling under the terms of the decree have found that instead of the system being a liability, it is just ducky from their standpoint. Selling in small blocks, with almost every standout picture being labeled a "special" and sold individually, the distributors have found it easy to get far better prices than under a block selling system. Such being the case, why should these companies return to the old system under which they sell the majority of their films blind and on reasonable flat terms?

So to those who are asking and those who are wondering about it, we say, don't look for any pie in the future skies so far as film buying is concerned. It appears quite certain you'll have to keep on battling it out with the shorter end of the lever in small block deals for a long while to come.

—"CHICK" LEWIS

Variety Club Spirit

Chicago Tent 26 of the Variety Clubs has earned the applause not only of the rest of the Tents but the entire entertainment industry by reason of the tremendously successful Hal Halperin show put on recently for the benefit of La Rabida Hospital, which is the chief charity of the Chicago Tent. In addition to raising a sum expected to reach the handsome total of $50,000 for this worthy institution, the Chicago Tent proved itself truly representative of "the heart of showbusiness."

It is such accomplishments as this that prompted our editorial last week regarding the need for a Variety Club in each and every exchange center.
Vast Exchange Building

Warner Bros. and Paramount are taking the lead in a building program by independent distributors for construction of new exchange buildings and the remodeling of existing ones. The sum of more than $50 million has been earmarked. Warners intend to construct at least eight new exchange buildings and propose remodeling the Paramount building. Paramount is set to build new exchanges in four key cities, and extensively remodel in three others. General President is reported to be contemplating a large expansion program of its exchanges. MGM, 20th-Fox, RKO, UA, Columbia and Republic apparently do not plan large scale exchange expansions. Monogram plans to improve its exchanges as "development warrants," and PRC has recently completed improvements in its Omaha exchange and in its plans contemplates the opening of new exchanges and the modernization of existing ones.

Strike in 13th Week Cuts Production Pace

The studio strike entered its thirteenth week today with conditions at the Hollywood plans worsening so far as production pace is concerned. There has been a serious drop in the amount of new productions, though the vaunts of major distributor outflights are still very well supplied with product awaiting release and therefore little grave concern has been expressed in many quarters of the business as yet.

The jurisdictional battle has seized several of the independent producers very much in the middle and it is these concerns which stand to be badly hurt if some solution of the issues involved is not arrived at soon. One of the most spectacular production stoppages, perhaps, is that of suspension of David O. Selznick's "Duel in the Sun," a $3 million enterprise that has been stopped practically in the middle of the production schedule.

A threat by the Pomona Valley Central Labor Council, AFL, this week brought a severe reprisal to the Council from William Green, AFL president, who sent a telegram to the Pomona unit demanding public retraction of "unjustifiable and indefensible" action in voting to place on an "unfair" list the names of screen players who refused to take sides in the current studio strike.

J. H. Devlin Dies in Boston

John H. Devlin, for many years executive and secretary of Loew's Boston Theatres, died last week at the Wyman House of the Cambridge Hospital, Boston, after a brief illness. Devlin was a pioneer in the industry and was well known to showmen in Boston. He was a vice-president and director for Allied Theaters of New England and a member of the law firm of Guterman & Guterman.

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New Theatre Projects Move Nearer Reality

Liberalization of new building and building repair restrictions by the War Production Board this week is expected to be reflected in speeding up of many projects in the district and exhibition branches of the industry. The new WBP ruling that construction work costing up to $5000 may go ahead without official authorization by WBP will make it feasible for a considerable amount of the projected new construction and remodeling work on exchange properties to move into the active stages.

In case of well-worn theaters, it is expected that such work as grading sites for theatrical projects—particularly the large number of projected outdoor types of theater—can get started.

This development was indicated from many sections of the country. In St. Louis, for example, many theatre owners were said to be preparing to take action on projected new construction as well as remodeling.

One of the most encouraging signs to develop on the horizon for future efficiency in getting the building program going is a sound basis which was laid down for new exchanges, when officials of the Associated General Contractors of Massachusetts and the Carpenters District Council of the AFL entered into an agreement designed to prevent strikes and lockouts following the end of the war.

The agreement, which will permit theatre owners and others to enter at once into construction following the release of priorities, without fear of possible troubles, is unique in that where it's expressed in similar agreements are for the duration only, this is for the period following peace terms.

The terms of the contract are to be in full force in all cities and towns in Boston, Cambridge, Somerville, Chelsea, Everett, Malden, Medford, Revere, Brookline, Winthrop, Dedham, Milton, Belmont and the Islands of Boston Harbor.

Columbia Interrogatories Ordered Heard by Goddard

Federal Judge Henry W. Goddard signed an order early this week requiring the Government to answer Columbia's interrogatories together with the five conceiving companies which were set to be heard Tuesday (June 11), in connection with the New York equity suit which goes to trial Oct. 8, in the U. S. District Court in Boston. About the suit, United Artists had not submitted questions.

As many of the interrogatories as it was possible were slated to be heard Friday, while July 1 is the probable deadline for all of the replies by the Government.

Abbott & Costello Sign With 'U'; To Make One Annually for MGM

Abbott and Costello signed a five-year contract with Universal this week which will be effective until May, 1950. The provisions of the contract calls for three pictures yearly. The team will make one picture annually for MGM until 1950.

Returns from the personal appearance tour of Edward Cahn in the East scheduled to start in July will go to the Costello, Fr. Youth Foundation. The society was established to combat juvenile delinquency.

To Reissue Colbert, Crosby Films

Universal will reissue, on June 15th, "Imitation of Life," starring Claudette Colbert and "East Side of Heaven," starring Bing Crosby. The pictures will be offered either individually or as a double bill.

SHOWMEN'S TRADE REVIEW

June 2, 1945

Confirms WB Withdrawal

Harry M. Warner, president of Warner Bros. Pictures, Inc. this week confirmed the termination of the distributor's resignation from the Motion Picture Producers and Distributors of America, Inc., became effective on Friday (June 1).

Form New National Distributor Concern

Formation of a new national distribution company known as Motion Picture Exhibitors Association, was announced Wednesday in New York by Irvin Shapiro, who has been elected president of the new company.

The announcement stated that the company immediately will set up key branches in "more than 20 exchange centers" for the distribution of thirty new productions. The pictures are described as "high-budget and exploitation pictures."

The board of directors of the new company, the announcement stated, have purchased all the capital stock of the former United Screen Attractions, and also confirmed a distribution deal concluded by George O'Donnell, president of International Theatrical and Television Corporation, and Shapiro whereby United Screen Attractions will have a 50 per cent interest in the $3-mm. product controlled by I.T. & T.

WB Arranges $17 Million Loan; Puts Debt on 2% Cent Basis

Through a banking syndicate headed by the New York Trust Co., Warner Bros. this week negotiated a loan of $17 million to reduce its net worth rate to two per cent and will call for redemption on June 29 of all of its four per cent serial debentures outstanding in the principal amount of $7 million.

The company also proposes to call for payment on June 28 all of its two and three-quarter per cent term bank loans outstanding in the amount of $10 million on that date. The net worth rate is the lowest ever accorded a film company.

The new $17 million loan will be payable in installments in the initial year, 1952.

In addition to the New York Trust Co., other banking institutions in the transaction include the Guaranty Trust Co., N. Y.; First National Bank of Boston; the Citizens and National Bank and Trust Co., Chicago; the Pennsylvania Co., Philadelphia, and the Union Trust Co., Pittsburgh.

Berger Amusement Buys Palace, 1800-Seat Minneapolis Theatre

Purchase of the Palace Theater, 1800-seat second-run movie house, located on Hennepin Avenue, the Broadway of Minneapolis, for a price in the neighborhood of $100,000, was announced by Benjamin Berger, president of Berger Amusement Company.

SHOWMEN'S TRADE REVIEW

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Curfew Put Crimp in Owl Show Popularity

Indications as to the amount of re-education work theatremen may have to accomplish on the public is being developed as the United States shifts over from a war to peace economy, may be read into the effects on habits of people who were weaned away from the movies during the home front and from late film shows as well as night clubs. The latter are finding the late business way below pre-curfew levels. Theaters in most of the areas showing war worker shows for war workers were formerly well patronized, now find the owl performances far less popular.

In St. Louis the Missouri Theatre has not revived and plant shows, and there is no plan to return to the owl performances within the immediate future. Loew's State has been giving special Thursday and Saturday shows, but theaters in general have indicated that a very sharp decline in attendance has taken place following the lifting the curfew and revival of the late shows.

Many theatremen regard the condition as merely the expected reaction, and go along with the idea that it takes selling and cultivation of buying habits of that nature of one of the hopes broken by the curfew—to make any special theatre or amusement enterprise successful. However, in St. Louis and some other cities the drop has been sharp and is described by some to a drop in employment, or at least a shrinkage in the contents of pay envelopes of many war plant workers.

March Admission Tax Drops $1,500,000 From Feb. 1944

A perceptible drop of over $1,500,000 in theatre tax collections throughout the country in the 31-day March month of the current year was revealed by the monthly statement issued by the United States Internal Revenue Service, compared with the 28-day February month of 1944. For March, 1945, the Government’s receipt from this source was $39,076,928, while one year ago for February, the income to the Government from theatre admissions was $30,645,244.

The March of March, nevertheless, proved a record from a theatrical standpoint of returns to the Government as revealed by the collections, for New York (Broadway) area, with a total of $5,600, 508, of which $4,774,234 was accounted for by theatre admissions. These figures compare with theatre admissions accounting for $4,654,307, a total for the district of $4,487,630 on February business. In March of last year theatre admissions in the Broadway district totaled $1,964,579, while the total for the district was $2,228,331.

RKO to Hold Tradeshows

RKO will hold an exhibitor tradeshows of "Two O’Clock Courage" on Monday, June 4, at all exchange centers except New York and Los Angeles. "Don’t Look Back," a film by Bataan" will be screened in all cities except New York. The following day, June 5, "West of the Pecos" will be tradeshowed in all RKO exchange centers. "George White’s Scandals" will be screened on June 18 in all cities except Boston and St. Louis where tradeshows will be held the following day.

Wonder Man" Premiere June 8

Samuel Goldwyn’s "Wonder Man," starring Danny Kaye, will have its world premiere at the Astor Theatre on Friday, June 8.

"Corn Is Green" Tradeshows Set

National tradeshows of "The Corn Is Green" has been set by Warners for June 25.

Republic Observes 10th Birthday

With $20 million on the line for new production and $2 million for studio expansion, Republic Studio this week inaugurated the celebration of its 10th Anniversary. Herbert J. Yates, president and founder, is receiving acknowledgments on the occasion from high sources in the nation, the state and the industry.

Starting as a so-called independent company, Republic now ranks with the major studios, producing pictures on budgets ranging from a million to a million-and-a-half dollars. The studio’s 10th anniversary attraction is "Flume of Barbary Coast," directed and produced by Joseph Kane who was at the studio when Yates organized it in 1935.

Rank Distribution Organization to Set Up Exchanges Throughout Dominion of Canada

J. Arthur Rank (see cover), British industrialist and film, neckl, lived up to the expectation that his arrival in Canada last week would be the signal for a series of events and announcements of widespread interest and importance to the film industry.

The formation of a Canadian distribution organization in partnership with Paul L. Nathanson, the president of Rank, was announced Wednesday in Toronto, though something of prime importance in itself, was accepted merely as a foreshadow of far more interesting things to be expected in the weeks to come.

Within a week of Rank’s arrival on Monday, May 21, in Toronto, film circles in the United States started to buzz with reports of impending deals covering distribution and production with direct ties to important American producers, while extension in Canada under the Rank-Odeon sponsorship was expected to assume tremendous proportions.

The British film magnate, who was accompanied on the trip from London by John Davie, director of the British Odeon Circuit, and G. L. Woodham-Smith, legal advisor, in his introductory statement to the press he said: "we are trying to insure that if our films are good enough, a fair proportion of the audiences of the world shall be given a chance to see them. He said that Odeon did not intend to produce feature length pictures in Canada, that even those with "essential Canadian background" will be made by Canadian companies. In fact, it was announced that Toronto will concentrate on educational films. The 110 theatres now operated in Canada, Rank said, will be augmented by many more at the earliest opportunity, and that these new theatres will have a seating capacity of from 800 to 1000.

The report in New York Tuesday that David O. Selznick had gone to Canada to confer with Rank added to the welter of speculation in American film circles by reviving the report that the Selznick had been offered $10,000,000 for a project with Rank.

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Golden Takes Option on Rights To Queen for a Day Air Show

Golden Productions, Inc., has taken an option on the film rights to "Queen for a Day," 30-minute radio show originating in New York and broadcast over Mutual and allied stations. The show is produced by Raymond R. Morgan Company of concern with "Breakfast in Hollywood," the Tom Brownson radio show which is to be produced by Golden as its next release through United Artists.

Risin Arrives on Coast

Robert Riskin, who resigned May 1st as Chief of the Overseas Motion Picture Division of the Office of War Information, arrived Tuesday in Los Angeles where he plans to start work at once on an original screenplay and then will form a company for its independent production and distribution.
"Cagney's best since 'Yankee Doodle Dandy'!

... Thrill-packed smash hit! ... It spells box office! ...

Can't miss doing topflight business in all situations!...

Cagney is back in stride with a made-to-order two-fisted role! ... Strong box office attraction! ... Should be one of U.A.'s top-grossing pictures! ... Certain to register as very popular entertainment! ... An attraction for top billing ... Should land with the better Cagney grossers! ... Production, direction, acting, etc., are aces!"

(Money lines from seven leading trades!)

JAMES CAGNEY
SYLVIA SIDNEY
in "BLOOD"

a WILLIAM CAGNEY production
Smashed all records at the United Artists Theatre in San Francisco for any picture, any time, playing at regular admission prices! This is exclusive of the record-breaking World Security Conference Premiere held by the San Francisco Press Club, which broke a precedent of 56 years by sponsoring “Blood on the Sun” while calling it “a masterly production of the highest entertainment value!”

PORTER HALL • JOHN EMERY
ROBERT ARMSTRONG • WALLACE FORD
ROSEMARY DE CAMP • JOHN HALLORAN

Screenplay by Lester Cole • Additional Scenes by Nathaniel Curtis • From a Story by Garrett Fort

A SMASHING HIT from U.A.!
OPENING SOON—CAPITOL THEATRE, NEW YORK!
Special Bond Events
Score Record Sales

Record "grosseys" in E Bonds are currently being run up by Bond Premiers and Children's Bond Shows for the "Showmen's Seventh" War Loan, the latest group of reports by drive state Chairman J. Claude Morgan, to National Chairman Samuel Pinan- 
ski, disclose.

Outstanding was a Bond Premier at the Holdem Theatre in Chicago on Thursday night (May 24) which netted a Bond sale of more than $3 million, maturity value, Walter Immer- 
man, manager, reported. This was the first Bond Premier in the Chicago area for the Seventh War Loan, and, Immerman said, the most successful ever staged in that city from a standpoint of sales, attendance and program.

More than 4000 individual E Bonds were issued by the Bubash & Katz Chicago Loop The- atres for a total of $30,000, and a gala stage show, Mayor Kelly of Chicago, Gene Osteby, Coast Guard hero, and top-rank Army and Navy officers and Treasury Depart- ment heads participated in elaborate ceremonies.

Henry L. Needles, co-chairman of the industry drive in Connecticut, reported a "gross" of $50,000 Premier at the Putnam Memorial in Hartford Thursday night (24).

The program included the first Connecticut appearance of the Infantry Concert Group, mem- bers of which are enlisted men who played with outstanding orchestras and symphonies.

A Bond Premier at the 1800-seat Fox, Wil- 
son, Pa., on Thursday sold 2500 E Units with $271,500 maturity value.

Warren Irwin, South Carolina state chairman, reported highly successful Children's Bond Shows. In Greenwood, Kermit High found it necessary to open the Carolina to handle an overflow at the State, with 1104 E Bonds sold at $69,075 maturity value. As a result, Charles Hutchinson reported an attendance of 922 chil- dren, 1440 Bonds sold with $142,000 value.

In New York, the following Bond Premier results: M. F. Schnibben, Colonial Theatre, Florence, $113,050 in Bond sales and $31,000 in direct merchandise, accumulated me- dium on the stage: Joe Edmonson, Carolina Theatre, Columbia, $454,625, plus a auction in which two pairs of nylon hose brought $950. Two thousand dollars was realized on a safe containing the nylon on the stage. This premiere was spon- sored by the Business and Professional Women's Club. It included a stage concert and cere- monies. Only Bonds bought at the theatre booth were honored.

Sale of 175,303 E Bonds in N. Y. Area

Seven hundred motion picture theatres in the Greater New York area sold a total of 175,303 E Bonds with a maturity value of $14,947,000 during the pre-drive and first week of the 7th War Loan drive.

Dimes Near $5 Million

Additional state chairman, completing their reports and sending checks to National Chairman Walter Vincent, this week carried the total collections of the 1945 March of Dimes close to the $3 million figure, $4,756,191. Nearly two-thirds of the largest states still to be com- pleted (New York and Illinois) a grand total of around $3,600,000 is now almost certain. In 1944 the total was $4,667,000. Work on compiling the annual report booklet, listing every participating theatre, its collection, its owner and/or manager, its seating capacity, will be begun as soon as all re- ports are in.

15,987 Bond Events Set

With the Seventh War Loan still 30 days away, a total of 15,987 theatre events, including Bond Premiers, Children's Show and Free Movie Days, have been set. Figures for all three events have passed those of the Sixth War Loan, which had a grand total of 14,443.

The totals, with comparisons for the entire Sixth War Loan, follow: Bond Premiers, 4791 against 4557; Children's Shows, 10,486 against 8762; Free Movie Days, 9355 against 8911.

Nimetz Terms 'Iwo Jima' Film 'Finest Yet' From Pacific War

"To the Shores of Iwo Jima," a 19-minute documentary feature, has been released by United Artists to the War Activities Committee.

The cameramen who covered the operation were commanded by Capt. Alfred Chester W. Nimetz for outstanding accomplishments in con- nection with the assault and capture of Iwo Jima. He termed their footage "the finest both in quality and quantity that have emerged from the Pacific war to date." Two motion picture pho- tographers were killed, one is missing and 12 were wounded in taking the film. It is but a short subject is based. Considering the action shots taken in such proximity to the enemy, it is a wonder that more were not listed as cas- tics.

Two outstanding scenes from the picture in- clude the flag raising on Mt. Suribachi, now made famous in the Rosenthal still photo of the same event, and the approach of an enemy shell, so close that men carrying a stretcher, hurry back and throw a man into the nearest ditch or fox-hole. This scene is imme- diately followed by the filmed explosion, which the photographer must have had cast-iron nerve to accomplish.

Loew's Offers $500 in Bonds In New Movie Title Contest

Loew's Theatres in Greater New York are currently sponsoring the "Miss Film Contest" as part of the promotion plans for Loew's Summer- time Hit Shows—a line-up composed principally of Paramount and MGM pictures.

Four hundred thousand copies of a 24-page booklet containing the titles of the pictures to be shown during June and July are being distributed in theatres and in reply to requests over the radio. Contestants are required to make a sentence out of any three or more of the picture titles advertised. For example: Our Her- oes Were Young and Gay along Frenchman's Creek even Without Love. For the most unique combi- nation of title, contestants may offer a $100 War Bond; 2nd prize $50 War Bond; next 14 prizes a $25 War Bond each. Awards also include 100 guest theatre tickets.

Shain Replaces Finestone

Sam Shain, assistant to Spysro Skouras, pres- ident of 20th Century-Fox, will take over trade publicty duties for the Seventh War Loan drive previously handled by Al Finestone, who has been recalled to his post as trade paper publicty contact for Paramount.

Both Samuel Pinanski, national chairman, and John Hertz, jr., national publicity director for the Seventh drive, praised Finestone for his out- standing work.

Cooper Urges Increase In Children's Shows

Children's Bond shows can be a tremendous factor in putting over Bond sales for theatres in the Seventh War Loan. In New York Monday by Roy Cooper, War Activities Commissioner, chairman of the Motion Picture Division of the War Finance Committee for that area. He urged exhibitors to greatly increase their chil- dren's shows, declaring that practice has proved their worth as a means of selling large amounts of War Bonds.

Commenting on Seventh War Loan progress in Northern California, Cooper said that activities already launched indicate an "over-the-top" result. In conferences with WAC officials Cooper also praised the "grassroots" plan of national organization for the "Showmen's Seven- th" initiated by National Chairman Samuel Pinanski, and said that decentralization has proved highly effective.

On the basis of 33 school children's Bond mandate in Northern California for the Sixth War Loan, with $77,000 in E Bonds sold through this method, the area committee is making a determined effort to increase chil- dren's shows, and a goal of 200, or an increase of 500 per cent, is sought. School children, he said, are among the most effective bond sellers if given the proper exhibitor backing.

At a recent meeting of distributors in San Francisco calling on Director of Public Af- fairs, Newton Oxley, Secretary for the chair- man for the drive, the matter of obtaining more chil- dren's shows was discussed. The boy mayor at the meeting was given a circuit of theatres to contact in this regard. While the present regional demand in Northern California is for $25,000, the Home Office film group for contacting exhibitors previously in effect was per- manently replaced by the exchange area, which includes Eastern Nebraska and the Southern tip of Oregon in addition to Northern California, was divided into eight zones, with the exchange area divided into at least one zone by county of changes in charge of a zone. Working under the branch managers are the advertisers of the eight companies.

Further decentralization was effected by splitting exchange districts into districts, each man in charge of from eight to twelve towns. This breakdown, and the personal contacting of the exchange area, rather than by telephone or mail, has proved effective in obtaining the support of theatres for all Activ- ity drives, Cooper said.

The filing of the final drive report is considered part of the exhibitor's drive activity, and, in the personal solicitation, he is impressed with its importance.

Miss FitzGibbons' many other activities include: promotion and participation in Red Cross, Heroes' Phone Fund, Infantile Paralysis, March of Dimes, Queensboro Tuberculosis Seals, civic and educational group activities.

Gls Award 'Oscars'

Rita Hayworth has been named as the favorite glamour girl of soldiers in eight theatres of operation around the world in a nationwide bond drive contest conducted by the Army Pictorial Service, as re- vealed in the June 8th issue of "Yank," the Army weekly. Florence (Mrs. John) Cooper voted the best male performer for his role in "Going My Way" and Jennifer Jones was named as the most convincing actress for her performance in "The Story of Bernadette." Top comedy honors went to Eddie Bracken, star of "Miracle of Morgan's Creek."
The Big Train

SHOWMEN'S TRADE REVIEW

June 2, 1945

Back to Bataan

RKO Radio War Drama 95 mins.

AUDIENCE SLANT: (Family) For audiences with young critics, this excellent picturization of the fall of Bataan will prove highly satisfactory. It has thrills, suspense and action aplenty, and a romance offsets the action.

BOX-OFFICE SLANT: The film's success or failure at the box-office depends upon whether or not your patrons are in a mood for this type of fare, a question you'll have to determine for yourself. If the answer is "yes," then sell them on this one, for it contains many true incidents of the heroism of the people of the Philippines.


Plot: This is the story of the fall of the Philippines, told of the heroism of the people there, and of the help that the United States keep the invader off their land. It particularly shows the March of Death and the prison at Bataan where the men are kept. Through the story runs a romance between a Filipino guerrilla and a girl who acts as a spy.

Comment: Where moviegoers are still attracted to and entertained by war pictures, "Back to Bataan" should be a very satisfactory offering. For it shows the brave people there trying to help the United States repel the invader but also portrays many true incidents of heroism, and even shows that famous March of Death. The fighting scenes carry plenty of thrills and suspense, and there is action aplenty. To offset the tragic story, a romance has been tactfully included into the proceedings. But while this type of screen fare will have its admirers, so also is it likely to be avoided by the general public interest in war pictures has waned. It had been released earlier in the present conflict, so that at least it might have been seen before the public's war-film appetite had been satiated, its box-office potentialities would have been much more apparent than they are now. At this late date, the individual exhibitor will have to decide for himself whether or not his patrons are in a mood for this type of fare. The picture has been well directed by Edward Dmytryk and effectively played by a most capable cast, with John Wayne, in the leading role, doing an excellent job as the commander of the Infantry Philippine Scouts on Bataan. Antonio Quinn, Beulah Bondi and Fely Franque are others in the large cast who stand out because of their impressive portrayals.

Escape in the Fog

Columbia Drama 82 mins.

AUDIENCE SLANT: (Adult) Entertaining mystery thriller with a timely story that should please the average moviegoer.

BOX-OFFICE SLANT: Worthwhile second feature for situations where spy thrillers have a following.


Plot: A Navy nurse, recuperating from nerve shock, has a strange nightmare in which she relives the life of a man about to be killed. The next day she meets the man, who is on a dangerous mission for Uncle Sam. She warns him of danger and is instrumental in not only saving his life, as per her dream, but helps capture the German spies out to get him.

Comment: This is a satisfactory spy thriller that should do well in all situations where this type of fare has a following. Moviegoers who like good, suspenseful mystery pictures will find this entertaining. Story is timely since it deals with psychological warfare, and William Wright turns in a fine performance in the leading role of an expert spy mission to the Orient. Nina Foch, Otto Kruger, Konstantin Shayne, Ivan Triesault and Ernie Adams are others in the cast who do well with their assignments. Credit for a worthwhile offering in the mystery class goes to Oscar Boetzlicher for his direction and to Wallace MacDonald for his production values.

I'll Tell the World

Universal Comedy 61 mins.

AUDIENCE SLANT: (Family) Will please those who like good fun plus good singing. Worth seeing even for the non-spectator.

BOX-OFFICE SLANT: Good companion feature for a heavy drama.


Plot: This is the story of a radio announcer whose gift for gab gets him into all kinds of trouble. He attracts attention when he substitutes for a commentator of a love torn program, a script prepared for him by a singer and psychology student. They have their ups and downs before they decide to get married.

Comment: As a "gabby" radio commentator, Lee Tracy comes back to the screen in a picture entertaining enough to serve as a good companion feature with a heavy drama. There's music, dancing, and many light moments, with laughter interpersed in the fast-moving, fast-talking Tracy mannerisms. As an added flavor there's the piano-playing of George Murphy, the singing by the Airmen, the western tunes of Jimmy Dean and his Trail Riders for the individuals who like their type of singing. For those who prefer Tracy, Lee Tracy is just as good as ever; for those who don't, they'll enjoy his special style. Brenda Joyce is charming and puts over three of her own numbers, one a duet with Raymond Walburn and June Preisser do commendable jobs in their respective assignments. Production is by Frank Gross and direction by Leslie Goodwins.

Both Barrels Blazing

Columbia Western 58 mins.

AUDIENCE SLANT: (Family) Lacks the acting and direction thrust often seen in the Western.

BOX-OFFICE SLANT: Should do average western business.


Plot: Charles Starrett, posing as a prospector, goes looking for a large amount of stolen gold which was taken across the border into Mexico. He enlists the Durango Kid during this interval to help dispose of some crooks. He finally locates the gold through an old prospector, nuts the crooks and then goes back home to Texas.

Comment: Although its story follows the off-repeated formula of most westerns, this picture lacks the customary action and gunplay. This may hinder its reception, for nothing Charles Starrett or any of the others in the cast can pep it up. However, it is an entertaining picture, one of the regular fans. Dub Taylor handles the comedy in his role of a sheriff, while Emmett Lynn does okay as an old prospector. Tex Harding sings a couple of numbers with The Jesters and Pat Parrish makes an effective feminine heroine. Direction is by Derwin Abraham and Colbert Clark produced.

The Nob Hill

20th-Fox Drama With Music 95 mins.

AUDIENCE SLANT: (Family) Will provide fairly satisfactory entertainment for most audiences.

BOX-OFFICE SLANT: Marquee names and Technicolor probably will deliver better than normal returns if properly promoted along the lines, "George Raft in the Kind of Role That Made Him Famous, etc..


Plot: Peggy Ann Garner, betrothed by George Raft upon arriving from sea port, Ireland to find her only relatives dead, becomes fast friends with Vivian Blaine, star singer in Raft's Gold Coast Cafe who has more than a professional interest in her boss. Joan Bennett, a Nob Hill resident seeking excitement on the Barbary Coast, meets Raft, falls for him and enlists his aid in electing her brother district attorney against the entreaties of Raft's friends. When Joan's brother is elected Raft's lifelong friends, the bar and cabaret closes the cafe. Believing she has caused Raft's troubles, Peggy Ann leaves, but he brings her back and Peggy Ann aids in reuniting George and Vivian.

Comment: Standout production values will account for all of the drawing power "Nob Hill" may generate at the box-offices of average theatres. The Technicolor camerawork, the atmosphere of the settings with which this story of the Barbary Coast has been invested, and especially performances (Continued on Page 21)
Calendar Program Idea Is
One Way of Saving Paper; Player Silhouettes on Cover

Although the air coming in through our window is a trifle cooler than we'd like it to be, the sun is shining and the sky is clear. Rainy days are getting prime time, which pleases us for we've had our fill of clouds and fog. And the nights are brighter too since the brownout order was lifted and the electric signs twinkle and blink once more. All in all, it's a boost to our morale. We now walk with a spring in our step (with as much of a spring as we can muster, but one does), back to bed because must hold our head up until we stumble over some small obstacle. When it rains, we must keep our head down to avoid walking in the pools of water. Thus, in good weather we are cheerful and optimistic; in bad, we are depressed. And that's so now let us see what we can find out about programs.

While glancing over the morning paper we saw a headline to the effect that the paper drive is to be intensified. In the months to come it's possible that the supply of paper for your programs will be scarcer than ever. Many showmen have solved the problem by reducing the format of their house organs. Others have changed weekly publications to fortnightly and often monthly issues. You may also find it necessary to take such action. We also note that while two theaters are under the same ownerships, calendars are issued with programs for two months back to back.

And looking at such a calendar—that for the Algier and Marius theatres, Lakeview, Oreg.—a thought comes to us that perhaps one theatre managers might put out monthly calendars and still conserve paper. No, we will not suggest that two-month programs be printed on one sheet, back to back because most exhibitors' bookings are confirmed for more than a month ahead and, there is too much chance of cancellations and changes in play dates. But how about this idea—maybe it's a brainstorm—maybe it's impractical—but how about it? Well, here it is.

Save money and you're not a calendar program for your theatre and you're utilizing only one side, leaving the other blank. On your calendar (for example) you can conceivably have the paper shortage (this should be done on the "printing side," not on the back) and offer your patrons a two-for-one ticket or some such inducement to return their calendars, so you after the month is up. A condition should be that the calendars must be in good condition before you can accept them. If your offer is attractive enough, you should be able to get the majority of your calendars back again. Reverse sides of these programs could then be used for the October program. We've omitted a couple of months because, for one thing, the calendars would be held until the end of July. During August they would be returned to you, and September you would be using the backs of them to print your October program. It would go like this. Now perhaps there are drawbacks to this procedure which we haven't figured out, but we hardly think they'd be serious enough to preclude any possibility of carrying out the idea.

In addition to the paper-saving factor which, in itself, makes the stunt one of practical significance, there are also other advantages. For instance, the theatreman wins goodwill, not only for the saving of paper, but also for his patronizing of our local patron.

Boys Club Night in New York

Based on a sequence in RKO's "It's a Pleasure," which shows Michael O'Shea devoting his time to coaching a boy's hockey team in one of New York's poorer sections, the Palace on Broadway played host one night recently to a group of boys from the Madison Square Boys Club at a showing of the film. Same idea can be adopted by other exhibitors.

Gala Send-Off for Dual Susan' Shows in Des Moines

Gala publicity plans involving cooperation of Paramount's studio in supplying costumes worn by Joan Fontaine in Hail Wallis' "Affairs of Susan" were announced by G. Ralph Branton, general manager of the Tri-State Theatres for the company's dual showing of the picture at the Des Moines and Roosevelt theatres this week.

Branton screened the picture for an enthusiastic audience of Youngster Bros. executives and received instant promise of full cooperation from both parties in special radio programs via station WHO, a fashion show at Des Moines' largest tea room and window displays in the department store's best locations.

Diversified Exploitation Boosts 'Thin Man' Gross

Lige Brien, manager of the Enright Theatre, Pittsburgh, Pa., discloses how his "index" of stunts put over "The Thin Man Goes Home." His report is proof of the old adage that you get out of something what you put into it.

Writes Brien: "We built a special overhead lobby display consisting of two large letters. Each letter was covered with beautiful metalic which glinted from the light thrown from our lobby chandelier. The display was up for two and one-half weeks before the opening.

"We were able to secure two different write-ups in our one local paper generally mentioning the 'Thin Man' and our playdates. These writeups appeared one week apart, and were mailed direct to 10,000 subscribers.

"To get the kiddie patronage we offered free color books to every child who came to see the feature. To encourage this type of patronage we had a one-sheet in the lobby posted for 10 days before our opening so that parents could tell the kiddies about this valuable color book. In all we gave out 989 of them.

"Our advertising in five local newspapers covered the Pittsburgh Press, Sun-Telegraph, Post-Gazette, East Liberty Tribune and The Shopping News.

"A candy tarp with free lucky passes also inspired a great deal of interest whereby those who bought a lucky bag of candy had a chance to win a free pass to see the 'Thin Man.' We gave out 20 passes during the seven days we had this tarp and display. The display sign stood on top of the candy counter where every child could see it. We used eight other stunts which helped secure liberal business for us on this feature.

ALWAYS EFFECTIVE. This old but always good form of ballyhoo was enlisted to plug MGM's "Music for Millions" when the picture played the State Theatre, Minneapolis. Couples sang numbers from the film and passed out fan photos of Margaret O'Brien, three days in advance and two days during run of the picture.
Too Much Brewer

During the "Brewster's Millions" campaign in Boston in which a serviceman was provided with $250 in one-dollar bills for his part as the local Brewer, Phil Engle, UA exploiter, did a little miscalculating. The GI overplayed the part, spending not only the $250 but also $6 belonging to Engle.

Motorola Spends $3,800 On 'Burma' Holdover Ads

A top-flight campaign on "Objective Burma," which still has Detroit talking, was recently demonstrated in that city in a three-way tieup embracing the Palma State Theatre, the U. S. Signal Corps and the Motorola Company through its local distributor whose expenditure in newspaper and radio advertising totaled $3,800.

Motorola manufactures the Handy-Talkie radios which are an integral part of the action and dialog of the film, and the Signal Corps has on more than one occasion given the film moral support because the instrument graphically portrays its own role in the actual fighting conditions prevailing in the Burma theatre of operations. The engagement of the film at the Palma State had the additional assistance of Lt. Col. John Niehaus, theSignal Corps representative in Chicago. He has been using "Burma" tieups for recruiting manpower in critical areas, and for the occasion brought four veterans of the Burma campaign to Detroit for personal appearances at the theatre and before various clubs and organizations. The four GIs also gave theatre lobby demonstrations of fighting equipment.

Additional stimuli to the theatregoing public was furnished by the "Burma" displays in six window displays at the J. L. Hudson store, biggest in Detroit. Other activities of the campaign included a theatre trailer telling about the work of the Signal Corps and the appearance of Lt. Col. Niehaus in six 15-minute radio programs on three leading local stations, and special newspaper stories.

One of the unusual aspects of the $3,800 advertising expenditure by Motorola is the fact that it was used during the second week of the "Burma" run.

3600 War Plant Workers Attend 'Burma' in Muncie

Thirty-six hundred employees of Ball Bros., producers of mechanical parts of the Handy-Talkie combat radio used in the film, "Objective Burma," were enabled to attend a performance as a result of a tieup by the company and the Hoosier and Rivoli theatres in Muncie, Ind.

The theatres made a special price of 35 cents admission for the employees against the regular scale which is higher, and the few who could not attend either of the two special showings were admitted on other days of the "Burma" engagement.

Editorial for ‘Fighting Lady’

When "Fighting Lady" played at the Oneonta Theatre, presented by C. V. Manager Harold de Graw, inspired the editors of the local paper with an idea which resulted in an editorial on the attraction. It was the first time that paper had extended itself.

N. Y. 'Horseshoe' Campaign Seen As Key For Local Exploitation

Including the arrangement and use of national tieups that can be used by exhibitors everywhere, the New York campaign for Billie Rose's "Diamond Horseshoe," at the Roxy Theatre planned and executed by Hal Horne, 20th Century-Fox, director of advertising-publicity-exploitation, is typical of the promotion the picture will receive throughout the country in key engagements.

An advertising campaign in national and fan magazines spearheaded the campaign with magazines like U5 running full-page ads prepared under the supervision of Charles Schlaifer, assistant director of advertising-publicity and exploitation for the company.

Harry Brand's studio publicity department started functioning long before the start of production with stories and picture spreads appearing in magazines and syndicated columns, setting the tempo for the entire campaign, which gathered momentum as production proceeded and release date drew near.

Valuable publicity arranged by Jules Fields' New York crew began to break including a four-page layout of pictures in Life and a three-page spread in Look. The Look spread was enlarged by Homer Harmon, publicity head of the Roxy for display in the theatre lobby.

Color photos and a personality story about Dick Haymes broke in Woman's Home Companion, while Betty Grable graced the covers of many magazines.

The New York publicity department planted more than 30 column breaks including wide-circulation, widely-read space, adding additional interest in the film.

New York also made valuable use of the presence in town of Phil Silvers and his bride Joan Carroll Demison, obtaining interviews on the pair, plus pictures in virtually all metropolitan newspapers.

Thousands of one, three, six and twenty-four sheet posters appeared on transportation lines, both local and suburban, and were posted throughout the metropolitan area. Additional thousands of car cards appeared in transportation vehicles, arranged by Rodney Bush, head of the exploitation department.

Campaign tieups included one with the Electric Auto-Lite Company, which has prepared 65,000 life-size and counter-size cutouts of Betty Grable and Dick Haymes for distribution among its dealers and which may be capitalized upon locally when the picture is nationally released.

In another tieup exhibitors will be able to utilize advantageously, Samuel Chapman, New York dress manufacturer, made up for sale in hundreds of stores adaptations of the original dress worn by Betty Grable in the picture. In New York the dresses are on display in the windows of De Pluma, swank Fifth Avenue shop. Liberal space was taken by the store in the New York newspapers to advertise the dresses with credit to the picture and its Roxy playdate.

Helen Garnell hat creations also were arranged by the exploitation department and will be sold in a number of stores throughout the country. Properly localized by exhibitors this tieup also will prove beneficial.

Radio advertising and exploitation was used extensively, preceding and during the Roxy engagement. Arranged by Brand's studio publicity department and Ted Lloyd, radio manager, about 25 salutes to the picture were set on national networks, including an appearance by Betty Grable as guest on the Dick Haymes Everything for the Boys radio show. The salutes ranged from spot mention to entire programs built around the film's stars and music.

The extensive advertising and exploitation planned for the picture in key engagements will closely follow the blueprint set up for New York, with additional tieups available for local playdates.

Promotes Ads From 62 Merchants

Med Gaitskill, manager of the Paris Theatre, Paris, Ky., established something of a record recently when in his campaign on "Winged Victory" he promoted 62 merchants in a cooperative ad covering one full page.

TEXAS THEATREMAN AND HIS FRONT, although there was no definite clue, we strongly suspect that the young man at the left in the picture above is Ted E. Waggoner, manager of W. E. Blankenship's Wallace and Rose theatre in Tahoka, Texas. The others in the foursome were not identified. Waggoner had his photographer take a picture of the Wallace front as it looked for the showing of Paramount's "Practically Yours."
Ceiling Unlimited... Target Beautiful

—in RKO's stimulating new romantic hit!... as a furloughed pilot on the prowl meets up with a charmer wise in the way of the wolf!... It's romance!... It's fun... It's sure-fire for high grosses everywhere!

PRE-SOLD BY NATIONAL ADS. TO 25,150,475 CIRCULATION

LET'S TOP THEM ALL IN THE MIGHTY 7th WAR LOAN
ROBERT YOUNG • LARAINNE DAY

IN

"Those Endearing Young Charms"

with

ANN HARDING
and Introducing
BILL WILLIAMS

—Outstanding in his first big RKO comedy role!
Boy Contest Promotes ‘Thunderhead’ in Albany

The “Typical Boy” contest suggested and outlined in the 20th Century-Fox press book for “Thunderhead” was used successfully at Albany’s Palace Theatre by Publicity-Advertising Director Alex Sayles of the Fabian Theatres, assisted by 20th’s Field Representative Ralph Scott, in connection with the picture’s recent showing at that theatre.

Through a tieup with the Albany Knickerbocker newspaper the space was obtained for the contest, the theme for which was the angle that Roddy McDowall played a typical American boy in the picture. Entrants in the contest did not need to resemble Roddy to win. A prize was presented to the winning boy on the stage of the theatre at a night performance, adding the adults to the younger trade touted at matinee performances while the contest was running.

Special Accessories Prepared for RKO’s Double Horror Show

Special accessories have been prepared to help sell RKO Radio’s new twin horror-show program of “The Body SNatcher” and “The Brighton Strangler.”

The coupling of these two murder mysteries was first tried out at the Hawaii and Elite theatres in Los Angeles, and proved so successful that it was decided to offer the combination generally.

Striking newspaper ads on the “double-thrill” attraction are shown in a press book supplement, mats covering which are available through National Screen Service. A special two-color herald is also being offered bearing the legend: “We dare you to open these Double Doors to scenes of Double Horror!”

Those Holiday Signs

During a recent Canadian holiday, Manager Sam Hebacher of the Nola Theatre, Ottawa, Ontario, had signs made up for display in the windows or doorways of closed establishments. Copy on the signs: “This store is closed today, but the Nola Theatre remains open and is showing two swell features, Abbott & Costello In Society and Roy Rogers in ‘Hands Across the Border.’ Swell idea you should adopt for those holidays.

20th’s Royal Crown Cola Tieup Plays Up Female Winners

A number of full-page advertisements in national magazines featuring attractive photographs and art of feminine players with plugs for current 20th Century-Fox films have resulted from an extensive tieup with Royal Crown Cola. The arrangement was made by 20th’s studio publicity department under Harry Brand.

Two recent advertisements featured Vivian Blaine with a plug for “Noah Hill,” and June Haver with a credit for “Where Do We Go From Here?” Many of the ads are set months ahead.

Paper Drive Spurs Business

John Makemson, manager of the Van Wert Theatre, Van Wert, Ohio, proved his alertness in showmanship recently when he tied in with a local waste paper drive conducted by the schools in that town. The results brought a large matinee attendance of children who had received theatre tickets as prizes for their efforts in the drive.

Utilizes Many Stunts For ‘St. Louis’ Campaign

Highlights of the campaign on “Meet Me in St. Louis” by Charles Taylor of Shea’s Great Lakes Theatre in Buffalo, were results in a three weeks’ run of the film including outstanding displays obtained in connection with the tieups on on 11 Garlands and Mainstreet O’Brien fashions. Two of the city’s biggest department stores used large newspaper space and devoted their valuable windows for O’Brien promotions. Two other department stores on the outskirts of the city also went for the fashion promotion, one using a double truck in an O’Brien head and the other using a full page of advertising in a shopping news, distributed to 250,000 persons in the area.

Buffalo’s Polish newspaper, the largest Polish sheet in the nation, used a full-page photo story on the picture and ran daily scenes from the production.

Record Firms Plan Campaigns To Plug Music from ‘Rhapsody’

A national campaign of general magazine, educational, institutional and other advertising will be conducted by Columbia Records on the music from Warner’s “Rhapsody in Blue” with promotion designed to augment the local opening campaigns of the picture.

Full-page color ads in Life and Newsweek already are scheduled, and the exploitation coverage will include the trade field, clubs, colleges, community groups and other channels.

RCA Victor also is launching an extension campaign based on its various recordings of music used in “Rhapsody in Blue.”

Song Due for Plugging

Out of Nowhere, the tune composed by Eddie Heyman and Johnny Green in 1931, is due for heavy plugging via radio, records and sheet music. Retitled “You Came Along” to conform with the title of the Hal Wallis film production, “You Came Along,” the song has been recorded by Tommy Dorsey for Victor, Helen Forrest for Columbia, and Patti Page. In the picture, the number is featured as theme music and is sung by Miss Forrest and Elizabeth Scott.

SHOWMANSHIP ON THREE MGM FILMS

SHOWMANSHIP ON THREE MGM FILMS. Herewith in pictorial form are examples of splendid exploitation stunts utilized by the centres to sell three current MGM pictures. A whimsical lobby display on “National Velvet” (upper left) was used by Len Worley of the Madison Theatre, Peoria, Ill. The book stunt used in buses and trolley cars (upper right) for “Considerable Trouble of Loew’s State, New Orleans, proved an effective method of publicizing “The Picture of Dorian Gray.” Also on “Dorian Gray” (lower left) Lester Pollock of Loew’s Rochester, Rochester, N. Y., used a sketching contest in the theatre lobby. In Pascagoula, Miss., a group of young ladies (lower right) turned out to honor the film by presenting a Van Fan Club on the opening of “Between Two Women.” Photos shown here are four of initial group of 11 winners in MGM’s Photos of the Month contest. Winning showmen receive parchment honor certificate.
Soon the box-office will hail the sensational technique of a new "great lover"! Soon you'll know why he's called...

"THE THRILL"...
THE THRILL...

WILLIAM BENDIX • JOAN BLONDELL • PHIL SILVERS in DON JUAN QUILLIGAN
with Anne Revere • B. S. Pully • Mary Treen • John Russell • Veda Ann Borg
Screen Play by Arthur Kober and Frank Gabrielson • From a Story by Herbert Clyde Lewis
Directed by FRANK TUTTLE • Produced by WILLIAM LE BARON
DISPLAY PLUGS USO TIEIN. This window display in the Golden Rule store, St. Paul, tied in with the special USO premiere of United Artists' "I'll Be Seeing You" at the Paramount Theatre, managed by J. H. Eselman.

Career Girls Lunch For 'Roughly Speaking'

Warner's "Roughly Speaking," the success story of Louise Randall Piersen, received an unusual advance sendoff in Chicago through a Career Girls' Luncheon followed by a special screening of the picture at Balaban & Katz's projection room.

A group of leading carnivals, including the Illinois Bell Telephone, United Air Lines, Carnegie Illinois Steel, Santa Fe Railroad, International Harvester, Western Electric, Butler Bros., NBC, Commonwealth Edison, and several others, picked their "success story" girls to attend the luncheon. Also present were the motion picture editors, women's page editors and other ladies of the local press, as well as several prominent guests of honor.

In addition to fetching many newspaper stories and pictures both before and after the luncheon, all of the big companies whose girls attended the affair are giving the "Roughly Speaking" party a good break in their widely distributed house organs.

WNEW to Feature Gershwin Tunes on 24-Hour Schedule

A 'round-the-clock, 24-hour day of Gershwin programs, the first of its kind ever attempted by any radio station, is in the course of preparation by WNEW as part of its activities during the Gershwin Jubilee Week in connection with the world premiere of "Rhapsody in Blue" the latter part of June.

Ted Cott, program manager for WNEW, in arranging the schedule will include Gershwin guises, novelties, such as a demonstration of five different renditions of a Gershwin tune, and a wide variety of musical features. Commercial spots are also included in the setup. Other attempts may be able to arrange similar tieups with their local radio stations.

Horse Street Bally plugs 'Thunderhead' for Portle

Robert R. Porter, manager of Loew Poli-Elm Street Theatre in Worcester employed young, dress, shoe and hat promotions, tieups with trolley lines, school and riding academies and an old-fashioned but effective street ballyhoo to promote his showing of "Thunderhead—Son of Flicka".

Radio also was used successfully through promoted announcements.

The street ballyhoo consisted of sending a white horse and rider through the city streets, the horse carrying a large saddle banner.

The Box-Office Slant

Nob Hill

(Continued from Page 13)

by Peggy Ann Garner and Vivian Blaine, produce a sum total of impressive show values. The novelty with which this technical excellence is concerned, however, apparently lacks the vital spark to make it capture reality and so the superstructure of "Nob Hill" is both superior and more important by far from the box-office standpoint than its foundation. Perhaps the famed Barbary Coast of San Francisco's colorful past has been overworked and the film predecessors to "Nob Hill" have taken the edge off this handsomely mounted representation of life in that historic playground. Whatever the basic flaw, the fact remains that this story seems glaringly unoriginal, its situations trite and the impression persists that only the ever-present appeal of the backgrounds and the excellent performances of Misses Blaine and Garner, who are a credit to their automobiles, will have an appearance on the screen, seem to count as "Nob Hill" unfolds on the screen. The actors act, and sing, against beautiful backgrounds, the music as delivered by Miss Blaine is very good, but the show as a whole just doesn't seem to jell. George Raft plays pretty much the same role as in "Blue" and "Ballyhoo" and Joan Bennett in a not exactly role gives an adequate performance. The attraction, despite its drawbacks as an audience picture, will do better than average business on the basis of its exploitation factors.

The Way Ahead

20th Century-Fox Drama 106 mins. AUDIENCE SLANT: (Family) Thoroughly entertaining story of eight British civilians who become top-notch soldiers.

BOX-OFFICE SLANT: With the names of David Niven and Quentim Reynolds for the marquee and with the exploitation possibilities afforded by the title itself in connection with War Bond and other civic tieups, better than average business can be achieved.

Cast: David Niven, Raymond Huntley, Billy Hartnell, Stanley Holloway, James Donald, John Laurie, Leslie Dwyer, Hugh Burden, Jimmy Hanley, Reginald Tate, Lee Garmey, Stanley Holloway, James Donald, and Alf Goddard, with a supporting cast.

Credits: Produced by Joseph Breen, directed by W. S. Van Dyenport with a foreword by Quentin Reynolds. Written by Edward Gorman, directed by W. S. Van Dyenport. Produced by Norman Walker and John Sutin with Stanley Hayes as associate producer. Screenplay by Eric Ambriner and Peter Ustinov from an original story by Eric Ambriner.

Plot: Eight British civilians are called to the colors following Dunkirk. The story takes them through their basic training, "gold-bricking" when they can and gradually acquiring the esprit de corps, the know-how of the trained soldier.

Comment: Production values are good, direction, acting is superb and the interest is thoroughly sustained is this story of British soldiers who might very well be American GI's or soldiers of any other democratic nation who take up arms when their way of life is threatened. The "Way Ahead" is not a war picture in the generally accepted sense. It is a story of men who have answered their country's call; not regular soldiers, but simple men who have donned uniforms to do a job, leaving everything they own and hold dear. The picture takes audiences by the hand and leads them behind the backs of each of the men, indicating the varied lot that make up the armies of democracy, and dwells upon their individual characteristics rather than their war. David Niven actually an officer in the British Army on leave to make this picture, is superb, adding many of the inconsiderable acting achievements acquired before he left Hollywood. Raymond Huntley and Billy Hartnell deliver excellent performances as do the British corps. Dennis Price is a very important role in his first feature. "Way Ahead" is a picture that the American public is re- corded to the public and therefore is a 800-foot number in 1937. Plus the Ballyhoo Hollywood premiere in its own large release.
MEMPHIS

An outstanding job of exploitation is being worked out here by the industry in connection with the 7th War Loan drive and the "Airborne Attack" Bond Show planned for June 16 and 17. The Sheboygan County Bond Group will turn over Victory House in downtown Court Square to the motion picture representative for a two-week period prior to the bond show. The industry will man Victory House daily for the sale of bonds. Through the cooperation of military establishments in Memphis, bonds will play at the Square nearly every day. An exhibit to include a Japanese Zero plane, a "caponized" V-bomb and other war equipment will be shown. In addition, there will be outdoor movies at the Square each evening emphasizing the necessity to buy bonds. M. A. Lightman of Malco Theatres and Tom W. Young of 20th Century-Fox conducted an organization rally for the motion picture personnel last week.

Allen Glenn, Paramount exploiter from Dallas, was in Memphis last week on "The Affairs of Susan." Exhibitors buying film in Memphis last week include John Hayes and Hayt, the Bedford of Hamilton, Ala.; John Staple, Pigott, Ark.; M. H. Evans, Clinton, Ark.; R. B. Goode, Selmer, Tenn.; Horace Stanley, Beebe, Ark., and Lowry Young, manager of the Brown Circuit out of Carter, Ark.

Mrs. Mabel Landers of Harrisburg, Ark., reported that her husband now in Germany with the Army, is doing the same thing there that he did at home—operating a theatre.

John Carter, assistant booker at 20th Century-Fox, is spending his vacation moving from West Memphis, Ark., to Memphis.

Miss Marie Griffiths of the cashier's department of 20th Century-Fox is spending her vacation at her home at Braden, Tenn.

Henley and Burris Smith, exhibitors at Poca- home, W. Va., have been screening "Billion Dollar" last week for about 30 FBI men and law and order officers of the district.

A. D. Fiehler, assistant booker at Kalamazoo, Mo., who recently suffered a disastrous fire at his theatre, hopes to have a temporary 250-seat house open by June 2. Fiehler has applied for priorities for the construction of a strictly modern 700-seat house.

Thomas French reopened the Valley Theatre at Bee Branch, Ark., on June 1. The theatres have been closed for a considerable time.

Miss Mary Alta Brenner was host to her women co-workers in the MGM branch May 26, at a fish fry at her parents' plantation at Parkina, Ark.

Miss Margaretteen Koen, MGM billing clerk, is spending her vacation at Dyers, Ark.

Columbia Pictures was host May 26 for the weekly Variety Club dance.

CHICAGO

RALPH G. BRANTON, executive of the Tri-States Theatres Corp., reports there has been a letdown in theatre business in the Iowa territory since the end of war, due to the situation of war jobs, returning soldiers, the grain job and war preparations and losses in the Pacific battles. Preparations, he said, were under way to overcome the slump.

The Treasury Department reports sale of E bonds in Illinois for the 7th drive reached almost $78 million, better than one-fourth of the state quota.

Irvine Mack of Filmack stated that owing to the inability of his organization to obtain enough raw stock to complete the orders for trailers for the 7th War Loan some of the theatres may not have trailers in time to help boost their bond sales. An order for trailers has been placed with the Army, which will buy them for service in the Mexican theatre area.

William DeVry, president of the DeVry Corp., who was taken ill while attending the SMPe meeting in Los Angeles, is out of the hospital and reports he's taking up his duties. Harry Turrell, WB district manager, will spend his June vacation in Wisconsin, doing a bit of fishing. From this observer's seat on the Row it looks like Chicago is going in for fishing in a big way this season with Jack Flynn, head- ing the MGM delegation, Rud Lohrenz, the United Artists gang, and Jimmy Coston and Harry Turrell, the Warner boys.

Dallas Keapct of the Operators' Union has joined the Army, making 40 members now in the armed forces.

Glen Atkinson, business agent of the Opera- tors' Union, has closed a deal with the race-track to use members of the union to operate the photo finish machines at the tracks.

James Booth, Essaness circuit buyer, heads the circuit blood donors with a total of 12 pints. Sam Kaplan, of the Decel offices, heads that office with one-gallon donation. Nate Platt heads the B & K circuit with more than two gallons donated.

A plaque was dedicated to the memory of Harry Russell, former chief of Luna Theatre service staff, who was killed in the South Pacific Army activities.

Henry Elman, PRC distributor here, reports that B & K Great States and other theatres have bought "Strange Illusions," for the entire circuit with the opening scheduled at the Gra- nada.

Henry Schoenhart, circuit operator, is in Hot Springs.

Nat Bernstein of the Wabaneg circuit is in Miami Beach planning to build theaters there.

Ray Breckenmaker has been named assistant manager of the Roosevelt Theatre, and Joseph Dorband was appointed assistant manager of the Grant.

Frank Olsen, secretary and business agent of the stages' union, is recovering from a serious illness.

Frank Walker, president of the Comerford Theatres, reports Capt. Jack O'Leary, son of J. J. O'Leary, general manager of the circuit, has received a Presidential citation for bravery in action. Capt. O'Leary is attached to the Allied Command.

Grace Bistig, Harding Theatre cashier, is seri- ously ill at the Belmont Hospital.

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MINNEAPOLIS

Walter Hoffman, public relations man for 20th Century-Fox, has returned from a trip to Omaha, Neb., and Des Moines, Ia. Gene Gau- det, who handles the same job for RKO, did a big flying trip to Chicago, over the weekend and caught nothing. He drowned his sorrow in a business trip to Winnipeg.

Donna Skinner, secretary to Jack Cohen, 20th Century-Fox manager, is in Chicago on a vacation. Verlie Bunt, of the ad sales department of the same organization who flew to the Coast on a three-week vacation, is get- ting an extra week at 20th's expense. Seems she was bumped on the return trip and had to wait a week for train connections.

Henry Dickerman, formerly boss of the Dick- erman Circuit in Minneapolis, is now a resident of Los Angeles.

New employee at Fox is Joe Teach who is working in the shipping department.

Eddie Ruben of the Ruben chain was host at a dinner at the Nicollet before leaving with a party for a 10-day fishing trip to Lake of the Woods. The party included Tom Connors, vice- president, 20th-Fox; John Flynn and Sam Shirley of MGM, and Ralph Brantner of Tri- States Theatres. Jack Cohen and Moe Levy of the 20th-Fox office caught the dinner but not the fish.

Rud Long, district manager of United Artists, Ralph Cromlett of the same organization, and Don Woods of Warner Bros. are fishing at Lake- of-the-Woods.

Minneapolis clergymen were among the guests at a special advance screening of "God Is My Co-Pilot" held at the Kirk Theatre.

Film Row visitor last week was Jack Hay- wood, operator of a chain of theatres in Wis- consin with headquarters in New Richmond.

VANCOUVER

Graham McInnes of the National Film Board while on a visit here declared that the NFPC plans to produce a color film based on the late Emily Carr and her paintings.

On the sick list here are Connie Brown, Strand Theatre cashier; Mary Rudlick of the Orpheum and Howard Booth, Odeon district manager.

Frank Boothe, manager of the Park Theatre, on the eve of his departure to the Odeon head office in Toronto where he will join the adver- tising department, was tendered a party by the Odeon boys at the Paradise Theatre, and was presented with a club bag. Herb Wolfe from the Varsity follows Boothie at the Park. Wolfe is succeeded by Al Goodman, a newcomer to show business, at the Varsity. Goodman was with radio Station CKWX before joining Odeon. Changes became effective May 28.

Circuits report that business is down 30 per cent from the comparable period one year ago in Victoria. Troops and naval personnel have been moving out at a rapid pace which is affect- ing theatre grosses at the British Columbia's capital city.

W. P. Nichols, veteran showman in Western Canada, and now owner of the Royal Theatre here, became a member of the Canadian Picture Producers last week.

Ben Brewer, projectionist at the Paradise, and Tom Winchester of the Dominion, were cheered by the news that their sons, both officers in the Army, recently received the Croix de Guerre in the liberation of Allied prisoners in Germany.

Yvonne McEwan, affiliated with Warner Bros. and daughter of Robert McEwan of the Grand-
view Theatre, will be married June 19 to Ernest Kirkpatrick, cameraman of Vancouver Motion Pictures.

A recent fire in the Orpheum, Fort William, damaged the balcony and mezzanine floors with an estimated loss of $1200.

The Log Cabin Theatre, Lilloet, B. C., shuttered since last year, has been purchased by George Taylor, and will reopen shortly.

The Lode Theatre, Wells, B. C., operated by A. Carola, has closed for lack of business. The town is situated in the interior and its principal industry is mining.

First postwar payments of special taxes will bring little relief to the Canadian theatres with the exception of the cost of building material which was lowered by the abolishment of the eight per cent sales tax. With supplies of building material limited, it appears as if no new theatre construction will get under way until 1946. Under the circumstances it seems that postwar construction of the two leading circuits is quite a long way off. Nevertheless, once the barriers are lifted construction will jump.

The Odeon Circuit is going in for lady managers in a big way and the circuit is quite satisfied. Female managers are in the Olympia, Kingsway and Dunbar theatres in Vancouver, while one is in charge of the Duncan. In the head office of the circuit Dorothy Clark is an assistant booker, who is also an ex-theatre manager. What will happen to them after the war is the $64 question, for Odeon has five managers in the British Columbia district.

Larry Bearg, Western division manager for Famous Players, is here from Toronto and a busy man putting his British Columbia district in order. The Strand Theatre here is playing first-run and is no longer playing moveovers from first-run territories. This will help break the product bottleneck.

PORTLAND

Portland seems likely to go over the top in the 7th War Loan drive. Up to the present the community has purchased one-quarter of its allotment with close to $26 million subscribed and a heavy increase in E-bonds, surpassing the mark for the corresponding period in the 6th drive.

W. G. Ripley of Longview, Wash., announced the sale of the Longview and Columbia theatres in Longview and the Kelso Theatre, Kelso, Wash., to the Sterling Theatres of Seattle for a reported sum of $250,000. Ripley has been in show business eight years, taken and Longview for the past 20 years. The transaction caused the resignation of J. G. Lovett, who operated the theatres under lease for several months.

The Tower Theatre at Bremerton, Wash., sustained a loss of $75,000 from a fire of undetermined origin May 20. The loss is fully covered by insurance. Work of rebuilding the structure will be expedited.

Mark Corey, RKO manager here, ordered 500 invitations sent out for a special preview of "Wonder Man," at the Oriental Theatre.

Gene Gass has resigned her post at the RKO exchange in Seattle and will be married to Capt. W. H. Hamilton, U. S. Army.

Danny Matin, former WB salesman here, has received an honorable discharge from the Navy.

Herbert Kaufman, Paramount Seattle branch manager, has returned from Hollywood conferences.

Oscar Oldknow and Oscar Chinquy of the National Theatre Supply left Seattle by plane for San Francisco.

J. T. Sheffield of Sheffield-Republic is en route to Denver—18 months ago.

Gerry Dutton, secretary to Sam Milner at the Universal exchange in Seattle, resigned, to join her husband in California.

Alice Richardson has been appointed secretary to Ben Sheehan, East Coast manager for RKO.

Sam Milner, Don Condon and Bill Galloway were scheduled to leave for Salt Lake City to attend the Universal Western district regional sales conference.

In a decision by the commissioner of Unemployment Compensation and Placement the Post Theatre, Spokane, was assessed $590 because vaudeville workers were declared "employees" of the theatre.

Exhibitors booking on Seattle row: Corinne Brown, Edmonds; Paul Vollman, Wapato; Able Thompson, Seeley Theatre, Pomeroy; Chet and Sue Nilsson, Tacoma; Mike Barovic, Puyallup; Charles Schuler, Tacoma; Walter Graham, Shelton; John Owsey, Tacoma; Charles Greene, Wenatchee; Mel Solin, Kirkland.

James Beal, Columbia manager here, left for Seattle for weekend conferences on company business.

Eddie Yarborough, exploitation supervisor of 20th-Fox, is covering the Pacific Northwest key cities and exchanges.

MILWAUKEE

Legislation passed recently by the Wisconsin Legislature has raised theatre lease fees from $120 to $150 a year for houses with a seating capacity of 1200 or under, and from $200 to $300 a year for theatres with a larger seating capacity.

Looking toward postwar expansion, Ben Marcus, president of the S & M Circuit, has added Louis Lamm to his staff. Lamm will manage the Brin Theatre, Appleton, and was formerly connected with the larger circuits in the state. Jack Kaplan, Fox-Miller Theatre manager, is now managing the Wisconsin Theatre, and Art Stadler, former assistant at the Strand, has been appointed manager of the Miller.

Sgt. Mel Mednikow, son of John Mednikow, National Screen branch manager, accompanied by his bride, were visitors to the Row.

Nic Coston back in town following some relief managerial assignments for Warners.

The Reel Fellows branch managers' outing sponsored by Ben Pohlocki was scheduled to take place yesterday at Tuckaway.

Bill Lohrens, United Artists district manager, was in town.

Herb Greenblatt, RKO district manager, was in town huddling with Jim Weisman, office manager, and Joe Imhoff, top RKO salesman.

The Delt Circuit is now buying and booking for the Temple and Sox theatres, also the Oak and Cedar at Manitou.

Harold Perlman, former Metro poster clerk, was a recent visitor to the Row on a farlong mission. State exhibitors booking on the Row: Frank Milavec, Range, Hurley; W. Erickson, Loyal; Loyd; Frank Eckardt, Jefferson, Jefferson.

Harold J. Fitzgerald, head of Fox-Wisconsin Amusement Corp., attended a Milwaukee Journal-sponsored consumer analysis gathering at the Milwaukee Athletic Club.

ANew York

Without a dissenting vote the combined membership of the Independent Theatre Service at a recent meeting gave AI Suchman, its booking agent, a vote of confidence. The vote reflected the commendation of the members for Suchman's accomplishments, which, in less than two full months since he took over operations of the new booking combine, has laid the foundation for a long-term unit of operation. Suchman has won the goodwill of the salesmen of various exchanges who previously sold the 42-odd theatres individually or through circuits which were dissolved before amalgamation with ITS. From a survey of the exchanges made by this department, while there have been no radical changes in the prices previously charged to the theatres or circuits that now book through the ITS, it was conceded by one branch manager that he made a small concession to Suchman by reducing the terms of a 50 cent rental on a film in certain situations to 40 per cent.

A good deal of talk is going on in film circles on and off the Row on the "Dillinger" film—

(Continued on Next Page)
from what it actually cost and how much it will
gross to its leverage in selling other Monogram
product. Inquiry reveals that it cost over $200,000
to produce the picture as a runaway mill quickie but took considerable time in
research and production. An executive of one of
the major companies pointed out that if the same
subject was produced by one of the majors it
would cost approximately $150,000 to turn the

John J. Wright, attached to Paramount's
short subjects' department under Oscar Mor-
gan, is the latest recruit from the home of
to enter the service. Wright was tendered a
farwell lunchon at the Dixie Hotel May 25.
In attendance were Stanley R. Chase, George
Harvey, Arthur Dinne, Lester Coleman, Steve
Kolomowski, Joe Phillipson, Lee Ullman, Mild-
dred Elman, Alice Gardner, Olive Crisp, E. Ida Wolf, Eleanor Gallagher West and Anna
Stumpf.

Want a prescription for having a disposition
that wins friends and influences people even
after you've been running a theatre for more
than 25 years? Very well! We give you what
Robert Goldblatt, veteran of 28 years as owner
and operator of the Music Hall, Tarrytown, N. Y.,
confided. Goldblatt has refused to expand
or become a circuit owner—though he's had lots of
opportunity to do so—over 25 years in the busi-
ness around here. He says he hasn't become a
millionaire that way—but neither has he any
heart trouble or ulcers. (Incidentally, the Music
Hall was one of the theatres this department
correctly reported, in the issue of May 5, 1945,
as having made a settlement with Warner Bros.,
ever alleged percentage deal discrepancies.
In order to keep the record straight, neither
Robert Goldblatt nor his theatre, the Music
Hall in Tarrytown, was involved in any differ-
cees resulting in a settlement with Warner Bros.
or any other exchange.)

Recent theatre changes include the Grove,
Brooklyn, announced by correspondence by Jone-
ber, notified exchanges the Brandt Theatres
are no longer licensing or booking pictures and
that the theatre is under new ownership. The
house is closed at present and will not reopen until
July. The new operators of the Empire Theatre,
Newark, N. J., are Jess D. Myers and Nat Libes,
who will convert the house from a burlesque
policy to films. Film contracts are to be signed
by Myers. The Boro Hall Theatre, Brooklyn,
changed hands May 21 with Mike Marico its
new operator. The Stiefel Booking Office has
replaced the Brandt Theatres as buyers and
bookers for the Embassy Theatres, Bayonne,
N. J. Its new operators are the Rochard Bros.,
operators of the Ramsey, Ramsey, N. J.

The episode of catching Julius Streicher
brought the war's impact a little closer to Film
Row than the importance of the news might
otherwise have conveyed—not that the incident
in itself failed to cheer everyone here. Maj.
Henry George Plitt, who captured Streicher,
is a nephew of David A. Levy, Universal dis-
tribution executive.

Apparent even the experts occasionally can
undervalue a film's worth. This occurred re-
cently with "Experiment Perilous." The book-
ing heads considered 25 per cent a fair return
in certain situations. Yet the drawing power of
the film upset calculations and could have
commanded 35 per cent without stress to the exhibitors.

A money clip with an inscription was awarded
Harry P. Decker, WD, Brooklyn and circuit
contact salesman, for the best showing the fourth
week of the company's current drive. "The only
problem," chirped the wit of the office "is to get
some bills to put into it."

Jimmy Basil, operator of the City Theatre,
Union City, N. J., recently hospitalized follow-
ing an accident in the theatre, has returned to
his residence but still will be indisposed for a
month.

George Jeffrey, United Artists up-state repre-
sentative with headquarters in Albany, conferred
last week with Sam Leftowich, district manager
here.

Rubin Mendelson, 82, father of Al Mendelson,
N. J. booker for 20th Century-Fox, died in the
Kings County Hospital recently.

Going Up. Report in this department last
week of the record made by Manager George
Lastrange, Savoy, Brooklyn, in selling
1600 E Bonds from May 15 to 20 is prov-
ing the means of discovery of more records
in the Bond selling field. Take the record of
Al Jacobs, manager of Skouros' Ogden The-
atre in the Bronx. Jacobs during the week
beginning May 13 (on which day he sold
1188 pieces at a Bond rally) ran up sales of
2,692 pieces of E bonds for a total of $435,250.

CINCINNATI

Paul Mckay, Montgomery, W. Va., exhibitor
and visiting friend to the Row, had a marvel-
ous surprise. His son, John, who had been
reported missing by the War Department and
had not been heard from for months, returned
home unannounced.

Mrs. Gil Sheppard, wife of the 20th-Fox rep-
resentative, is convalescing after her recent
operation.

Plans were formulated here for the annual
big picnic at a meeting of the Variety Club last
week presided over by Howard Barr.

Irene Segal of 20th-Fox, has returned from a
vacation in Florida.

Milton Blackschlegel, United Artists sales-
mite, is resigning. He has acquired the theatre
formerly operated by Hank Davidson at Lynch-
burg, Ohio. Blackschlegel's successor will be
J. Griffey, formerly of CINC.

Walters' John Eilert has sworn off farming
after his victory garden was washed out by a
flood.

Jack Goldberg, who is convalescing at the
Jewish Hospital, as yet can receive no visitors
outside the family. His son-in-law, Joe Miller,
was on furlough, was warned against leaving.

Bob Burns, Warners' Columbia representative,
and Mrs. Burns, celebrated their 27th wedding
anniversary, May 25. The Burns reside in Cincin-
nati.

Bernie Kranz, RKO district manager, and
Al Kolitz, RKO executive from Cleveland,
were in this field.

The RKO trade showing of "Wonder Man,"
starring Danny Kaye, was screened at the For-
est Theatre, Columbia, Ky., andAbramiski
friends giving the film their unanimous approval.

Madeline Berger, Warner inspector, is on vaca-
tion.

WASHINGTON

The picture of activities by showmen partici-
pating in the 7th War Loan drive may be sum-
marized as follows: Fred S. Kogood, chairman
for the District of Columbia, announced that
a special children's bond premiere and stage show
will be held at the Apex Theatre on June 21.
The Little Theatre will hold a special bond
premiere on June 26. George J. Miller, manager
of Lichtman's Republic Theatre, is one of the
first theatre managers in the District to reach
its quota. Miller had a total of $40,725
in bond sales against a quota of $25,000.
Kenneth R. Davis, manager of the Calvert Theatre,
has mailed 1030 personal war bond messages
to patrons of his theatre who have purchased bonds
in previous drives. Locco's Columbia Theatre
with a total bond sale of $220,000, has topped its
quota of $225,000. Frank Sabotka, manager of the
Avalon, has topped its quota; so has Philip
Rinaldi, manager of Warners' Home. To
honor the children of the District, a city-wide
children's bond premiere will be held at Locco's
Capitol on June 9.

Nat Browne, executive secretary to John J.
Payette, WD general zone manager, received an
interesting letter from his sister, Mary, who is
with the Red Cross in Europe. The letter was
written in Italy and told about the V-E

UA EXECUTIVES MEET THE MEN RESPONSIBLE. Executives of United
Artists are shown here with the men responsible for the two-reel Technicolor motion
picture, "To the Shores of Iwo Jima," which will be released through UA exchanges
across the nation. Left to right: Lt. (jg) Lothar Wolfe, USCGR; Bernard M. Kamber,
UA; WO Norman T. Hatch, USMC photographic officer of the 5th Division; Edward
M. Schnitzler, who edited the film; Lt. David Hopkins, USNR, assistant Navy photographic
Day feelings of the soldiers and liberated peoples. "The Europeans are going back to destroyed homes and to depleted families with a terrible hatred, deep and strong. They cannot react only by being hopefully thankful that the killing by war is finished. The slower death that will still find its way to a retribution for criminals will go on."

All Americans know that the war for us is only half over and we can only be half happy. Only three of every hundred older men had lost husbands and the thought of the war still to be fought was on their minds. So much for this washout of the Centennial Day celebration. We have no heart for the Fourth.

Newly appointed MGM Division Manager Rudolph Berger left his office here for his New Orleans office. The new assignment for Berger is directly under W. F. Rodgers, MGM general sales manager. His jurisdiction includes the exchange territories of New Orleans, Charlotte, Atlanta, Memphis, Dallas, Oklahoma City and Kansas City. The next two and one-half months will be spent by Berger touring the territory and visiting company executives in the Southern exchanges.

Jeanette Berliner, Universal booker, is vacating a berth in the New York office of A. F. Roma, former Earlie Theater entertainer, will be pleased to know that she is the new booker in Detroit. He was reported in Yokohama by Miss Ritter has been with a U.SO entertainment troupe.

Mr. J. C. Williams, former Earlie Theater manager, will be pleased to know that he is the new booker in Detroit. He was reported in Yokohama by Miss Ritter has been with a U.SO entertainment troupe.

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CAN WE HELP IT IF YOU ROLL IN THE AISLES??

THEY LOVE TO FIGHT BECAUSE MAKING-UP MEANS MAKING LOVE!

HURRY OVER FOLKS, THEY'RE A PEACH OF A PAIR IN A PIPE OF A PICTURE!

LUPINO * PRINCE * GREENSTREET

"PILLOW TO POST"

IT'S THE NEW WARNER RIO!

Produced by ALEX GOTTLIEB
Showmen can accentuate the positive assurance that all and sundry customers who can sit through it without laughing will be given double their money back (as the radio salesmen put it). If that sounds like risky business, ask any Warner salesman who has seen the picture in front of an audience to underwrite the offer for you, and if he is not willing to do so it is still a good bet—but he will be. The audience that saw the preview at Warners' Beverly Hills Theatre—a class house in a class neighborhood where Laughter-out-loud is almost a social blunder—tittered, guffawed and several times screamed, which ought to prove, since he film is down-to-earth stuff in every particular, that the less swanky audiences, of which there are so many more, will knock themselves out laughing.

da Lupino, venturing into comedy for the first time and doubtless opening a new career for herself, is the topmost billing name and the central character, with Sydney Greenstreet (no menacing villain this time) a mainstay, and with William Prince calmly colossal as the unwilling hero. The picture is beneficiary of the recent relaxation of rules about the use of actors in uniform for purposes of comedy. The military personnel portrayed here are as human, fallible and, under natural circumstances, as amusing as the military personnel that is winning the war is and always was but could not be shown to be for the first three years of the conflict.

Alex Gottlieb produced the picture, drawing freely and often on the store of comedy lore out of which he concocted the early Abbott-Costello hits, and Vincent Sherman directed it as if having the time of his life. Audiences will be having a lot for which to thank both craftsmen.”
look after the boys' interests. Besides cigarettes—and probably more appreciated—the flyers received crates of oranges—an almost unknown animal inwartorn England. He also holds his lifetime pass to any MIAM theatre in the world.

Regal Film Corporation in Toronto will have its own building as soon as restrictions are lifted. They are housed at present on Film Row.

The Orpheum Theatre in Fort William was the scene of a fire recently.

O. J. Silverthorn, chief motion picture censor of Ontario has stated that there is nothing by way of authoritative fact to prove that juvenile delinquency can in any way be attributed to moving pictures. In comparing the number of children brought to juvenile courts from both good and bad environments, it was found that only one child in every 135 was hauled to court from the best districts and the ratio was three to 100 in the other group. All children visited motion pictures frequently. From this he assumed that it is the environment that counts—not the films.

Some interesting figures were forthcoming from the federal government which tend to prove that building is on the upswing—and once on the upswing in general it bodes well for the theatre industry in particular. Permits issued in March covered building worth $1,785,815, while April shows an increase of $5 million, or nearly double that of April last year. There has been a jump of $20 million in building value this year over the same period a year ago.

**INFORMATION**

**BOSTON**

Herman Riffkin, vice-president of Monogram, Branch Manager Ben Abrams of the Boston exchange and Branch Manager Harry LaVine of the New Haven office left for the Monogram branch managers' meeting in Chicago.

Walter Young, owner of the Strand Theatre, Farmington, N. H., is reported ill. He was injured while cranking an automobile.

Burlington, Vt., will house its own brand of the Strand Theatre in Turner Falls and well known exhibitor in the Boston film district, died after a long illness. The theatre which will remain in the hands of the family will be operated by Mr. Young, who had been buying and booking for the theatre.

Joseph L. Carollo, owner of the Midway Theatre at Oakland Beach, R. I., made one of his rare visits to the Boston film district.

A surprise party was given for Irving Mendelson, United Artists' office manager, by the exchange office force in honor of his birthday.

Harry Goldstein of RKO announced the engagement of his son, Cpl. Arthur Goldstein, to Miss Sylvia Kopel, of Boston. The wedding is tentatively set for September.

Mrs. Helen Burns of PRG received a letter from her son, Thomas, who had previously been reported missing in action by the War Depart-

**REGIONAL**

ment. In his letter, Thomas told his mother to ignore the report, and though he had been captured by the Germans finally escaped.

"Skippy" Avery, owner of the Key in Meredith, N. H. and the Acme in Kennebunk, Me., was seen on Film Row recently. He says he is feeling much better after having undergone a tonsillectomy operation.

Harry Alexander, Jr., son of Harry Alexander, branch manager for 20th Century-Fox, Albany, and former sales manager at the Boston office, died in Kansas City, Mo.

Twentieth Century-Fox employes have each pledged to buy an extra war bond during the 7th War Loan drive.

A daughter was born to Mrs. Frederick Ber-

man, daughter of Morris Rally of the Park Theatre, Brockton, Mass.

Jack Gordon Wallens, son of Wally Wallens of the Ponzner Circuit, will enter officers' candidate school.

Rene Bergerou, former assistant manager of the E. M. Loew's Strand Theatres in New Bed-

ford, Mass., has been reported killed in action in the Philippines.

Officers of the WAC and a group of prominent state and city officials including Gov. Maurice Tobin and Mayor John E. Kerrigan attended the opening of "Keep Your Powder Dry" at Loew's State.

Art Moger, Warner Bros. publicist, left forBuffalo, Rochester and points west on the promo-

bility campaign for "God Is My Co-Pilot."

James Wunn of United Artists is in a local hospital for a routine checkup.

Harry Gold, Eastern division sales manager for United Artists, was in Boston for several days on company business. Ray Wylie, United Artists' branch manager, New Haven, also was a visitor in the Boston film district last week.

Ida Lupino will arrive here June 11 for a bond show and hospital tour. She will also stop in at the United Artists exchange for a visit with the staff.

**INDIANAPOLIS**

Members of the local National Screen Service Corp. who will attend the regional meeting in Chicago July 11-13, are Ted Liechtig, mana-

ger, Herman Booth and Abe Madison, salesmen.

Mrs. Paul Sanders has announced the completion of her new theatre, the Cory at Camp-

bellurg, Ky., and expects to have a formal opening in the near future. She also operates the Alhambra in that city.

Minnie Marcus, head of Marcus Enterprises here, returned from a three-day stay in Chicago.

B. Rentme, who operates the Star at Ft.

Branch, Ind., and the Victory at Calhoun, Ky., has acquired the Shelburn at Shelburn.

The house is being renovated for the opening.

Freeman Smith, secretary of the Kentucky Exhibitors' Association, has acquired the Ken-

tucky at Cadiz, Ky. The house was operated formerly by R. S. Newman.

Burton B. Jessel, of Visual Films, Des Moines, Ia., which produces the Chicago Cubs football releases, was a Film Row visitor. He also announced that Ted Husing will narrate this year's series.

L. J. McGlinn, Universal exchange manager, is in New York at the home office for a busi-

ness conference.

Syl Grove, who operates the Capitol and Silver, Louisville, Ky., was stricken seriously ill this week.

Carl Harthill, Monogram exchange mana-

ger, has returned after attending the Monogram convention in Chicago.

Horace Spencer, shipper at RKO exchange, entered the Methodist Hospital here for obser-

vation.

On the night of May 8 when the brownout was lifted in this area the Victory Theatre, Hunt-

ingburg, Ind., had its marquee brilliantly lighted announcing the showing of "When the Lights Go On Again."

The Fox Theatre, Brazil, Ind., will reopen June 22 under the management of Joseph McKinley.

Maurice Strobling, who operated the Ritz Theatre, Crawfordville, Fla., has relinquished his lease to Code and Raymond who will con-

tinue operation with Strobling as projectionist.

Claude McKean is the winner of the first prize in the $250 bond drive in the Warner Bros. drive. McKean was presented with a money clip.

The local Republic exchange is making every effort to procure playdates for its drive which begins May 27 and ends August 3, in celebration of the tenth anniversary.

Visitors on Film Row: Roy E. Harold, Rush-

ville; J. B. Stine, Terre Haute; Myers Flater, Bloomfield; Wm. Studebaker, Logansport; Jack Alexander, Lebanon; George Mellers, Tipton; W. J. Haney, Milan; and Joe Schilling, Conners-

ville, Ind.

S/Sgt. Charles Sparger, a tail gunner of the Italy based 15th Air Force, was liberated March 22. He had been a captive in Germany. He was formerly employed at the 20th-Fox exchange as chief shipper.

**OMAHA**

Omaha's opening bond premiere at the Para-

mount Theatre Wednesday night (23) resulted in sales of $250,000 worth of E bonds.

Russ Fraser, Treasurer, has returned ad chief from Des Moines, spent two days here.

Jim Castle, new Paramount exploiter, also was in the city.

After being closed for two years, the Ak-Sar-

Ben racetrack will be reopened June 19 for a month. The Army will continue to use the portions of the grounds other than the track and stadium.

Morris Snad, Council Bluffs exhibitor, is back from a trip to Kansas City.

Jim Corrigan, former Dunke Theatre em-

ployee, who has been overseas with the Navy two years, paid the City a visit.

Mr. and Mrs. Jamesm, former members of the film colony here, now living in Florida, were back to see old friends.

Marion Wallace, 20th-Fox stereographer, is on vacationing.

J. E. Callahan, Monogram manager, is back from a company trip to Canada.

Ruth Moberg, former biller at United Artists who went to Chicago, has decided to return and will become a stereographer in her old office.

H. B. Johnson, Universal branch manager, is on vacationing.

Harry Schillfrin, former Warner Bros. sales-

man, is now in Chicago.

Frank Hannon, Warner branch manager, flew to Texas over the week-end for the 8th grade graduation of his son, Tommy, who returned to Omaha with him.

Walter Creal, who recently acquired the North Star Theatre here, has received WBP

AMPAS OFFICERS FOR '45-'46. The new officers of the Associated Motion Picture Advertisers for 1945-1946 were installed at a luncheon meeting in New York last week. Above, members of the board of directors and some of the new officers line up for the camera. They are; Vincent Trota, Mel Gold (treasurer), Grace Rosenfeld (secretary), Charles Alcicote, Dave Bader (president), Martin Starr, Ray Gallagher.
An exciting story of a cunning ruthless killer...

THE GREAT FLAMARION

"GREAT WITH A GUN"

with DAN DURYEA • STEPHEN BARCLAY

ANTHONY MANN—Director • Screen Play by ANNE WIGTON, HEINZ HERALD, RICHARD WEIL
Story by ANNE WIGTON • Based on a character "BIG SHOT" by VICKI BAUM from Collier's Magazine
Producer—WILLIAM WILDER

A REPUBLIC PICTURE
approval for a remodeling job. The auditorium will be revamped and new equipment will be installed.

Robert Ballantine, owner of the company bearing his name, said this week he plans a special open house for his newly-built Davenport headquarters as soon as the travel ban lifts.

Joe Jacobs, Columbia branch manager here, and Mcl Eviden, Columbia chief at Des Moines, are vacationing by hitting the high spots in Missouri.

Mrs. Carl White of Quality Theatre Supply Co., were in Lincoln over the week-end watching red carpet ceremonies for their son, John, a medical student.

Dorothy Biesendorf, Metro employe, shaved off her War Hair on Saturday.

Marjorie Stiles, Wranglers' booking clerk, missed several days last week due to illness.

Alfried Williams, 20th-Fox office manager, spent the week-end in Des Moines.

Frances Harrington, 20th-Fox biller, was in Lincoln for several days.

Bert LeFron of Omaha has received a long letter from Capt. Eddie Rickenbacker saying he would like to see some big dogs pulled off in Omaha for this coming picture.

An Omaha mother, who made a jockey's green hat and green shirt for her son, now recovering from the same in the South Bend hospital, had it stolen last week while on display at the Paramount Theatre during the showing of "National Velvet."

Theatrical Maxie Rosenblum started off his war bond appeal here by purchasing a $1,000 bond.

PHILADELPHIA

Maxie Bronow of the Warner Theatre booking department celebrated his sixth wedding anniversary this week.

David Loeb of United Artists was in town in advance of the appearance of James Cagney, who acted as master of ceremonies at the Philadelphia Improper's Ball at the Festival in the Philadelphia Stadium on Friday night. An exhibitor luncheon was held in the afternoon by United Artists.

Concurrent with their personal appearance at the Early Theatre, Helmut Dantine and Andrea King paid a visit to the WB exchange here.

A number of exhibitors were there at the time of the visit and were delighted with the reception accorded them by the stars. Among them were Harold Hirschberg of the Palace Theatre, Bethlehem; Harry Dembock, manager of theatres in Media, Columbia and Marcus Hook; Iie Garinkle, general manager of the Chortoff Circuit, with theatres in the Lancaster, Reading and Lehigh sections; and Nick Powers, general manager of the Leo Foshel Theatres, in the outer areas of Philadelphia.

Bob Hope and Bing Crosby are scheduled to play at the second annual $17,500 War Bond Philadelphia Inquirer invitation tournament to be held June 14-17 at the Lanerher Country Club at Manoa, Pa.

Columbia's Exploiter, Ed Rosenbaum is at home, resting after an illness. He expects to return to work on June 11. Sid Zims is substituting for him while he is out.

A plan of the Mind of Emmanuel Lewis, manager of the Jumbo Theatre, averted a possible panic among approximately 1000 patrons last Wednesday, when someone set off a firecracker during the performance.

It was reported by real estate circles late last week that William Goldman, who now operates the Carlton, News and Keith's Theatre downtown, had purchased the former KGler's restaurant site on 16th Street, north of Chestnut St., and will erect a new building on this property.

The War Activities Committee announced that more than 700 copies of "Movie Lot to Beach Head" book which tells the story of the industry's contribution to World War II, have been bought for theatremen of the area for distribution to civic, state and others leaders in the territory.

Briefs have been filed in the clearance complaint of Allied Circuit's Temple, involving RKO and Warner Bros. Distributing Corp., and Hirsh Amusement Company's Century, inter- ventor, heard by the local American Arbitration Association offices recently, with William A. Wiedersheim acting as arbitrator.

RKO's Charlie Zagrains is back from a Southern trip.

Arthur Davis is the new branch manager for Confidential Reports, Inc., succeeding Harvey Shelley. Davis is from Washington.

"Doc," exhibitor from Reading, Pa., was recently elected to be the board of the Shriner's Home in Philadelphia.

Stanley Kositski, Universal's office manager, has resigned.

Sidney Samandum, Allied general manager, went to Detroit for the Allied unit meeting.

The Associated Press Philadelphia general sales manager, was a visitor.

Mrs. Betty Kraker, wife of Jack Kraker, the Ross Federal Service executive, is recuperating at home after a lengthy illness.

ST. LOUIS

The St. Louis tribunal of the American Arbi- tration Association has announced new settings for the upcoming trial pending between exhibitors here against members of the five majors.

The case involving the Stadium Theatre, Carini- gesky, 10th and Olive, was continued before Arbiter Joseph C. Davis June 18, while the complaint of Andre Rosen, doing business as the Princess Theatre, St. Louis, has been set to come up before Arbiter Harry G. Erbs June 20.

War bond purchases in St. Louis reached a total of $1,185,500 or 32% of the quota assigned to the city. The purchase includes St. Louis and St. Louis County as of May 22. The purchases of E bonds, however, have amounted to only $9,158,658, or 22% of the $41,557,450 goal.

Allied Theatres, Inc., has been incorporated with $500,000 of $50 par value stock authorized to own, manage, operate, sell, purchase, rent, lease, hire or exchange any kind of theatre present moving picture stations, stage shows, radio or television presentations.

DES MOINES

The war bond premiere at the Des Moines Theatre here netted $500,000 with 1500 patrons attending the "Affairs of Susan." A capacity house would have netted $650,000.

Employees at the Tri-State Theatre Corp. home office had lots of fun trying on the dressing of Joan Fontaine used in "The Affairs of Susan." A trunk containing the dresses arrived at the Tri-State office to help promote the bond premiere of the film.

Bill Barler, former RKO salesman from Omaha, doing the booking for Columbia during the last fall show, left Town. Ernest Pickler, Universal salesman is also on a two-weeks vacation.

Eileen Namool, booker for National Screen Service, was married recently to Bob Town. Wanca Eddy is the new shipping clerk at National Screen.

Mrs. Ida Peters Greene, former secretary to S. J. Mayer at 20th Century-Fox, spent her vacation in Des Moines and visited old friends on Film Row. She is a resident of Los Angeles.

A total of 190 war bond premiers have been booked in the Des Moines exchange territory in addition to 244 free movie dates and 23 children shows for the 7th war loan drive, it was announced by A. H. Blank, Iowa WAC chairwoman.

J. C. Irwin will open a new outdoor theatre at Des Moines. Irwin also plans to build a new theatre for indoor shows next winter.

Korren R. Hodges, who recently purchased the theatre at Liberty Hill, 22nd Street, also bought the theatre at Winfield which was owned by E. S. Tompkins who is now in service.

ALBANY

Karl Harte, Columbia Pictures booker, has resigned and his replacement will be announced within the week.

An Alang Film Row: Henry Frieder and Henry Grossman of Hudson; David Rosenbaum of Elizabethtown; Mr. and Mrs. Jerry LaRocque of Warrensburg; Harry Burke of Community, Sangora; George Sandvik.

Traveling: Herman Ripp, MGM district manager, to Onedia to confer with Kallet inter- est, and later he will travel to New Haven, Conn., in connection with exploitation campaign on "Picture of Dorian Gray"; Charles A. Smakowitz, assistant zone manager, Warner Bros. Theatres, to New York office; Joe Wein- stein, Warner Bros. Theatres' booker, in Buffalo; J. P. Faugman, Warner contact officer, to New York to confer with home office officials.

Welcome: Happy to see Babe Steinbuch, Max Friedman's secretary, back on the job again here. Mrs. Leonard Ryan, formerly of St. Louis, helping out in Charlie Smakowitz's depart- ment temporarily.

Vacations: Margaret Buckley, RKO booker, looking simply splendid after her vacation. Mrs. Betty Elliott, assistant cashier, RKO, leaving on vacation and hoping weather will clear up; Anna May Kretzel, Warner poster clerk, back and bemoaning the fact there was no sunshine.

A speaking dinner meeting of crew members of Variety Club Tent No. 9 will be held at Keeler's, Albany, June 4.

All employees of 20th Century-Fox Film ex- pected to buy bonds during the Seventh War Loan drive.

HARRISBURG

Seventh War Loan activities here are moving rapidly, and an extra special exhibit already chalked off the calendar, and others scheduled. The visit of Claude Rains, popular film actor, was received enthusiastically by townspeople.

He spoke at a rally of retailers held in the RRC followed by a parade of theatre personnel.

Members of the War Activities Committee of the motion picture industry, headed locally by Sam Gilman, Loew's Regent manager, have taken over the former Wac shack, a wooden building near the old Army Corps as a recruiting center in the downtown section. Gilman arranged to utilize the letters to make them fit into the industry's committee title, and are used to publicize the work theatre men are doing for the bond drive. The WAC shack will be issuing headquarters for the theatres, which take a three-week vacation.

Harry Perigo, who has returned after being wounded while serving with the Army overseas, was honored at a dinner and party at the Moose Lodge. His brother, Lt. Jack Perigo, stationed in Texas, was home on leave with his wife, the former Mary Ellen Hatfield, sister to Fabian interests here.

Miss Patsy Walker, former student assistant at Loew's Regent, graduated at Carnegie Tech and has gone to New York to join her father, Paul Walker, on the exploitation staff of Columbia Pictures.
Lesser Paris Bound
To Set 'Paris Canteen'

America's first producer to launch a picture in France since its liberation will be Sol Lesser, who leaves for Paris on June 4 to arrange for filming sequences for his forthcoming production, "Paris Canteen." At the same time, Lesser also will arrange for distribution of part of "Paris Canteen" proceeds to French charities.

The Paris Canteen on the Champs Elysees is operated by the American Theatre Wing War Service with a staff of 100, including the New York Stage Door Canteen and which served as the basis for Lesser's "Stage Door Canteen." More than two and a half million dollars from the proceeds of that musical already have been distributed to charity.

He returns to Hollywood in time to set up his production staff for the start of "Paris Canteen" tentatively slated for Sept. 15. Parisian sequences will be filmed after completion of the Hollywood production and will start in Paris about Dec. 1.

Draft Ruling Assures Garfield's Appearance in Cain Story

With last week's new Selective Service ruling assuring that John Garfield will not be subject to draft, Producer Carey Wilson is now prepared to start production shortly on "The Postman Always Rings Twice," MGM picture based on the James M. Cain novel and starring Garfield and Lana Turner. Leon Ames has just been assigned to the important key role of the district attorney.

This will make four important books being filmed at MGM: "They Were Expendable," starring Robert Montgomery and John Wayne, has been in production for several weeks. "The Yearling," with Gregory Peck, Jacqueline White and Claude Jarman Jr. in top roles, is being filmed on location at Ocala, Fla., and started last week was "This Strange Adventure," starring Clark Gable and Greer Garson and which is based on "The Anointed," by Clyde Brion Davis. The company also owns film rights to another book, "Liberty Street," by J. V. Morris.

Rose Hobart Assigned

Rose Hobart, just back from a tour of Alabama Army camps, has been signed by Paramount for a top role in "Too Good to Be True," starring Ray Milland, Teresa Wright and Brian Donlevy. Roles in the comedy-drama also have been given to Al Hall, Clark Eggleston and Charles Victor.

Joan Leslie as Marilyn Miller

Role of Marilyn Miller in the forthcoming Warner Bros. musical production based on the famous Ziegfeld star has been assigned to Joan Leslie. The picture will be directed by David Butler, now guiding "The Time, the Place and the Girl." Jerry Wald will produce.

Wolfe Gets New Contract

RKO Radio has contracted Mamie Wolfe to continue as head of the studio's story and writing department.

PRODUCTION NOTES FROM THE STUDIOS

Katina Paxinou Signed for Warners 'Confidential Agent;
Pat O'Brien, Phil Ryan Combine to Produce Columbia Film

Jack Moss will make his debut as a film director when the George Abbott production, "Safarin," based on the New York stage success, goes before the cameras at Columbia early in June. In addition to directing the picture, Moss will serve as associate producer.

Maurice Costello, Stuart Holmes and Eva Novak, stars of the silent era, were engaged for minor roles in Monogram's Scott R. Dunlap production, "Sunbonnet Sue," which stars Gale Storm and Phil Regan. Ralph Murphy is directing.

Sherman Lowe checked in at Republic to write the screenplay along with Jerry Sackheim on "Rainbow Over Texas," Roy Rogers starrer for Associate Producer Lou Gray.

Anne Jeffreys has been cast in role of Tess Trueheart in the RKO picture, "Dick Tracy," first in a series of features based on the popular Chester Gould comic strip of the same name.

Morgan Conway, well-known stage and screen actor, will play the title role, with Herman Schlom producing under the executive supervision of Sid Rogell. William Berke is directing.

Chill Wills signed a new long-term contract with MGM and was handed a top spot in the comedy, "What Next, Corporal Harrgrove?," which will star Robert Walker with Keenan Wynn, and be produced by George Haight.


Pat O'Brien and Phil Ryan, who formed a partnership to produce a picture for Columbia release last year, have joined forces again for the same purpose, as Phil L. Ryan Pictures, Inc. Their next production will be "Perilous Holiday," based on Major Robert Carson's Collier's serial about an ex-clyder in Mexico City, who finds himself involved with a group of American exiles mixed up in illegal across-the-border deals. O'Brien will be starred, while Ryan functions as producer.

Upon his arrival in Hollywood, Xavier Cugat and his orchestra will go immediately into rehearsals for their newest MGM assignment, "Holiday in Mexico." Cugat will furnish six original compositions for the Technicolor musical which Joe Pasternak will produce, with Ilona Massey, Jane Powell and Jose Iturbi in top spots.

George Waggoner is working with Edgar "Cookie" Fairchild and Milton Rosen on songs for "Alibi in Erin," which Waggoner will produce and direct for Universal, Charles Coburn, Glynis Johns and Robert Paige are co-starring, with Martha O'Driscoll set for a top featured role.

Katina Paxinou has been signed by Warners for one of the top roles in "Confidential Agent," Charles Boyer-Lauren Bacall starrer. She will essay role of Mrs. Millandes, boarding house keeper in the Graham Greene adventure-thriller. Assignment is the first for Miss Paxinou since winning Academy Award two years ago. Herman Shumlin will direct, Robert Buckner produce.

Richard Wallace has been signed by Producer Felix Jackson to direct Universal's Deanna Durbin-Charles Laughton picture, "Catherine the Last."

Hope to Star in 'Beaucaire'

Bob Hope will star in Booth Tarkington's "Monsieur Beaucaire" as the first picture under his new seven-year contract with Paramount. Sol C. Siegel will produce the film which is being adapted by Melvin Frank and Norman Panama. Production will start Aug. 1, following Hope's return from an overseas entertainment tour.

Rosen to Direct 'Gregory'

Phil Rosen has been signed to direct "Gregory," murder mystery drama to be produced by Louis Berkooff, Los Angeles theatre operator, as his first film to be released by Monogram. Shooting is scheduled to start June 4, and Edmund Lowe has already been set for the leading role.

To Have Featured Roles

Jerome Cowan and Constance Worth will have featured roles in RKO Radio's "Deadline at Dawn," Bill Williams, Susan Hayward and Paul Lukas are co-starring.
Watch Out, Girls

Robert Holton, former radio announcer from Dallas, has been signed by Hunt Stromberg for one of the top roles in his forthcoming production, "Young Widow." Studio officials say that in his initial tests Holton revealed an exceedingly high degree of talent and personality. He is rated—get this, girls—as having the combined qualities and charm of Humphrey Bogart and Zachary Scott.

Added to 'Evie' Cast

Marsha Hunt has been assigned to the role of Evie in "A Letter for Evie," which will start production soon at MGM with Jules Dassin directing and William H. Wright producing. Previously assigned to important roles were John Carroll, Hume Cronyn and Pamela Britton.

Next Pine-Thomas 'Hot Cargo'

The next Pine-Thomas production for Paramount will be "Hot Cargo," starring William Gargan and Robert Lowery. Story is an action-drama of three U.S. Army tankmen who return from the war to haul giant redwood trees in Northern California, using the tanks they drove in Germany.

'Scruffy' Set for Fitzgerald

Paramount has closed a deal with Harry Segall, author of "Here Comes Mr. Jordan," for the film rights of "Scuffy," a story dealing in whimsy and the spiritual, for use by Barry Fitzgerald as a starring vehicle. Segall is now working on the screen adaptation.
SHOW BUILDERS
A Monthly Feature Dealing With Practical Ideas for Booking And Exploiting

The Short Subject

CARTOONS FOR EUROPE

Universal is preparing 26 Walter Lantz Cartunes for immediate shipment to the European market re-opened through defeat of Germany. Titles in the languages appropriate to the country are being dubbed in for the Belgian, Netherlands, Polish and other markets. Lantz subjects in Technicolor, including Woody Woodpecker and Andy Panda, are already showing in liberated France and Italy.

In order to revive patron interest in the Cartunes, Lantz is planning to give his pictures big publicity campaigns through the Universal branches in Europe.

STAUD COMPLETES LAST OF 1944-45 SCREEN SNAPSHOTs

The 24th series of Columbia Screen Snapshots has been completed with final scoring of the reel which shows Eddie Cantor singing for wounded servicemen at the Birmingham Hospital and shots of the new Ginny Sims air show, with returned veterans performing in acts before the war interrupted their careers. Ralph Staub, who produces Screen Snapshots for Columbia, is now working on the first of the 25th anniversary series.

MORGAN BACK IN NEW YORK

Oscar A. Morgan, Paramount short subject sales manager, arrived in New York Tuesday (29) following the last of his ten regional sales meetings in Cleveland Monday.

FAMILY CONFERENCE. Pete Smith was searching for a lad to play the brat in "Guest Pets" (his sequel to "Movie Pets") when he visited the home of his friend, Sid Rogell. RKO executive producer. When Rogell's son, young Anthony Hugh walked into the room, Smith exclaimed "He's it!" The lad will be seen in the MGM Pete Smith Specialty. Shows here with Smith and Rogell are the boy and Mrs. Rogell, former actress June Clayworth.

WARNERS COMPLETE 17 OF 1945-46 SHORTS

Gordon Hollingshead, short subjects producer at the Warner Bros., studio, has already completed 17 subjects for the company's 1945-46 release schedule, according to Norman Moray, short subject sales manager.

In the group are nine films in Technicolor, including "Forest Commandos," "Fashions for Tomorrow," "In Old Santa Fe," "Cavalcade of Archery," "Michigan Ski-Daddle," "Sports Go to War," "Fin 'n' Feather," "With Rod and Gun in Canada" and "Snow Eagles."


Going into production soon is another Technicolor short titled "Movieland Magic," telling the behind-the-scenes story of film making. All film will direct for Hollingshead. Another short scheduled for future production is "So You Want to Be a Columnist," in which Danton Walker, New York Daily News columnist, will be shown gathering news at night clubs and other Broadway spots. Hollingshead has assigned LeRoy Prinz to direct.

HUMANETTES OFFERED BY LANTZ AS NOVELTY

Plans have been announced by Walter Lantz for the production of two Cartunes in which he will use his new Humanettes. One subject will be based on the Woody Woodpecker character and the other on Andy Panda.

The Humanettes, which are made of clay and measure six inches in height, are said to make it possible to give something resembling human expression to the characters. The process was developed after 10 years of experimentation, and applications for patents have been applied for in Washington.

An experimental reel in Technicolor using the Humanettes has been completed by Lantz, and is scheduled to be shown to the press in the immediate future. Exhibitor and public reception to the two subjects will determine whether or not the producer will go through with an entire series of the subjects.

NEW PARAMOUNT POPULAR SCIENCE SHORT SHOWS B-29 RECONVERSION

Sequences of the reconversion of B-29s to C-54s for postwar aviation were photographed recently in Seattle by Jerry Fairbanks and a crew of 12 who since returned to Hollywood. The new planes are double deck and carry 100 passengers and cargo at an average speed of 350 miles an hour. Called "Boeing Stratotruiser," the simulated oceanic flight will serve as the subject for a forthcoming "Popular Science" for Paramount release.
Short Subject Reviews

Boogie Woogie (Good)
Para. (FF4-5) Musical Parade 20 mins.

Taking advantage of his wife's absence from town Robert Benchley allows his jitterbug youngsters to indulge themselves and join in. Playing the piano in a jive joint is his speciality; the strains being interspersed with the, rather wishful, refrain and instrumental which so often follows and joins in with the hep cats. Starring Benchley with the rest of the cast are Delores Ayers, Herbert Bertram, Ronald Dupree, Darryl Hickman, Frank Cook and the Hollywood Jitterbugs, this Technicolor subject is suitable for any program. Produced by Louis Harris and directed by Noel Madison.

Jasper's Boobytraps (Very Good)
Para. (UJ7-4) Puppetoons 8 mins.

Jasper sets up a boobytrapped, expensive dinner to tempt the scarecrow who succumbs with hilarious results. Refusing to touch anything on the table, following his immediate disaster, the scarecrow watches Jasper eat his way through the entire table, since he alone knows where the boobytraps are. Achievement of excellence as is the photography in Technicolor.

Pop-Pie Ala Mode (Good)
Para. (E4-2) Popeye 8 mins.

The amazing Popeye with the aid of his inevitable spinach diet succeeds in getting out of a tough spot when he finds himself on a cannibal island. He is one of the inhabitants and elected as the main course in a contemplated dinner. In Technicolor.

Gusnoco Towsomo (Good)
WB (1700) Merrie Melodies 7 mins.

Two tomato, rival for the affections of a delightful lady cat, try to outwit each other in order to bring her the bird she demands as the price of her paw. The usual complications develop with a bird proving itself to be smaller than either. Photographed in Technicolor.

Mexican Sea Sports (Thrilling)
WB (1598) Sports Parade 10 mins.

In Acapulco, the Mexican Riviera, aquatic sports abound as depicted in lifelike Technicolor. Swimming, aquaplaning, hunting baby octopus and sailfishing are highlighted. The feature of the short shows one of Mexico's most famous fishermen and his wife catching sail-fish and indicates the deep sea fishing conditions. The film closes with gorgeous sunset views as the fishing boat returns to port with sail fish and代码 and photo- graphed by Luis Osorno Barona.

Goofy News Views (Has Possibilities)
Columbia (6703) 7 mins.

Whether Sid Marcus, the producer, is original in this short with the idea of satirizing the newsreel is an unknown factor to this reviewer. But its principal asset, having been seen, is that it's not a Goofy-Woogie. Wrap Your Troubles in Dreams, You Were Meant For Me, and Her Tears Flowed Like Wine, and Sweet and Lovely.

Community Sing No. 8 (Musical)
Col. (6658) 9 mins.

Features Dick Leibert at the organ with the vocal assistance of the Song Spanners, who render a dixieland version of tunes including How Many Have a Song to Sing, Wrap Your Troubles in Dreams, You Were Meant For Me, Her Tears Flowed Like Wine, and Sweet and Lovely.

Film-Vodvil (Diverting)
Col. (6695) No. 5 11 mins.

The hilarious stage routine of Lowe, Hite and Stainky is duplicated in this short together with Sabin's Perspectives, a dancing marionette team with the strings manipulated in full view of the audience, and Viola Lane who impersonates a number of movie stars. The act in its entirety is diverting and should have diversified audience appeal.

MOVISTONE NEWS (Vol. 27, No. 78)—Yanks force Jap retreat in Okinawa; General Hodges welcomed to Atlanta; General Deueli honored by King George; Sgt. Carothers has 168 points but fights on; Hoover orders with President Truman; Tom Clark new Attorney General; Clinton Anderson becomes new Secretary of Agriculture; Broadway brings nightclub cheer to wounded vets; St. Louis zoo stock company has new show for kiddies.

PARAMOUNT (No. 79)—Veteran heads for Pacific; Georgia hails General Hodges; Berlin Allies: reveal bomb damage; New Pacific battle grounds; Okinawa battle.

RKO PATH (Vol. 16, No. 81)—Bomber strikes air-men home; Truman names three cabinet aides; atlanta welcomes General Hodges; Yanks win Naka; Bisashi valley V2 Day; VJ terrific Antwerp; Air views of ruined Berlin.

NATIONAL THE DAY (Vol. 16, No. 276)—Films taken by Signal Corps and Marine cameramen as desperation continues at home; Mackay Navy newsreel Washington spotlight; General Hodges comes home to Georgia; Story of one-armed air pilot; Chimps are Zoo chums.

UNIVERSAL (Vol. 18, No. 402)—Air forces come home; Bando brings baby members of peace for all human rights; Former President Hoover visits White House; Capt. Harker welcomes General Hodges; Baseball's miracle man; Battle to death on Okinawa.

ALL-AMERICAN NEWS (Vol. 5, No. 135)—Crowd org. 100,000 participates in "American Day" Labor commissioner of Michigan a busy man; Alpha Phi Alpha guests at huge banquet; Toledo gives promotion to Attorney Gibson; Harlem boys show their skills; With GIs on the Ledo Road in Burma.

Singer Set for Stellar Role in Paramount Musical Parade

Bob Graham, the 20-year-old ex-soldier who won a Paramount contract and national prominence by his singing on the Duffy's Tavern program, has been cast for a stellar role in "A Tale of Two Cities," a forthcoming Paramount will film as a Technicolor Featurette, with George "Bugsy" Templeton directing. Dorothy Porter, 51-year-old singer from Broadway, will appear opposite him.

Graham, who recently completed "Little Witch," a Technicolor Featurette with Olga San Juan, will soon be seen in MGM's "Week-end at the Waldorf," playing the role of the singer in the Wedgewood Room.

J. Edgar Hoover, Paul V. McNutt and Others Endorse 'Springfield'


Bugs Bunny Ball in Toronto

A Bugs Bunny Ball, patterned on the popular Warner Bros. cartoon character, was held recently in the Eaton Auditorium, Toronto, as a feature of the spring social season. Event was put on by the Teen-Age Club of the Eaton Company, Canada's largest department store.

SHOTS SHOPPING

(Continued from Page 33)

songs with a bang and appears to be potent material for dramatic training.

Either one of the foregoing subjects would add entertainment spirit to any program. And whereas two features require a running time so excessive that the spectator becomes restless and tired out before the film is run to its conclusion, the combination of one feature and a well-balanced selection of short subjects makes possible a program just long enough to give the spectator that satisfied feeling of having had just the right amount of entertainment and relaxation.

Recently Life magazine carried pictorial coverage on Stephens College, Columbia, Miss, stressing the role of beauty care (or something like that) in the lives of its girl students. It seems to us that this angle should lure some film company's cameramen and technicians to the campus there to make a short subject (MGM's "Pete Smith, RKO Pathe's "This Is America" crew, or a crew from Warner Bros., just to mention two or three companies who should find good material in the subject). For that matter, other girl's colleges (Smith, Wellesley, Bryn Mawr, Con- nolly, Smith, and many others), as well as the various co-educational institutions, should furnish ample material to make an entertaining worthwhile short or series of shorts.

ADV.

What Are Your Needs?

Joe Hornstein Has It
### FEATURE GUIDE TITLE INDEX

**Title** | **Company** | **A** | **B** |
---|---|---|---|
**A** | **Title** | **Company** |
Albert & Costello in Hollywood | MGM |
**A** | **Boy, A Girl & A Dog** | MGM |
**A** | **Adventure in Music** | MGM |
**A** | **A Affairs of Susan** | MGM |
**A** | **The** | MGM |
**A** | **A Letter for Evie** | MGM |
**A** | **A Mad House** | MGM |
**A** | **An Angel Comes to Brooklyn** | MGM |
**A** | **And Now Tomorrow** | MGM |
**A** | **Animal Kingdom** | MGM |
**A** | **Apology for Murder** | MGM |
**A** | **Asphalt Jungle** | MGM |
**A** | **A Royal Scandal** | MGM |
**A** | **Arrows and Old Habits** | MGM |
**A** | **Arsenic and Old Lace** | MGM |
**A** | **A Walk in the Sun** | MGM |
**A** | **A Wave, a Wee, a Marine** | MGM |

**B** | **Title** | **Company** |
**B** | **Bedtime** | MGM |
**B** | **Big Bullfighters** | MGM |
**B** | **Birth of the Blues** | MGM |
**B** | **Blackbirds** | MGM |
**B** | **Blind Man's Bluff** | MGM |
**B** | **Blissful Day** | MGM |
**B** | **Bobby's Dream House** | MGM |
**B** | **Blink of an Eye** | MGM |
**B** | **Blink of an Eye** | MGM |
**B** | **Blink of an Eye** | MGM |
**B** | **Blink of an Eye** | MGM |

**C** | **Title** | **Company** |
**C** | **Coral & Cleopatra** | UA |
**C** | **Calamity Jane** | UA |
**C** | **Calamity Jane** | UA |
**C** | **Calamity Jane** | UA |
**C** | **Calamity Jane** | UA |

**D** | **Title** | **Company** |
**D** | **Dancing in Manhattan** | Col. |
**D** | **Darkest Hour** | Col. |
**D** | **Dangerous Intruder** | Proc. |
**D** | **Dangerous Journey** | Proc. |
**D** | **Dangerous Partners** | Proc. |
**D** | **Dangerous Ransom** | Proc. |
**D** | **Dark Mansion** | Col. |
**D** | **Dead Letter** | UA |
**D** | **Dead or Alive** | UA |
**D** | **Delightful Day** | UA |
**D** | **Detour** | UA |
**D** | **Ding Dong** | UA |
**D** | **Ding Dong** | UA |
**D** | **Ding Dong** | UA |

**E** | **Title** | **Company** |
**E** | **Evelyn, the** | MGM |

**F** | **Title** | **Company** |
**F** | **False Face** | UA |
**F** | **False Face** | UA |
**F** | **False Face** | UA |
**F** | **False Face** | UA |
**F** | **False Face** | UA |

**G** | **Title** | **Company** |
**G** | **Gang of the Waterfront** | UA |
**G** | **Gang of the Waterfront** | UA |
**G** | **Gang of the Waterfront** | UA |

**H** | **Title** | **Company** |
**H** | **Hands Across the Border** | UA |
**H** | **Happiness Square** | UA |
**H** | **Happiness Square** | UA |

### June 2, 1945

**Title** | **Company** |
**A** | **My Pal, Wolf** | WB |
**A** | **My Brother's Keeper** | WB |

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## NEW PICTURES STARTED LAST WEEK

When there’s only a difference of one picture between last week and this year at that time, we find it difficult to analyze the situation. Now, if say, 20 pictures had started last year and only three this week, then we could go into a long discourse citing the reasons for such a sharp drop in production. As it is, all we can do is look at our data, note that four pictures started production a year ago last week, that one less started last week, and then list the pictures that got the “go” signal. How are they?  

### COLUMBIA


### METRO-GOLDWYN-MAYER


### MONOGRAPH

**Shanghai Cobra** — Principals: Sidney Tolmer, Benson Fong, Mantan Moreland, Joan Halsey. Director: Phil Karlson.  

### TITLE CHANGES

"The Magnificent Rogue" (Rep.) new THE CHEATERS.
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Film Daily: "This down-to-earth fantasy, loaded with surprise entertainment, is a box office natural. The producers, Fessier and Pagano, have injected a solid formula into their original screenplay to lift an unheralded property into the 'sleeper' class...a warm and tasty dish of entertainment with a seasoned group of players whose well directed tintype characterizations add flavor to the era of the high button shoes and the mutton sleeve. Oakie’s sympathetic portrayal breeds charm and adds interest to his versatility."

Showmen's Trade Review: "The film is bound to have mass appeal. Jack Oakie was never funnier. The story which can be made or broken in direction has been handled by Charles Lamont with a deftness that gives credence to the fantastic and produces a succession of laughs. The film's winning qualities are served importantly by Peggy Ryan and Johnny Coy in creative dance numbers that are a joy to watch."

That's the Spirit starring Jack Oakie - Peggy Ryan with June Vincent - Arthur Treacher - Gene Lockhart - Johnny O - Andy Devine - Buster Keaton - Irene Ryan

Original Screenplay Written and Produced by Michael Fessier and Ernest Pagano - Directed by Charles Lamont - A UNIVERSAL PICTURES
He's just read the reviews of

That's the Spirit

"A gay, entertaining comedy in the fantasy vein of 'The Ghost Goes West' and 'Here Comes Mr. Jordon,' and more recently, 'A Guy Named Joe.' It adds up to appealing 'spirited' hilarity with a generous sprinkling of dancing and songs, featuring Peggy Ryan and a new youngster, Johnny Coy, who scores outstandingly."

"That's the Spirit' is a breezy, diverting musical with a story of somewhat different cast, several good songs, a couple eyeful production numbers and a group of troupers who move with ease and impressively through the 85 minutes it takes to wind the works up."

It's "Spooktacular"
says Walter Winchell
That's the business on this rhythmic romance that The Exhibitor says is "packed with entertainment ranging from burlesque to excellent ballet!" Here's a hit with an earful of outstanding music and an eyeful of burlesque queens, spectacular production and marquee headliners all adding up to a boxoffice total that will please in any situation!
Red Letter Dates

From this day forward to June 30th there is but one job that counts for everybody in this business, the Bond drive now being conducted under the title of 'The Showmen’s Seventh.'

Our leaders of the Army, Navy, the Commander in Chief himself, warns that there must be no let-down. Men in this industry who are working in key spots in the Seventh War Loan drive urge against complacency. Let us keep on putting the might of showmanship behind the Mighty Seventh.

An Even Dozen

With this issue STR celebrates its twelfth anniversary. We are justifiably proud of the record this publication has established in serving the working theatreman.

As the service paper of the industry we have made it a rule to carry only such news and features as are of interest to the theatreman. It has been our job for the past twelve years to help the exhibitor and manager to operate his theatre and merchandise his attractions efficiently and economically.

How well we have done our job is attested by the continuous growth of the publication.

We are deeply grateful to the many theatre men whose suggestions and criticisms have made it possible for us to improve the services and contents of our paper.

To our advertisers we also extend a word of thanks. If they have found this a valuable medium for their messages to the industry, then we have delivered that which they were entitled to when they placed us on their schedules.

It has been a happy twelve years and all of us here at STR look forward to many more years of service to and close association and friendship with a great industry.

Operating Costs

It is no secret that the independent exhibitor’s operating expenses since the outbreak of the war have pyramided to produce a tremendous increase over his pre-war costs. We'd venture to say that not a single theatre in this country was able to avoid this added expense. And we are not including film rental in this discussion. We refer solely to operating overhead.

Since it stands to reason that there are going to be some readjustments during the transition from war to peacetime pursuits, many of these theatres, especially the smaller operations and the subsequent runs in and around the larger industrial cities, may experience a falling off in attendance.

In view of the fact that film rentals are undoubtedly going to remain at their present high levels, the only recourse the exhibitor has is to cut his operating expenses or prepare to effect economies at such time as this will become necessary.

Each theatre is a situation unto itself. We doubt if any set formula would apply to more than one theatre. Therefore, each exhibitor or manager must carefully analyze his particular operation and determine where he can cut costs when it comes time to do so.

There is, however, one phase of your operation that must not be subjected to any penny-pinching campaigns, and that is your equipment and maintenance. These are factors that will cost you more if you try to cut them down. Your equipment is the flesh and bone of your theatre and to impair its efficiency is to risk expensive breakdowns.

Postwar Distribution

Some time ago we predicted that following the war there probably would be from one to three new national distributing organizations operating in this country. It now appears pretty certain that this prediction will become a fact.

Some exhibitors have asked us whether this will prove beneficial to them in their film buying activity and from our point of view we would say yes.

It stands to reason that with a larger number of distributors competing for business, the exhibitor will be able to do a little shopping for a change when he sets out to fill his buying requirements. He hasn't been able to do this for quite a few years and thus he has had to do business at the same old stands and, in most instances, under conditions too favorable to the sellers.

The more distributing outlets, the more encouragement for independent producers to make pictures. And the more pictures made, the better it should be for the exhibitors. It will not be something new in this industry. If you oldtimers will think back about twenty-five years you'll recall that then there were about twice as many exchanges in your territory.

If competition is the spice of life, then let's hope for a lot more distributors.

—“CHICK” LEWIS
Tilt Looms Over D of J Answers

A drawn out battle between the department of Justice and the eight producer-distributor defendants in the Government anti-trust suit against the Independent Theatres owners has been termed "unsatisfactory." The keynotes of the anticipated court skirmishes was sounded by Louis Frohlich, counsel for Columbia who said that while the five theatre-owning companies had received answers, Columbia had not, which he asserted was in direct violation of the order of Federal Judge Henry W. Goddard, trial jurist.

"If the Government answers are not in by Monday, I will go to Judge Goddard and ask for a contempt of court against Columbia," Frohlich said. "I have already written to Wendell Berge (Assistant U. S. Attorney General in Washington and head of that part of the Trust Division Department which is prosecuting the suit) and told him I expect immediate compliance with Judge Goddard's order. Even should I receive the answers by Monday, I feel I have lost enough time to request a delay of several months in preparing for trial," the attorney stated.

Frohlich's attitude was echoed by other defense counsel. Louis Phillips, Paramount attorney, said that all the companies felt that the answers were not sufficient, they would go before Judge Goddard sometime this week or next, and tell the court that the Government had failed to comply with its order. If Judge Goddard agrees with the defendants, he may grant them permission to force the Government to answer several hundred interrogatories submitted by the defendants, but held in abeyance. At the last court hearing, the companies agreed to waive the antitrust penalties provided the Government gave them sufficient information concerning names of witnesses, places of business and an approximate idea of their testimony, so that the defendants could prepare to meet the charges during the trial, scheduled for Oct. 8.

Charter of Industry Export Trade Association Filed in Delaware

A charter has been filed in Delaware for the industry's export trade association under the Webb Act, and the association will be ready for business as soon as it has been approved by N. Peter Rathvon, RKO president, who previously had announced that at a meeting of executives in New York the first week of June, including foreign managers of the various companies, agreement was reached on the form of the charter. Independents are eligible to become members and the Society of Independent Motion Picture Producers has been invited to select one board member.

'Jones' Tradeshow June 12

"Along Came Jones," International picture starring Gary Cooper, will be shownd by RKO nationally on June 12.

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1A Firm on Charters

A declaration that the IATSE will stand firm in its determination to keep in force the charters granted by the Alliance to new studio painters, carpenters' and machinists' locals in an attempt to break the strike which the Conference of Studio Unions called 13 weeks ago, was voiced by Richard Walsh, IA president, upon his return to New York from the Coast this week.

Walsh did not indicate what was re-voking the charters or had already done so.

Meanwhile, Herbert K. Sorrell, CSU president, announced that effective June 13, CSU would publicize names of actors passing through picket lines.

NSS Meets Set for New York, Chicago

Designed to cover three phases of company activity—administration, operation and sales—the conferences and executives of National Screen Service are scheduled to be held this month, the first in New York, June 11-13, at the Waldorf-Astoria, and the second Chicago, June 15-17, at the Blackstone Hotel.

The three phases will be discussed by Herman Robbins, president; William B. Brenner, western sales director, and George F. Dembow, vice-president and sales head. Policy for the coming year and transition to the post-war era are also on the agenda.

Home office and field sales executives were scheduled to hold preliminary meetings June 7-9 before the principal session June 11.


At the stockholder meeting held immediately before the directors meeting, Kaufman, Franklin Cole, Isaac A. Pennybacker, Neil F. Agnew, Milton A. Kramer, Phillip F. Siff, Sidney Chaplin, E. Claude Mills and Rex Dennen were elected directors for the coming year.

Ten Officers Are Re-elected for 1945 by United Artists Directors

The United Artists board of directors last week re-elected the officers for the coming year. The ten re-elected were Edward C. Kattner, president; Gradwell L. Sears, vice-president in charge of distribution; Harry J. Muller, vice-president in charge of production; Harry J. Muller, treasurer; Loyd Wright, secretary; Charles E. Milligan, Paul D. O'Brien, Harry D. Backley and Harry J. Muller, assistant secretaries, and Herbert A. Weimer, assistant treasurer.

At the stockholder meeting held immediately before the directors meeting, Kaufman, Franklin Cole, Isaac A. Pennybacker, Neil F. Agnew, Milton A. Kramer, Phillip F. Siff, Sidney Chaplin, E. Claude Mills and Rex Dennen were elected directors for the coming year.

RKO Stockholders Select Nine Directors at Annual Meeting

Eight former RKO directors were re-elected and one new addition was made to the directorate at the company's annual stockholder meeting last week in Dover, Delaware. The new director is J. Miller Walker, replacing Richard C. Patterson, who is serving as U. S. Minister to Yugoslavia.

Others re-elected included Ned E. Depinet, Harry M. Durning, Frederick L. Ehrman, Lawrence Green, L. Boyd Hatch, Floyd B. Oldham, N. Peter Rathvon and George H. Shaw. Price, Waterhouse & Co. were appointed as auditors of the company and its subsidiaries for the fiscal year of 1945.

3rd Qr. Allotment for Industry 271 Million Ft.

The War Production Board has allotted the industry 271 million feet of film for production of entertainment films in the third quarter of 1945, and 15 million feet for the same period. This represents an increase of 10 million feet for features over the second quarter total and 15 million feet above the first quarter total. Newsreels will receive approximately 4 million more feet than in the first and second quarters of the year.

Allotments announced are:

Columbia, 29,208,380 feet; MGM, 40,693,600 monogram; 7,888,810; Paramount, 28,717,870; RKO, 5,208,690; RKO, 28,818,040, Republic, 9,288,080; 20th-Fox, 30,707,010; Universal, 26,301,090; Warners, 32,576,910 and independent producers, 28,480,920. The independents will receive 1,085,200 more feet of film than in the second quarter. Companies making positive prints for exhibition to the armed forces will be given credits totaling 71,100,333 feet, an increase of approximately 8 million feet.

The newsreel allotments include March of Time, 12,000,000; 20th-Fox, 13,318,500; News of the Day, 12,129,000; Paramount News, 12,922,250; Pathe News, 9,574,900 and Universal Newsreel, 7,127,250.

Leader Franchise Suit Against 20th, Randforce Has Started

The long-delayed trial of the Leader Theatre Corp., operators of the Leader, Brooklyn, against 28th Century-Fox over a franchise conflict got underway today in the New York Supreme Court before Justice Bernard Votey. The action seeks to test for the first time in the courts, the right of a distributor to take away a franchise from one theatre and give it to another.

Leonard Storch, plaintiff in the action, asserts in his complaint that he spent in excess of $20,000 in renovating the Leader, which had been operated by Randforce and which he bought last August, but that 28th Century-Fox then took away its franchise and gave it to another Randforce theatre. His action, besides seeking damages, demands the return of the franchise.

Republican Appeals Overtime Ruling

Republican has appealed a Federal Court decision in the Sherman anti-trust suit against Newsreel, former booker, overtime pay. Republic, besides contending Newsreel never worked overtime, says his services in intrastate commerce are not subject to the Federal Fair Labor Act. He says that the action is barred by the 1943 Iowa statute of limitations. The appeal is directed to the Circuit Court of Appeals.

WB Sets July-August Releases

Warner's have set "The Corn Is Green" (July 21) and "Christmas in Connecticut" (August 11) for release during July and August. Releases for the current New are "Pillow to Post" (June 9) and "Conflict" (June 30).

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Industry Men to Visit European War Theatre

A group of industry leaders, at the official invitation of SHAEF, are expected to leave by mid-June to visit the European theatre of war, according to Francis Harmon, executive vice-chairman of the War Activities Committee, through whose office the project was channeled by Army Public Relations and the Office of War Information.

Major Stuart Palmer, of the War Department's public relations staff, will be liaison officer for the industry group, which includes: Barney Balaban, president of Paramount Pictures; Sidney Buchman, Columbia studio head; Harry Cohn, Columbia Pictures president; Lester Cowan, Lester Cowan Productions; S. H. Fabian, chairman Theatres Division, WAC; Russell Holman, alternate for Henry Ginsberg of Paramount studio; Francis Harmon; Charles W. Koerner, RKO Radio studio head; Sol Lesser, Sol Lesser Productions; E. J. Mannix, MGM studio head; Taylor M. Mills; N. Peter Rathvon, KKO Production; William Wachtel, Warners' studio head; R. B. Willoy, chairman Program Committee, Theatres Division, WAC, Atlanta; Clifford F. Work, Universal studio head; Darryl F. Zanuck, 20th Century-Fox studio head.

Purpose of the trip as outlined in recent conferences with Army leaders is to acquaint the industry leaders with problems in which the U. S. Army is involved in Europe in the current post-hostilities phase. Subjects to be specially studied include redeployment of the American Army of

(Continued on Page 22)

20th Sets Two for July

"Noel Hill," Technicolor film featuring George Raft, Joan Bennett, Vivian Blaine and Peggy Ryan, "Within These Walls," a prison melodrama with Thomas Mitchell, Mary Anderson and others, will be released by 20th Century-Fox during July. The two pictures complete the 1944-45 season.

Set Stockholders Meeting Date

At its semi-annual meeting in Chicago, May 22, Monogram's Board of Directors fixed Nov. 14, 1945, as the date for the annual stockholders' meeting and nominated the existing Board (W. Ray Johnston, Trenn Carr, Steve Brody, George Burrows, Charles Trampe, Arthur C. Bromberg, William Hurbut, Howard Stubbins, Herman Richman and E. F. Landor) as the management's choice for the Board to be voted on at the annual meeting.

Paramount Annual Meet June 19

Paramount will hold its annual meeting in New York June 19 at which time all present directors are scheduled to be candidates for re-election, a notice to stockholders has revealed. The death of John W. Hicks, Jr., president of Paramount International, will cause the proxy committee to select another candidate in his place.

Monogram 39-Week Profit $107,840

A net profit of $107,840.94 for the 39 weeks ended March 31, 1945, as against a profit of $111,501.45 for the same period last year, has been reported for Monogram by W. Ray Johnston, president.

Skouras Returns to New York

Spyros P. Skouras, president of 20th Century-Fox, arrived in New York Monday, after spending the last two months abroad.

BRITISH PRODUCER WELCOMED ON VISIT TO U. S. J. Arthur Rank, president of the British Producers' Association, who is making his first visit to the United States in connection with a survey of world film markets, is welcomed to New York by Will H. Hays (left), president of the Motion Picture Producers and Distributors of America, and Nate Blumberg (right), president of Universal Pictures. Last Monday night Mr. Hays gave Mr. Rank at the Waldorf-Astoria Hotel on behalf of the organized U. S. motion picture industry. Those in attendance included top film producers and distribution executives.

Rank Not Planning Circuit for U. S.; Canada To Be 'Proving Ground' for His Pictures

Pinning his faith in the ability of his company to produce pictures that will succeed in the American theatres and declaring that next year his studios in England will turn out from 20 to 30 features (all designed to appeal to world markets), J. Arthur Rank, British film magnate and head of the British Producers' Association, at an interview in New York last Monday told trade press representatives that he does not believe distribution here of a larger number of English pictures will cause any conflict but rather will produce a healthy condition of fair competition.

Mr. Rank, a British millionaire, who is making his first visit to the United States, disposed of several rumors that have been in circulation in this country for some time. Thus he said that he did not contemplate production in America now—he might after the end of the war; that he was open to propositions but did not contemplate tying up with any production or distribution unit now operating in the U. S.; he will not build a circuit of theatres here; expects to utilize only one theatre (at the war is over) as a "show window," and this probably will be located in New York; he has 10 pictures being distributed through United Artists, and has no other distribution commitments for this market, although he has finished 10 other pictures of which he believes eight are suitable for American distribution.

Regarding the quality of pictures and the chances of his English-made productions in America, Mr. Rank said: "The British motion picture industry is prepared to break down any inhibitions the American exhibitor may have in playing English films through the very excellence of those pictures which will be shown in the United States." He said that it is his intention to use Canada as a proving ground and that when American exhibitors saw British films doing well in Canada, they would want the same films to fill their own box-offices. "I do not expect a miracle," he added. "If public apathy is changed through good promotion and publicity in two or three years, I will be satisfied," he added. Informed that the British Board of Trade had asked the U. S. Government for 25,000,000 feet of raw stock for his pictures to be distributed here, Rank declared that it was "news to me." He added that he does not "subscribe to the view expressed by some English producers that a concerted effort is being made to prevent British films from being shown in America."

Rank will leave New York June 17 for five days in Chicago and Minneapolis on his flour interests. He will arrive in Los Angeles June 23 and spend a week there June 23 and 24 and returning to New York July 11. He is accompanied by G. I. Woodham-Smith, his legal advisor; John Davis, his theatre advisor, and Barrington Grant, his financial advisor, all of London.

Rank and Hays Stress Need For Open Markets for Films

The importance of the free flow of motion pictures into all countries in the post-war world was stressed by representatives of the American and British film industries at a dinner in New York last Monday night given in honor of J. Arthur Rank, president of the British Film Producers Association, by Will H. Hays, president of the MPDFA.

The dinner, involving the heads of the two national film associations was the initial social function given for Mr. Rank in the United States. Included among the guests were the following:


Rank Guest of ITO

J. Arthur Rank was the honored guest Thursday at the luncheon of the Independent Theatre Owners of New York. The meeting was presided over by Harry Brandt, ITO president.
Reagan Sets Plans For Paramount Month

Paramount Week, which traditionally inaugurates the new film season, this year will be observed by 20,000 Paramounts and will be celebrated nationwide from August 26 to September 29. In announcing the special observance this year, John H. Reagan, vice-president in charge of distribution, said that "Incendiary Blonde," romantic comedy-drama in Technicolor starring Betty Hutton and inspired by the life of the famed Texas Governor, has been selected as the release for the celebration, and it is planned to open the picture in 50 situations throughout the country over the Labor Day weekend. Two other features to be released during the month are "You Came Along" and "Give Them What They Want."

The month-long observance, planned as the greatest in Paramount's history, will mark the company's one-third of a century of service to the motion picture industry. Reagan said, "More than $250,000 will be spent to advertise "Incendiary Blonde," Theme slogan to the public in all Paramount advertising and campaign is participating theaters, will be "Entertaining the World for One Third of a Century."

The sales drive in connection with Paramount Month will be captained by Allen Olsen, Chicago district manager, and H. R. (Duke) Clark, Dallas district manager. They will make a tour of the circuit, visiting all exchange and will be accompanied by Adolph Zukor, Paramount chairman of the board; Cecil B. DeMille, Paramount producer-director, and some of the more important players on Paramount's roster. The tour will be divided in territories and each player or personality will cover a certain number of exchanges with a drive captain and division manager.

Plaque Presented to Schaefer at MP Associates Dinner Dance

Highlight of the 26th Annual Dinner Dance of the Motion Picture Associates, held Wednesday evening (6) at the Waldorf-Astoria, was the presentation to George J. Schaefer, national chairman of the War Activities Committee and chairman of the board of Lester Cowan Production, of the first of a series of plaques which the organization will present annually to a key personality who has been selected for distinguished service in the industry. Schaefer is a prominent figure in many charitable and service organizations, and since Pearl Harbor has given much of his time and executive abilities to patriotic and fund-raising drives.

The occasion was also marked by the donation of a truck Scotland wagon which was accepted by Mrs. E. R. Harriman for the Red Cross. Proceeds of the affair were earmarked for the MPA's Charity Fund.

Swift Named to Directors' Board of Macon Boys Club

Marking his third civic office assumed during the past month, Lamar Swift, city manager for five years, & Jenkins theatres in Macon, Ga., has been elected to the board of directors of the Boys' Club of Macon, an affiliate of the national organization. Swift is also president of the Macon Junior Chamber of Commerce and publisher-chairman of the Macon Chamber of Commerce, a separate organization.

Swift is only the theatreman to serve on the Boys Club directorate, which comprises local business and professional men.

Congress Library Takes 45 Features, 48 Shorts

The Library of Congress, Washington, has selected 45 features, 48 shorts and 104 newsreels for exhibition, having purchased the old Lumant equipment, formerly used by WBKB, Chicago television, and plans to stay abreast of developments in the television field and be ready for exhibition when conditions are right in Texas, O'Donnell stated.

North Central Allied, Congress Talks Loom

A private congressional discussion on North Central Allied charges of exorbitant film rental costs to independent theatres appeared a possibility, with the announcement from Minneapolis by Benjamin N. Berger, president of the organization, that he intends to go to Washington this month to secure Congressional aid in his fight against the distributors.

Various members of Congress are reported to have notified Berger that he would be welcome in Washington and that a discussion of Allied's charges of "exorbitant, confiscatory and ruinous charges for films and services" has been sent to every member of the House and Senate as well as President Truman, following an appeal to the distributors, which Allied asserted brought results.

The organization, which includes all the independents in Minneapolis and St. Paul charges among other things that films are "milked" in first-run situations before they are allowed to play the smaller houses at exorbitant fees.

North Central Allied is now in the midst of a campaign to bring the few independents outside of its fold into membership in the organization.

Services Held for John W. Hicks, Jr.

Funeral services for John W. Hicks, Jr., 56 president of Paramount International, who died last Friday afternoon at Wood Memorial Hospital following an extended illness, were held Monday (4) at Campbell's Funeral Chapel. Following the services, the body was shipped to Sedalia, Mo. the family home, for burial.

An outstanding executive widely experienced in the trade, Mr. Hicks, who was also a vice-president of Paramount Pictures and the director of Famous Players Canadian Corp., entered the exhibition field in 1912, operating two theatres in Missouri. From 1914 to 1919 he served as sales manager for the Oklahoma and Kansas City branches of General Film Co., and Minneapolis branch manager for Goldwyn Pictures. He joined Paramount in 1919.

Republic and Empire Universal Redeem Canadian Dist. Agreement

Renewal of the franchise agreement between Republic Pictures Corporation and Empire-Uni versal Films, Ltd., covering the exclusive distribution of Republic product in Canada, is an announcement by James G. Grainger, its president, who is general sales manager, and Empire-Universal President A. W. Perry.

The agreement marks the continuance of an association which began when Republic was organized in 1935. Empire-Universal is joint Republic in its current 10th anniversary, "Flame of Barbary Coast," first picture of the anniversary, is slated to open in mid-July in the Uptown in Toronto, and has been booked in all the "A" houses of the Odeon and Famous Players Circuit.

Osserman Here for Conferences

Jack Osserman, RKO, radio manager for Brazil, arrived in New York last weekend for conferences with Phil Reiman, vice-president in charge of foreign distribution.
Men are still DYING—
We Must Keep America BUYING!

So Far, So Good,
Mr. Exhibitor
Now, Let’s Finish
The Job!

MIGHTY
7th
War Loan
Yes, Mr. Exhibitor, the only way to beat Japan is to burn them, blast them, and bomb them with billions of dollars of NEW equipment that the Bonds you sell in the Mighty 7th will provide!

Sell the public patriotism. Dig out those hidden dollars and convert them into "E" Bonds now. Sell as you've never sold before!
WON'T STOP EITHER!

MIGHTY

7th

War Loan

3 more weeks
to Finish our Job!...
IT MUST BE DONE
If We Do Our Job!
The first reports coming in from theatres forecast another smashing Bond-selling success! With this start your Committee believes the Showmen’s Seventh will top them all. But there’s work to be done! Day and night, sell....

BONDS, BONDS...and more BONDS!

This message is sponsored as part of their contribution to the War Loan Campaign by Columbia Pictures Corporation; Metro-Goldwyn-Mayer Pictures; Paramount Pictures Inc.; RKO Radio Pictures, Inc.; Twentieth Century-Fox Film Corporation; United Artists Corporation; Universal Pictures Company, Inc.; Warner Bros. Pictures, Inc.
Movie Day’ Observance Tops Previous Records

**Figures Cited by Pinanski**

**Show Increase in Children’s Matinees and Bond Premieres**

With more than 10,000 theaters participating in Free Movie Day on Wednesday, the nation’s Seventh War Loan campaign arrived at the midway mark of the six-week drive with a record exceeding its previous efforts as numbers of theaters participating in the special events are concerned. In revealing that more than 10,000 theaters observed the Free Movie Day activity, Samuel Pinanski, national chairman of the Showmen’s Seventh, stated that the current campaign tops all previous War Loan participation by the industry, not only in the matter of Free Movie Day observance, but also in doubling the number of children’s matinees and in the increase of almost 20 percent in the number of participating theaters.

The figures Pinanski cited are as follows: Free Movie Day—Seventh War Loan, 10,357; Sixth War Loan, 7,571. Children’s Matinees—Seventh War Loan, 1,686; Sixth War Loan, 879; War Bond Premieres—Seventh War Loan, 1,329; Sixth War Loan, 424.

The Treasury Department took official cognizance of Free Movie Day when Ted R. Gamble, National Director of the War Finance Division, sent the following message to Pinanski: “This is the day when the patriotism of the motion picture industry is best displayed; the day when theatres give away their merchandise free to purchasers of war bonds. . . . The Treasury Department is giving its generous support for Free Movie Day.”

Irving Lesser, general chairman of the New York Area, declared Wednesday night that preliminary reports indicated an all-time record for Free Movie Day bond sales by New York theaters.

Loew’s Theatres’ bond sales for the first month of the drive show $10,564,934 in maturity value with individual bond sales of $117,312. These figures, compiled by the Accounting Department, are up to and including midnight, June 3rd.

**Drive at Crisis**

The Seventh War Loan is at the crisis, the point where the campaign can become a success or a failure. It is now that the well-laid plans of the motion picture industry will find fruition or will fall short.

This warning was voiced in Washington by Robert W. Coyle, national field director of the War Finance Division of the Treasury Department.

“The long, hard pull is about to commence, not only for theatremen but for War Finance Committees throughout the nation,” he said. “Once again,” he continued, “let me emphasize the need for more bond premieres. Theatres that have not participated in this important phase of bond selling should make arrangements to do so at once.

“I have yet to hear a theatremen say he’s done enough. I have yet to hear a theatremen say he’s tired. That’s the spirit that will make the drive a success. It is the billion-dollar goal of bond sales to individuals. But it means hard work, and lots of it.”

**Exhibitors Backing Drive With Aggressive Showmanship; Novel Ideas Boosting Results**

Bond Premieres and other special Bond shows in theaters are rolling up huge sales of “E” Bonds for the Seventh War Loan, which is still in its infancy. In reports by exhibitor-state chairmen of the “Showmen’s Seventh” to national chairman Samuel Pinanski, the reports indicate that the exhibitors of America are pouring out their showmanship might for the Mighty Seventh.

Considerable Bond Premiere activity is reported by RKO Coast division manager, as follows: Fox Theatre, Oakland, seating capacity 2,100; 2,150 Bond units sold, $6,753,574 maturity value. California Theatre, Berkeley, 1,800 seats; 2,450 Bond units, $27,514,563 maturity value. Fox Theatre, Watsonville; 1,001 Bond units, $1,001,994 cash sales; Fox California Theatre, Watsonville, 1,500 seats; 1,001 Bond units, $1,001,994 maturity value. Grand Theatre, Richmond, 1,900 seats; 822 Bond units, $12,550 maturity value. Marvel Theatre, Vallejo, 800 seats; 1,056 units, $16,606 maturity value.

George L. Tucker, New Mexico exhibitor chairman, reported the Kino Theatre in Albuquerque sold out for a Bond premiere on May 25, with 1,325 Bonds bringing $304,850, maturity value. Of the Bonds, 1,321 were of the “E” denomination amounting to $164,850. Four “C” Bonds were sold at a maturity value of $40,000. In addition to the premiere film showing, the theatre staged a 30 minute amateur show with a university sorority.

New Haven, Conn.—The Don McLenn Breakfast Club of the Blue Network was broadcast from the stage of the Paramount Theatre on May 23, with $100,000 in Bonds sold for admission of which the theatre directly sold about one-third. Herman Levy, exhibitor state chairman, reported. Loew’s Poll Theatre in New Haven will stage a Bond Premiere on June 12 with Baby Rose Marie, Morton Downey and other stars.

Davenport, Ia.—The RKO Orpheum will have the Don McLenn Breakfast Club for a special Bond show on June 28 for which the theatre is scaled at $91,950. The following morning the show will go its regular broadcast from the theatre stage, with admission by Bond only. The program was obtained for the Orpheum by John Destal, manager, through Station WOC, Davenport, the station paying all expenses.

Minneapolis, Minn.—An unusual display of secret war equipment is being used to simulate Seventh War Loan sales here at the Radio City Theatre. The theatre is an issuing agent with a Bond Booth and an additional station handling.

(Continued on Next Page)

**A Job Half Done is a War Half Won**

By Samuel Pinanski

National Chairman, ’Showmen’s Seventh’ War Loan Committee

Whether the $4,000,000,000 E Bond goal of the Seventh War Loan will be met and surpassed is the acid test of our ability as showmen.

So far there has been a magnificent demonstration of what the motion picture industry can accomplish with united spirit and a pay tribute to those tireless workers who have produced splendid results. But what has been done is not enough.

As Secretary Morgenthau has aptly said: “Our job now is to mobilize our strength for the defeat of Japan with the same singleness of purpose, the same concentration of energies, the same overwhelming power that we employed to crush Hitler’s Germany. With your continued help, we shall succeed.”

In this “grassroots” campaign, with the responsibility entirely on the individual in the field, I am grateful to the exhibitors for already setting national records in the number of tickets sold.

Now it is our job to follow through and MAKE EACH ONE COUNT!

Bond Premieres, Children’s Shows, extensive local exploitation, and all other ways we know how—we must use them all to help put over the “People’s Loan.” We must keep selling and promoting Bonds, day and night.

In the next three weeks we shall meet the supreme test. With your continued efforts, it will pay and pass with flying colors.

With all our might, LET’S FINISH THE JOB!

“Don’t Relax’”—Gamble

Ted R. Gamble, National Director of the War Finance Division of the Treasury, urged the motion picture industry to continue its Seventh War Loan efforts “with the enthusiasm, patriotism and aggressiveness that has been displayed to date.” At the same time, he thanked exhibitors and distributors for their cooperation with local and state War Finance Committees.

In a mid-drive communication to Samuel Pinanski, National Chairman of the “Showmen’s Seventh” War Loan Committee, Gamble said:

“With two enemies out of the way, it is a temptation to sit back and relax. We cannot do that for a moment. Japan’s armed might hasn’t been hurt sufficiently to reach her replacement level. She’s still fighting hard and our casualties in men and equipment are mounting.

“The industry’s campaign is getting notable results. If this enthusiasm, patriotism and aggressiveness is carried forward, the Seventh will reach its goal.”
STRIKING USE MADE OF JOE ROSENTHAL’S IWO JIMA FLAG-RAISING PHOTO. Above, Left: Lester Pollock’s stage manager, Mike Mungovan, at Loew’s Rochester Theatre, Rochester, N. Y., constructed at no expense to the theatre this attractive lobby flush in which a concealed fan keeps a real flag waving constantly. Center: Chicago’s busy Loop is jam-packed at noon daily for a big entertainment staged by Walter Immerson’s energetic committee on a stage in the center of the intersection with the Iwo Jima flag-raising reproduction as the focal point of the decoration. A giant “7” serves as a thermometer on which the sales are recorded against the city’s $15 million quota. Right: The Wisconsin War Activities Committee has erected this striking hand-painted outdoor display in Victory Square, downtown Milwaukee. The flag pole flies a “live” flag which tends to animate the display.

Aggressive Showmanship of Exhibitors Backing Seventh War Loan

(Continued from Preceding Page)
sales on the mezzanine. Exhibit was arranged by John J. Friedl, state exhibitor chairman, in cooperation with the Minneapolis-Honeywell Regulator Co. and the Army. The exhibit dominates the lobby. Patrons may look through a Norden bombsight, one of the topmost secrets of the war, from the balcony landing and see a photograph of Tokyo below. Also on view are an Autopilot, tank periscope, gunsight and other weapons never before seen by the public. State Guard personnel guard the exhibit. Recording of an “inter com” conversation between pilot bombardier and crew members of a B-29 Superfortress, taking listeners on a bomb run over Tokyo and including shooting down of a Jap Zero adds to the realism.

Richmond, Va.—“Movie Industry Week” will be celebrated here commencing Monday, June 3, with the entire city mobilized behind the theatre’s bond-selling activities. A. Frank O’Brien, Virginia exhibitor co-chairman, has lined up support from the radio, press, manufacturers and retailers. O’Brien also reported a theatre bond-selling tieup with the school system of Richmond. Schools are divided into armies and children compete for rank. This has been responsible for substantial bond sales.

Barbourville, Ky.—Theaters received all the credit for putting the Seventh War Loan “over the top” in Knox County, where the county oversubscribed its $80,000 “E” Bond quota the first day. Credit for this feat was given by Lew Henderson, exhibitor state chairman to Charles R. Mitchell, exhibitor of this community and Knox County Seventh War Loan Chairman. Mitchell had advance War Bond premiers in theaters, backed by a county-wide newspaper and publicity campaign.

Hartford, Conn.—Hartford theatres are planning a “Night Club Revue,” June 27 with Seventh War Loan Bond as the price of admission. About 15 night clubs will furnish talent and bands. Ed Gardner, of “Duffy’s Tavern,” radio producer, is scheduled for master of ceremonies. Henry Needles, Connecticut exhibitor co-chairman with Herman Levy, conceived the idea.

Detroit, Mich.—J. F. Sharkoy, Detroit chairman, has reminded theatre managers that their first “Showmen’s Seventh” duty is to “put it on your marquee and dress up your lobby.”

Richmond, Va.—Most of Virginia’s 340 theatres have booked evening Bond premiers and children’s bond marathons. Tom Balfridge, Seventh War Loan theatre drive director of the state, has announced.

St. Louis, Mo.—Free movie day every Monday is being used by theatres here to sell “E” bonds. Advertising includes a four-column banner over theatre ads, and individual plugs.

Portland, Ore.—Six film salesmen, under direction of distributor chairman Mark Corey are canvassing the state for exhibitor bond-purchase pledges. The first projection room War Bond premiere here netted $2,000,000 in bonds, O. J. Miller, Oregon state campaign chairman, announced.

Raleigh, N. C.—H. F. Kincey and Warren

(Continued on Page 19)
We're Producer-Proud!

why shouldn't we be ... we have the greatest group of motion picture producers in the business ... and we're mighty proud of the boxoffice records their pictures have built up in the past — and will in the future ... and we're also very, very proud of the fact that these producers make sure their pictures are

Released thru United Artists
Bond Drive Activities
Reported by Showmen
(Continued from Page 16)

Irvin, North and South Carolina exhibitor chairmen, report substantial results following an “All-Star Bond Rally.” The show stops Lights go up and Victory Belles pass out pledge cards to the audience. These cards say: “As I leave the theatre I will purchase an E bond.”

Spaces are provided for bond denomination, name, address and telephone number. An MC keeps talking bonds from the stage as the girls work.

Rochester, N. Y.—Lester Pollock, manager of Leo’s, has lined up foreign-born groups to staff the bond booth in his lobby on days designated. Lobby is appropriately decorated with flags of the different countries on specified days.

Women representing the various countries build-up sales among their friends in advance.

Chicago—Organize the women as bond salesmen, and they’ll do a bang-up job for you, says Dave Wallerstein, Midwest Coordinator for the “Showmen’s Seventh.” Wallerstein cites the State Lake Theatre in the heart of Chicago’s Loop, where all previous “over-the-top” records are being smashed, due in great measure, he says, to a wide-awake group of women bond-sellers. Since its inception this group has sold more than $5,000,000 in Bonds for the theatre.

According to Charles A. Cottle, State Lake manager. The women are all members of the How-Kola Chapter of the W.D.C.A. “How-Kola” is American Indian, meaning peace. There are 60 women in this group, their ages 18 years and up. Eight grandmothers are among the most active workers.

District of Columbia—Fred S. Kogod, chairman, and his committee, are in the midst of an extensive campaign. Projection room premiers got an early start with one by Lloyd Winesland bringing $35,000. Carter T. Barron has lined up a special baseball game between the Washington Senators and a service team at Griffith Stadium on June 14. A mammoth outdoor show at the Watergate will sell at least 10,000 tickets, available to theatre patrons who buy bonds. The District will culminate with a mighty “Cavalcade of Freedom” with film stars present, on the night of July 4 at Washington Monument Grounds. The MPTO is offering 22 prizes and Kogod will personally give bond awards for managers doing the best bond-selling job. Theatres gave free tickets to “Vox Pop” broadcast and Ringling Bros. circus-premiere.

SHOWMANSHIP AT WORK ON ‘SHOWMEN’S 7th.’ Top, Left and Right: Tony Peluso, manager of Fanchon & Marco’s Fox Theatre, St. Louis, Mo., erected this giant painted canvas banner with the Iwo Jima flag-raising motif for the opening of the Mighty 7th and an Army convoy is shown assembled in front of the Fox to start the bond-selling activities. Peluso arranged to have the American Legion make the Fox Theatre its headquarters in return for pledging sale of $5 million in E Bonds. Center, Left: Jimmy Tappella, manager of the Columbia Theatre, St. Louis, made this display board of insignia patches assembled by Bess Schulter, the Columbia’s owner who got them from local service men with whom she has been corresponding. Center, Right: Milton Officer, manager of the Will Rogers Theatre, Chicago, had this shot taken at his Kiddie Bond Matinee which sold 593 bonds. Bottom: Nathan Stovitz, manager of Warners’ York Theatre, Washington, D. C., built and painted this attractive Bond Desk which he has entered in District Manager Harry E. Lohmeyer’s contest for the best bond booth in his territory.
**Showmen's Trade Review**

**June 9, 1945**

**The Box Office**

**Penhut's Rhythm**

Universal  
Musical  
60 mins.

**AUDIENCE SLANT:** (Family) Fairly entertaining, unpretentious musical comedy.

**BOX-OFFICE SLANT:** Fair program picture of little importance at this date.

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**CAST:** Kirby Grant, Lois Collier, Edward Norris, Maxie Rosenbloom, Eric Blore, Minna Gombel, Edward Brophy, Mary Treen, Donald McDonald, Henry Armetta, Jimmy Dodd, Bobby Worth, Louis Da Pozz, George Lloyd, Paul Hurst, Harry Barris, Velasco and Lenee. **Credits:** Screenplay by Stanley Roberts and Howard Diosdale. Story by Min Selvin and Stanley Roberts. Directed by Eddie Cline. Associate Producer, Frank Gross. Photography, William Siekner.

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**Plot:** With her theatrical producer boss, Edward Norris, out of town to escape a lawsuit by Marion Martin, Lois Collier moves an aspiring quartette of vaudevillians into Norris' apartment to give them a background for a future success. Norris' attorney, Kirby Grant, mistakes Judy Clark for Marion Martin and complications develop which end happily for all when Judy and her friends manage to get an audition at a night club.

**Comment:** A tenuous story, fair production values, and a picture which keeps the action moving, serve as the basis for this fairly entertaining musical comedy. The principals do well enough with the light material, both in their roles and in keeping things going along for 60 minutes. Obviously the producers have made no attempt to convey anything but the result obtained, which will fit nicely in any double-bill program.

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**Don Juan Quilligan**

20th Century-Fox  
Comedy  
75 mins.

**AUDIENCE SLANT:** (Adult) Filled with screwball situations, here is a comedy that should hold the interest of the entire family. Excellent entertainment.

**BOX-OFFICE SLANT:** If showmen use 20th-Fox's advertising campaign, there should be plenty of activity at the boxoffice. Where played as a supporting feature, the picture should hold its own.

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**CAST:** Clire, Joan Blondell, Phil Silvers, Anne Bevere, R. S. Pully, Mary Treen, John Hodiak, Velma Angy Rose, Thurston Hall, Cara Williams, Richard Collier, Howard Cavanagh, Rene Caruso, George M. Cohan, Helen Freeman, Charles Cane, Anthony Caruso, Eddie aufl, Joel Friedkin, Charles Marsh, Emmeret Vogan, James Flavin, John Albert, Charles D. Brown, Leo Phelps, Tom Dunne, Carey Harrison, Constance Hall, Jimmy Conlin. **Credits:** Directed by Frank Tashlin. Screenplay by Arthur Kober and Frank Tashlin. From a story by Herbert Clyde Lewis. Photography, Norbert Brodine. Produced by William Le Baron.

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**Plot:** The captain of a barge falls for two girls; one, because she laughs and sings like his dead mother and the other because she cooks like his dead mother. He ends up by being roped into marriage with both of them and then is forced to try and find a way out. His first mate conceives the idea of making him twin brothers and then killing one off, but this only leads to arrest for murder. Eventually, he escapes a life sentence by joining the Army, while the Judge who tried him, instructs the wives to get an annulment.

**Comment:** William Bendix has developed a definite following and for those who like his type of work this comedy has plenty of entertainment. It is Bendix at his best; the bungling lout who gets into all kinds of trouble. That dead-pan face of his, plus the comedy of Phil Silvers, in a story that revolves around screwball situations, makes a picture that will amuse and hold the interest of every member of the family. Miss Blondell turns in a swell performance as his girl friend, who embodies the English language and Mary Treen does as well as the other girl. Frank Tuttle's direction gets the most out of the gangster campaign on this picture which, if utilized by showmen, should attract plenty of attention and arouse widespread interest in your engagement. If sold, we see no reason why "Don Juan Quilligan" shouldn't register solidly in the average situation. If played as a supporting feature, it should hold its own.

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**One Exciting Night**

Paramount  
Mystery  
63 mins.

**AUDIENCE SLANT:** (Adult) A mystery-drama that should please average audiences.

**BOX-OFFICE SLANT:** Will make a satisfactory filler for the secondary spot.

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**Plot:** A young newspaper woman finds the body of a gangster on the steps leading to her apartment above a wax museum. In order to get a good story for her paper and thus get back into the good graces of the managing editor, she hides the body by putting it at a table with three other wax figures. The man who killed the gangster, the newspaper-man who loves the girl and who works for another paper, and the police, all get mixed up in this crime. It is finally solved when the killer tries to dispose of both the reporter and girl and is caught in his own trap.

**Comment:** This is a good program offering for the regular triple play. It has a satisfactory mystery filler for the secondary spot with a light comedy musical. Chances are that of each player and every situation, emphasizing the comedy elements to the nth degree. William LeBaron handled the production reins. Twentieth-Fox has prepared a good advertising campaign on this picture which, if utilized by showmen, should attract plenty of attention and arouse widespread interest in your engagement. If sold, we see no reason why "Don Juan Quilligan" shouldn't register solidly in the average situation. If played as a supporting feature, it should hold its own.

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**Within These Walls**

20th Century-Fox  
Drama  
72 mins.

**AUDIENCE SLANT:** (Family) Will entertain those who like prison dramas. Splendid performances and fine direction help to overlook a plot which lacks imagination.

**BOX-OFFICE SLANT:** Should get by where this type of film is readily acceptable; otherwise, it should be supported by a strong musical.

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**Plot:** The death of a young man, who tried to get a job with the centre by his son to attract the girl who prides herself on his young men under his care.

**Comment:** To some patrons, in these history-making times, it may see a little incongruous to see a group of able-bodied prison inmates being taken care of by the state while soldiers are out fighting for their country. To others, "Within These Walls" should get by as average entertainment. The story is not as good as it should be, but splendid performances by Thomas Mitchell, Mary Anderson, Edward Ryan and Mark Stevens, and the fine direction of Bruce Humblestone, make the picture palatable film fare for those who like prison dramas. This type of picture is not readily acceptable, it should be supported by a strong musical.

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**The Great John L**

United Artists  
Drama  
96 mins.

**AUDIENCE SLANT:** (Adult) Greg McClure should have a strong appeal for the feminine contingent and the life of the Boston Strong Boy will be relished by the men.

**BOX-OFFICE SLANT:** Entertainment is consistent throughout.

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**Plot:** Barbara Britton, believing Greg McClure (Sullivan) has a "weakness," refuses to marry him. He turns to Linda Darnell, actress, marries her and starts on a string of victories that wins the championship. Drinking heavily to forget Barbara, he neglects Linda, although he is kind to her. He lose his championship to Corbett, goes broke, stays constantly drunk, eventually quite drinking because he is too poor and when Linda dies, he returns to Barbara this time (the audience is convinced) to be happy.

**Comment:** This handsomely mounted, carefully and deftly directed production of the (Continued on Page 52)
COMMANDER JOHN FORD TAKES TIME OUT . . .

M-G-M is singularly fortunate to have a director so brilliantly equipped to guide the destinies of the biggest motion picture project of our time – THEY WERE EXPENDABLE.

Wounded while filming battle scenes at Midway and veteran of 3 years of duty in the Pacific, Commander John Ford is on special leave to direct W. L. White’s best-selling story. Commander Ford was out there. He shipped and lived with our fighting men in the flaming Philippines. He is immortalizing on celluloid the gallantry of the PT boat heroes who rescued General MacArthur and made naval history.

The eyes of all film men are on the making of this mammoth drama. Such an enterprise brings enduring glory to our industry. Commander Ford, already an Academy Award winning director, is making an industry epic and from time to time M-G-M will continue to keep exhibitors advised of its progress through the trade press.
Morgan Tells Plans
For Shorts Production
Following a swing around the country during the past month in which he presided at regional meetings in ten key points and conferred with studio executives and producers, Oscar A. Morgan, Paramount short subjects sales manager, back in New York, predicted a banner year for his company's shorts and expressed enthusiasm at finding a place for short subjects in motion pictures.

Reviewing production plans, Morgan said that George Templeton, now in charge of production, for the first time in the history of American folklore, has one subject completed and two more in work. The first is "Little Witch," co-starring Olga San Juan and Bob Graham, the second is "College Queen," co-starring Johnny Coy and Noel Neill, and the third is "A Tale of Two Caves," based on a short story by Dorothy Porter, another find, will be introduced via the musicians.

"Goldilocks and the Three Bears" is planned by the Jerry Fairbanks studio as a subject in the Speaking of Animals series. Featuring Pallenberg's trained bears, the modern version of the fairy tale will be shot in color and will show a human child with a star as its guide. Two other subjects scheduled by Fairbanks are "The Hillbillies" and "Religious Ostriches."

In the George Pal lineup, two new puppet stars, Punchy and Judy, will appear in several subjects with Jasper. As the first of several ideas featuring these puppets, Pal plans a series to make a Puppetaison based on "The Big Rock Candy Mountain," in which the strength in these puppets is "Palmolite," which gives the puppets a special flavor. Pal intends to use musical novelties in his shorts, utilizing such names as Spike Jones and his band, Ethel Smith and other radio and recording artists.

In spite of the shortage of cartoons because of print delays, Morgan expressed confidence that these subjects would come through much faster, beginning this month. He also saw a boom in sports, with colleges inaugurating new physical fitness programs and high school programs for college athletics. These programs will be used to make programs for GLs, thus furnishing ideal material for the Granland Rice Story Library.

Promotion plans were discussed with George Brown, Paramount's west coast publicity director, and Ralph Ravenscroft, short subjects publicist. These plans will be coordinated under the direction of George Harvey at the home office in New York.

Cagney Feted at Luncheon
Held in Philadelphia
James Cagney, co-star with Sylvia Sidney in the William Cagney production, "Blood on the Sun," was guest of honor last week at a gala luncheon at the Belvedere Hotel, Philadelphia, by more than 150 prominent local, major and independent circuit operators and exhibitors. Seated at the speakers’ table with Cagney were his wife; Charles Leonard, Cagney's New York representative; Morton Magill, United Artists branch manager; Judge Charles Klein; Sidney Samuelson of Allied Exhibitors; Lew Pizor of MPTOA and James Clark. Jay Emamnour, publisher of The Exhibitor, was present.

Among the exhibitors in attendance were: Abe Le, Louis David, Nathan Shubert of the Shubert chain; Morris and Moe Wax; Charles Steffel and J. Blumberg of the Steffel chain; William Goldman, Lee Shap-

Universal Sets Blumberg Drive

A Nate Blumberg Testimonial sales drive scheduled to start June 10 and continue through Oct. 7, has been set by Universal's sales department to honor the company's president, according to William A. Scully, general sales manager.
HEY SAID IT OF "GOING MY WAY"... THEY SAID IT OF "DR. WASSELL".

and now again

"The Kind Of Picture That Makes Us Proud Of The Industry"

comes from

PARAMOUNT

*New York Daily Mirror Said It!
A M
ull of hot-blooded pulse.—N. Y. World-Tele.

original.—N. Y. Post

ichly human.—N. Y. Times

est picture of h

great Picture.—B'klyn Eagle
Entertainment that ranks high.—*Wall St. Jour.*

Ederserves lots of screen time.—*M. P. Daily*

Alerting.—*N. Y. Sun*

Rational performances.—*N. Y. Times*

Natural!—*N. Y. Mirror*

New Lamour tops.—*N. Y. Mirror*

You realize it packs a wallop.

—*B’klyn Eagle*
On the same day that “Variety” labelled “Affairs of Susan”...

“HOTS”  “STOUT”  “STANDOUT”  “BOFFO”

And tagged “Salty O’Rourke” as...

“SMASH”  “NIFTY”  “BOFF”  “DANDY”

“Benny’s” N.Y. Rivoli World Premiere told the same old story...

Paramount

has another hit!...

Dorothy Lamour  Arturo De Cordova
in
“A Medal for Benny”

From the Story by John Steinbeck and Jack Wagner

with J. Carrol Naish

Mikhail Rasumny  Frank McHugh

Screen Play by Frank Butler, co-author of “GOING MY WAY”

Directed by Irving Pichel
Educational Alliance
To Honor Gershwin

An extensive program of events for George Gershwin, Jubilee Week, which will be celebrated nationally coincident with the world premiere engagement of Warners’ “Rhapsody in Blue” at the Hollywood Theatre starting June 27, has been mapped out by the Educational Alliance, Lower East Side organization in whose settlement house Gershwin first developed his musical talent.

Neighborhood merchants are being tied in for participation in a gala day, with bleachers to be set up for at least 10,000 persons.

Roof Garden at the Alliance headquarters will be given over to Gershwin festivities for the entire week. A Gershwin concert will also be given in the evening.

A George Gershwin Fund Scholarship will be established for talented youngsters, and the composer will be installed in the Alliance’s own Hall of Fame.

The park at 197 East Broadway, across the street from the Alliance, is being renamed Gershwin Park.

A dinner will be given by the Alliance board of directors to prominent alumni, launching the honors to Gershwin.

Special promotional material is being sent to the entire membership.

Loew’s Planning Extensive Radio Coverage on Summer Shows

As part of Oscar A. Doob’s plans to promote Loew’s slogan, “The Big Ones Come to Loew’s,” and to sell the individual Paramount and MGM SummerTime Shows, extensive radio coverage is being planned.

Schedules being arranged by the Donahue and Coe Advertising Agency call for representation on the local outlets of the network stations as well as time, with the leading independent stations. Loew’s has used radio intermittently, but this is the first time they have planned week-after-week programs over a long period.

Win Serial Contest

Jack Matlack of the Broadway Theatre, Portland, Oregon, has been awarded the first prize, a $500 silver trophy, in Universal’s “Eagle vs. Dragon” exploitation contest. Second prize, a $100 War Bond, went to Ted Waggoner, Wallace Theatre, Tahoka, Texas.

Walsh Tour Sparks

Campaign on ‘Eddie’

Captain-raiser on the national publicity and exploitation, the campaign for “Captain Eddie,” based on the life of Capt. Eddie Rickenbacker, is a 15-city tour of the middle west and west by Christy Walsh, well-known sports promoter and associate producer on the film, which Winfield R. Sheehan produced for Eureka Pictures, Inc., and 20th Century-Fox release. The tour began in Oakland, Calif., on June 2 and ends in Lincoln, Neb., on June 20. There was a strong possibility, it was pointed out, that later on Walsh would extend the tour to cities on the eastern seaboard. Besides Oakland, cities already visited include Seattle, San Francisco, Tacoma, Portland and Salt Lake City.

Guests at the affairs honoring Walsh in each city are local leaders in many fields and important newspaper writers and editors. Among the invited newspapermen are movie reviewers, columnists, sports, automotive, aviation and other writers. Hosts of each luncheon are prominent sports figures.

The tour was planned jointly by Harry Brand’s studio publicity department and Hal Horne’s advertising-exploitation-publicity department. Details are being handled by 20th’s field force in localities on the itinerary.

Remaining cities on Walsh’s tour, and his host, are as follows:

Denver, Colo., lunch, June 1; host, Jack Carberry, sports editor of the Denver Post. Kansas City, Mo., lunch, June 12; host, “Marchy” Schwartz, ex-Notre Dame All-American football star. St. Louis, Mo., lunch, June 13; host, J. G. Taylor Spink, publisher of the St. Louis Sporting News. Chicago, Ill., lunch, June 16; host, Charles “Chick” Evans, noted golf pro. Milwaukee, Wis., lunch, June 16; host, Dr. Eben J. Canzian, Dean of Medicine, Marquette University. Minneapolis-St. Paul, Minn., lunch, June 18; host, Bernie Bierman, head coach, University of Minnesota. Des Moines, Iowa, lunch, June 19; host, Lt. Col. William Meagher of the U. S. Navy Pre-Flight School. Omaha, Neb., lunch, June 20; host, A. J. Lewandowski, head coach, University of Nebraska. Lincoln, Neb., dinner, June 20; host, Cy Sherman, sports editor of the Lincoln Star.

Cooper ‘Personals’ for Premiere of ‘Jones’

Spearheading the world’s premiere showing in over 140 Texas and Oklahoma theatres of International’s “Along Came Jones,” which he produced and in which he costars with Loretta Young, Gary Cooper will make a series of personal appearances at the Majestic Theatre, Dallas, Wednesday, June 20; at the Metropolitan, Houston, June 21; the Majestic, San Antonio, June 22; the Majestic, Fort Worth, June 23 and appear on an all-broadcast radio broadcast from Dallas on Sunday, June 24.

“Along Came Jones,” a Cinema Artists Production, will play more than 100 theatres in the Lone Star state the weeks of June 20 and 27 and 40 theatres in Oklahoma the week following. It will have its general release through RKO Radio on July 1. Cooper’s four-city tour has been arranged by Bob O’Donnell of the Interstate Circuit. He spent five weeks in San Antonio years ago making “Wings” and was the guest of honor at a three-day celebration in Fort Worth and Dallas in 1941 when “The Westerner” was premiered in Inter-State theatres.

Midnight Fright Show” Registers

The United Detroit Theatres staged a special “midnight fright” show at the Broadway-Capitol with RKO Radio’s “Murder, My Sweet” and “Having Wonderful Crime.” This was so successful that the same plan will be followed with George Cukor’s “The Strangler,” both RKO features, at the same theatre.

Extensive National Campaign
Set on ‘Back to Bataan’

S. Barret McCormick, director of publicity and advertising for RKO Radio Pictures, has approved an extensive advertising campaign on “Back to Bataan” which embraces the leading national magazines. Full page advertisements on “Back to Bataan” have been scheduled for forthcoming issues of such magazines as Life, Time, Newsweek, Pic, Liberty, Screenland, Silver Screen, Movies, Movie Life, Movie Stars Parade, Movie Show, Movieland, Screen Guide and Screen Stars, with a combined circulation in excess of 15 million.

‘Enchanted Cottage’ Tieup

Manager B. V. Warren of the Mesa Theatre, Grand Junction, Colo., helped sell RKO Radio’s “The Enchanted Cottage” by a tieup with the Grand Junction Furniture store for special “Enchanted Cottage” display featuring household articles designed to add enchantment to one’s cottage or home. This was featured in the store window and newspaper advertising with mutual benefit.

Selling the Picture
Providence Showman Celebrates
His 30th Year in Show Business

A brilliant civic celebration this week launched the 30th anniversary of the Strand Theatre, Providence, R. I. It was a double-barreled affair, for it also marked the 30th anniversary of Edward Reed’s association with the operating company and theatre as managing director.

With the Strand’s “The Shirts of Susan” as the anniversary attraction, the celebration was heralded by one of the greatest publicity and exploitation campaigns in the history of Providence. Inaugurating the anniversary week were special ceremonies on the stage Monday night (4), with Gov. J. Howard McGrath of Rhode Island and Mayor Dennis J. Roberts of Providence, participating.

Banner Suspended Across Street

All kinds of tieups were made. For the first time, permission was granted to string a 13 by 30-foot banner across the street at City Hall, two blocks from the Strand, considered the best location in Providence. The huge banner tied in with the Seventh War Loan. Additional radio time was purchased, the campaign starting May 24 on all four local radio stations, and newspaper space was increased to such an extent that threatens the theatre’s quota for the remainder of the month.

Two hundred and fifty copies of a beautifully illustrated souvenir program in six colors were distributed to theatre audiences and placed in libraries, doctors’ waiting rooms, and other places. The souvenir book, featuring “The Affairs of Susan,” contains testimonials from Governor McGrath and Mayor Roberts, autographs of Paramount stars, the story of Paramount, stills of old-time Paramount pictures which have played the theatre, a double-truck on the Strand’s parents, a special story on the Strand and other features.

‘Dan McGrew’ First Picture

Ed Reed, who has piloted the destinies of the house since it was built, recalled that the first picture shown at the Strand was “The Shooting of Dan McGrew,” exhibited on June 12, 1913. Ever since the opening day, the Strand has played every Paramount picture released. That in itself is a record.

“Paramount pictures have been sort of a bond with us,” Reed said in discussing the celebration. “Situated as we are in a city whose morals are on a high plane, it has always been a source of comfort and satisfaction to know that when we played Paramount pictures, we were playing pictures that set a high moral standard in the community. This has been one of the fundamental reasons why the Strand has been able to grow progressively to the pinnacle it now holds in the community—a family theatre serving everyone in the family.

Reed’s career in the theatre covers three decades of conscientious service to an organization that has always been aware of the caliber of men it put in the driver’s seat. The Strand, under his promotion and with the cooperation of various women’s organizations, was the first theatre in the country to conduct special Saturday morning shows for children. Many Paramount pictures were especially requested by the organizations in connection with these special shows.

At Christmas time, for instance, Reed inaugurated toy matinees with special Paramount releases for the occasion. Admission was by toy only, and the truckload of collected toys were distributed among the city’s needy youngsters. In leaner years, had contributed canned goods and other staples for toys, and supervised the distribution of huge baskets of food where they were needed most.

Reed is a member of the industry’s War Activities Committee and participates in all patriotic efforts. He has sold millions of dollars worth of savings bonds at the Strand in the Seventh War Loan drive. The Strand has attained an enviable bond sales record in the state.

The Strand has operated through two World Wars, survived two hurricanes. The first hurricane closed the theatre for six weeks when an accompanying wave flooded the house to the footlights. During those six weeks, Reed never went home—never left the theatre. He supervised the reconstruction. When the job was finished, he sat down. A workman said: “Why don’t you go home?”

“He? Why, this is my home.”

The theatre’s spic and span appearance is a constant source of pride to the management—a delight to the patrons. And courtesy to the customer is a byword Reed has instilled in his theatre staff.

That ‘Dancing’ Angle

When Sonja Henie’s International picture, “It’s a Pleasure,” opened in New York, RKO Radio decided to play up the fact that Miss Henie dances on the screen for the first time by inviting officers of the New York Society of Teachers of Dancing to attend the initial evening’s show. This same plan could be followed in other cities where such groups exist. Tieups should be made with local dancing schools.

Hendley’s Promotion
Fine ‘SYWA’ Booster

Something of a record for free-space cooperation—RKO Radio produced recently by W. B. Hendley, publicity director of Lucas & Jenkins’ Bradley Theatre, Columbus, Ga., on “Since You Went Away,” a United Artists release.

In one issue of the Columbus Ledger, Hendley secured two and one-half pages of cooperative ads with various establishments. Eight different organizations used quarter-page ads, while a tieup with Royal Crown Cola resulted in a half-page ad showing Shirley Temple holding a bottle of the beverage while copy under the name of the product in the advertisement read: See Shirley Temple, one of 7 stars in the David O. Selznick production “Since You Went Away.” H. Rotchild, Inc., the leading furniture store in that community, reproduced in its advertisement a scene from the film with copy at the head: “Make Your Home Beautiful, Too.” Full credit was given to the feature and playdate.

In free editorial matter Hendley induced the society editor of the Ledger to substitute Since You Went Away Babies for her column entitled V Mail Babies, while the text and photographs illustrated two children whose fathers had gone on overseas duty before they were born.

The Neil Company gave Hendley 100 per cent cooperation by decorating its store windows with Shirley Temple posters along with theatre credits, and posters were put on the back of its truck. A Royal Crown Cola display was also set up in the lobby, with Shirley Temple posters, one week in advance and through the playdate. Additional cooperation came from the local music store which permitted Hendley to use the window for display. The film played for five days to packed houses.

‘Courtesy Week’ Helps Sell

“It’s a Pleasure” in Nashville

As part of his campaign on International’s “It’s a Pleasure!” Dessy Mousin, manager of the Knickerbocker Theatre in Nashville succeeded in having Mayor Thomas L. Cummings of that city issue a “Courtesy Week” proclamation.

Cards were also distributed by the Knickerbocker to 65 Nashville stores comprising the Retail Merchants Assn., reading “It’s a Pleasure to sell you War Bonds and to serve you in any other possible way.” Special additional tieups were also made with local stores. The Mayor’s Proclamation was covered by the Tennessee, with photographs. Assisting with the campaign was Carol Wold, RKO Radio exploiter.

Ties Up ‘Lady’ With Marine

When “Fighting Lady” played at the Geneva Theatre, Geneva, N. Y., Jerry Fowler, manager, was quick to take advantage of the fact that a local Marine took part in several of the battle scenes. For this tieup, a feature story in the local paper which related the soldier’s experiences and also plugged the picture and playdates.
Universal proves more and more that properly paced variations of traditional entertainment formulae insure consistently good patronage.

Universal has frequently published its feelings about the necessity of variety in entertainment and has endeavored at all times to make every kind of picture that audiences of all kinds will find entertaining.

Personalities continue to be very important in the making of entertaining pictures.

Universal not only feels it has its share of top personalities but is letting no opportunity go by in the development of new personalities.

Universal is hopeful about its young stars. This list includes the promising talents of Jess Barker, Noah Beery, Jr., Ann Blyth, David Bruce, Rod Cameron, Peter Coe, Lois Collier, Yvonne DeCarlo, Kirby Grant, Brenda Joyce, Charles Korvin, Martha O’Driscoll and June Vincent.
Bond Tieups, Special Displays Highlight Two 'Flame' Openings

(Photos on Page 28)

Marked by a good sense of exploitation values, openings of Republic's 10th Anniversary film, "Flame of Barbary Coast," in Portland, Ore., Cleveland and New York have been accorded the type of showmanship that bring patrons to the box-office. In two of the openings, "Flame" promotion was tied in to the current Seventh War Loan bond drive.

In a broadcast from the stage of the Broadway Theatre in Portland devoted to the bond drive, Jack Matlack, publicity director of the J. J. Parker Theatres, plugged the Republic film.

Three leading department stores devoted windows to the picture, with the leading display employing a "Now and Then" theme which featured costumes such as those worn in the era pictured in the film and modern wardrobes, under the heading "What My Lady Wanted.

Matlack gave special attention to the theatre front, which employed still boards, 40x60s, etc. Frames were especially designed for two sets of 11x14 photos of scenes from the picture.

There was excellent publicity coverage in both local newspapers. Display advertisements were used in the Oregon Journal and the Oregonian, and in the Nob Hill Shoppers Guide. Radio coverage included spot announcements and five-minute shows over KGW, KOIN and KALD.

In Cleveland, Ed J. Fisher, Loew's publicity director, used an atmospheric bar in the lobby of Loew's State where free drinks of Royal Crown Cola were offered to all purchasers of a war stamp, through a tiein with the beverage company. An attractive girl, dressed in costume of the film's era, manned the bar. The film's title and its co-stars, John Wayne and Ann Dvorak, were highlighted in an overhead sign.

Display pieces utilized 11x14 scene stills from the production, with copy line--"You'll Never Forget the 'Flame'... Exciting, Dangerous, but So Lovable."

Car cards also were employed on local transportation lines.

Teaser ads on newspaper front pages supplemented display advertisements in the Press, Plain Dealer, and News. The teasers used such copy as "Flame" "Exciting. " "Burning With Danger," "Alive With Romance," to plug the film title and opening date.

Radio spot announcements and five-minute shows were used on local stations, including WHK, WJW, WGAR and WTAM.

In New York an attention-getting overhead sign, "Flame of Barbary Coast at the Globe," was used.

The front display employed two side panels, one devoted to a 12-foot female figure, the other to a poster showing a female figure, with such catchlines as "Action as Exciting as the Bolt of An Earthquake," "Brawling, Colorful Story of the Queen of Hearts and the Ace of Gamblers," and "Fast-Fast-Same Entertainment in the Hot Spot of the World." The overhead panel used a two-shot of John Wayne and Ann Dvorak, co-stars of the film in a roccoco frame, with a similar frame balancing the right-hand cast listing, and the title centered.

The decorative marquee display carried cut-outs of Wayne and Dvorak, film title, and cast; and the overhead sign used a dramatic, full-length female figure.

Two scene montages were displayed in special glass frames, and a wall piece used a clinic shot, the full-length figure mentioned above, and scenes.

Newspaper advertising coverage began the Wednesday preceding the Saturday opening, and the Times-Herald-Tribune, Daily News, Daily Mirror, World-Telegram and special Joebob-American, Post, Brooklyn Eagle, Jewish Forward, and Sunday Enquirer were on the schedule. Stations WOR, WJZ, WABC, WNY, WJZ, WINS, WHN, WNEW and WMCA were employed for local radio coverage through spot announcements and five-minute shows.

Puppy Give-away Attracts Customers to 'My Pal Wolf'

Sam Fitzsimmons, manager of the Medina Theatre, Medina, Ohio, had an attractive media as a give-away in conjunction with the showing of "My Pal Wolf." He promoted a two-month old cocker spaniel puppy which was given away on the opening night of the film and had in addition the cooperation of the schools and their pupils. Special heralds were put out advertising the give-away while a very attractive lobby display was made up at the foot of which was a small doghouse with the puppy on display.

The give-away was held on the stage. Before the big moment of the presentation, a large rope was tied to the puppy and after a lot of tugging, the canine finally appeared from the wings offstage. The size of the rope implied that the dog might be a baby elephant on the other end and quite a sensation was created when the two-month old puppy came toddling out.

Monogram Film Gets Plug

American Weekly for May 27 ran a two-page expose of the adoption racket, under the title, " Babies for Sale." Monogram recently announced early filming of the subject, with Jeffrey Bernard as producer.

A LITTLE EXTRA EFFORT. Resourcefulness and a little extra effort produced this box-office aid for 20th Century-Fox's "A Royal Scandal" during its run at the J. P. Harris Theatre, Pittsburgh. Using stills from the picture and rhyming "sandal" with "scandal," a local shoe store trimmed an eye-catching display window as part of the campaign put on by Ken Hoel, advertising-publicity director of J. P. Harris circuit.

Use of Press Book's Ideas Bring Gratifying Results

The efficacy of a press book proved itself to the greatest possible advantage recently when Lou Brown, Loew's Poli publicity man; Lou Cohen, manager of the Loew's Poli in Hartford; and Ralph Stitt, 20th Century-Fox field representative, sat down to plan their campaign for "Diamond Horseshoe," and found the many faceted angles so solid they decided to make them the foundation of their entire publicity and exploitation campaign. Judged in terms of full newspaper space captured and the turnout of Hartford residents, the decision of the three was ultimately confirmed. One of the angles which enticed patronage to the box-office and which was taken from the press book was a city-wide diamond horseshoe hunt. Newspapers under the byline of the three showmen, played this up for several days, as Hartford residents looked high and low for the horseshoe-shaped chime to free admissions, a trip to Billy Rose's night club in New York or a $50 war bond. Clues were published in the papers as well as displayed at the theatres.

Another idea inspired by the press book which brought additional newspaper space was the offer of free admissions to the "diamond horseshoe" loge of the theatre to anyone buying a $100 war bond.

The trio behind the campaign also obtained large supporting ads from Steiger's Department Store by taking advantage locally of a millinery item that had been effectuated in New York for national capitalization by the exploitation department. Steiger's ads with "Diamond Horseshoe" credit featured the sale of an "Acapulco Mexican Sombrero," an adaptation of one of the hats shown in the film. Many other windows were garnered, while radio played a big role in the stand-out campaign.

Dillinger Captors Publicized

For the Tucson, Ariz., opening of Monogram's "Dillinger," the Tucson Daily Citizen ran a photograph of officers responsible for Dillinger's capture in that city. The officers are Capt. Ben West, on duty at the time; Sgt. James Harron, ace detectives, and Sgt. Milo "Swede" Walker, who aided in the roundup. Seven machine guns and Dillinger's bullet-proof vest were taken from the gang.

A NEW ANGLE. Manager Robert Franklin of the Paramount Theatre, Boston, used a new angle to start word-of-mouth talk about Warners' "Roughly Speaking" by holding a special advance screening for personal friends of the author, Louise Randall Pierson. This photo, taken at the screening, shows Franklin (left) with Jane Louise Mesick, dean of Simmons College, Quincy, Mass., which Mrs. Pierson attended, and Mayor Charles A. Ross of Quincy.
Universal is proud of its News Reel, which, for more than thirty years, has proved that it not only has an enviable record in the collection of News but also in the editing and presentation of it.

Universal proudly salutes those heroic cameramen who have faced the enemy, along with the brave members of our Armed Forces.

Universal salutes all of its personnel who are now serving their country with the Armed Forces, both here and abroad.

To those brave heroes who have made the supreme sacrifice, Universal bows its head in honor of their memory.
Memphis Homebuilders Help to Sell Cottage

The Memphis Association of Home Builders lent its full cooperation to the campaign put on by Cecil Vogel of Loew's Palace in that city, for RKO Radio's "The Enchanted Cottage." A contest was sponsored by the Home Builders on what Memphians want in their "Post War Enchanted Cottage." The Association put up a free lot as first prize in the contest, with Loew's Palace offering a $50 and $50 war bond to winners, plus passes and other prizes.

Through cooperation of the Memphis Association of Home Builders, co-operative ads and windows were secured along with free spot announcements on both local stations plugging the contest with a 15-minute program at the conclusion on which winners and local celebrities appeared. The theatre erected a 40x60 in the lobby giving details of the contest and distributed 200 special window cards, in addition to 20,000 herald announcements.

In a separate promotion, the Association of Home Builders, through its president, Wallace Johnson, planned to open a new cottage for public inspection and call it "The Enchanted Cottage."

'Enchanted Cottage' Promotion Features Milwaukee Campaign

Sonny McDonald, manager of the Warner Theatre, Milwaukee, took opportunity by the ears, so to speak, in his main promotion for "The Enchanted Cottage" when he tied in with a prominent Milwaukee furniture store in re-decorating a model home on display in the store and called it "The Enchanted Cottage." Three pieces of furniture on display in the cottage were offered as prizes in an "Enchanted Cottage" photo contest. Six cooperative ads were a feature of the promotion.

The theatre lobby was decorated with the romantic setpiece suggested in the press book. Considerable newspaper space resulted from an announcement by the theatre that all couples married in Milwaukee on opening day would be admitted as guests of the management.

S.E. Post Promotion Valuable In Exploiting Rogers' Specials

A feature story on Republic's Roy Rogers, King of the Cowboys, by Pete Martin in the June 9 issue of the Saturday Evening Post is the basis of a promotion campaign now being conducted by the Curtis Publishing Company. Entailing widespread use of radio, display pieces and theatre tie-in promotion, the campaign is valuable to theatre operators who will play the Rogers outdoor pictures in the near future. The Curtis radio program, "Listening Post," heard over 192 Blue Network stations has highlighted the story and, in addition, more than 75 one-minute spot announcements will be employed. A special five-minute transcription in which the voice of Roy Rogers will be heard, is to be used on approximately 40 stations.

Curtis field men throughout the country are cooperating with Republic branches and exhibitors by arranging local tie-in promotions to benefit current showings of Roy Rogers pictures. All available media are being placed at the disposal of exhibitors.

Philadelphia Sells 'Caballeros'

The Mason Theatre in Philadelphia went in for radio plugs and store windows in putting over Walt Disney's "The Three Caballeros." With the assistance of Bucky Harris, RKO Radio exploiter, 3000 photos were distributed by Uncle Wip through Radio Station WIP on which his kiddie program is a feature. Department stores featured Spanish type shawls and blouses. Window and counter displays were placed in downtown music stores through the Deca distributor.

Ladies in Red

A novel publicity stunt was staged in connection with the showing of Monogram's "Dillinger" at the Orpheum Theatre, Des Moines. Any woman dressed in red was admitted free the opening day. Radio was used to promote the stunt.

London Campaign on Chopin Film Scores

Given a star who has long been one of Britain's favorites—Merle Oberon—and a picture whose theme—romance and classical music—lent itself to exploitation, the publicity staff of the New Gallery Cinema, London, turned in a campaign for "A Song to Remember" that ranks high with any on either side of the ocean.

The campaign was keyed off with the weekly "Atlantic Spotlight" broadcast, which featured the music from the film. Broadcast by BBC and picked up in the country, the program is one of the most popular and widely heard in the British Isles. This marked only the second time in the history of BBC that a motion picture had been mentioned on the air, and caused quite a stir in film trade circles. Interestingly enough, the initial mention was also carried by a Columbia film, "Theodora Goes Wild." In addition, there were seven other broadcasts immediately preceding the premiere of the film, and during the early days of its run. On one of these, the artist featured played Chopin music on the pianoforte originally used by Chopin for his London concerts, which elicited a considerable amount of public notice. The pianoforte was subsequently used as part of the exploitation display in a prominent store window.

Window displays were legion, all of them full windows and all striking in their way of plugging the film. At least six store windows, covering the vast majority of London's top shops, were used during the run of the picture to call attention to "A Song to Remember." Despite the almost impossible paper shortage, the London newspapers devoted an exceptional amount of space to the film, all of them using a statement on the film made by the star, Merle Oberon. All in all, the New Gallery staff managed a campaign that could be used as a model, and this despite the fact they were working in a city cruelly hit by war.

School Tieups Promote Two Theatre Showings of 'Romance'

Preceded by front-page stories about his premiere in local newspapers, "An American Romance" opened at the Circle Theatre, Amnapolis and immediately was moved over to the Capitols.

The exploitation campaign, arranged by Manager John Smearman and Tom Baldridge, MGM exploiter, consisted of tieups with the local school systems by means of special cards and posters were directed by the Superintendent of Schools to see the picture opening day. This was followed by curtailment of school hours to permit children to attend matinee performances. Parent-Teacher Associations endorsed the picture. A cocktail party and dinner preceded the opening night performance.

Newspapers, window cards, heralds and outdoor posting were important parts of the campaign.

Strong Campaign in St. Louis Sells Disney's 'Three Caballeros'

In planning its campaign on Walt Disney's RKO Release "The Three Caballeros," the Ambassador Theatre in St. Louis followed every possible angle.

Special lobby displays were installed two weeks before the opening and a screening arranged for the Mexican, Cuban and Panamanian Consuls, the latter resulting in newspaper mention. Street cars passed carried copy for a week before the opening and window displays were arranged, featuring the Latin motif, with theatre copy. Music stores carried displays featuring the songs and radio plugs also helped to make the campaign a success.
For ample practical slants to sell MGM's "The Picture of Dorian Gray," Manager Michael Strange, at Los Angeles, White Plains, N. Y., found it necessary to go no further than the press book. Stranger used the angles he considered "applicable and possible for us to follow through on in this area."

"Dorian Diaries" were distributed to the local Roger Smith Hotel (room occupants found them upon arising) and a "Dorian" impersonator also passed out copies to women as they filed into the hotel ballroom for a 10 a.m. breakfast and Women's Press meeting. The man also covered the fights at the County Center Civic Auditorium and circulated through the important department stores.

Hotel switchboard girls, whenever possible, answered calls with: "Sorry, thought you said Dorian Gray; be has a reservation here and comes to Loew's next week; here's your party."

Cocktail lounges and hotel dining room tables featured cards for a week pointing out that "no liquor sold to minors, but whether you are 21 or over you'll like our specials. ..." Stranger was able to get hold of batches of the cards before they were placed on the tables, and this gave him the chance to write in "Dorian Gray at Loew's will amuse you, whether you're 21 or 81."

Taxicabs hung signs near meters (This cab will take you to Dorian Gray at Loew's!), signs were placed in phone booths ("Dial White Plains 3680 for Dorian Gray") and 1000 postcards were sent out to the theatre's mailing list ("Are you a good critic? Then join the others who will see Dorian Gray. Tell us what you think!").

**Sets 'Velvet' Fashion Tieup**

Russ Bovim, manager of Loew's Midland, Kansas City, Mo., set an excellent fashion tieup with the local department store in his campaign on "National Velvet." A co-op ad and window display featured Elizabeth Taylor fashions for high school teen-agers.

**Ten-day Press Plug on 'Velvet'**

One of the best advance newspaper publicity campaigns for "National Velvet" was put on by Homer McCaillon, manager of Loew's State, Houston, Texas, who screened the film for the press well in advance and had the press plugging it for 10 consecutive days.

**A KICK AND A PROMISE.** A group of Wacs on leave in New York pause to kick "Hiroto" in the teeth as part of the campaign put on by Manager Ray Connor at the Palace Theatre for RKO Radio's "Betrayal From the East." Perhaps you could use a similar stunt in your own campaign on the film.

**Hal Horne's well-known talent for the flip twist and adroit turns from the sublime to the ridiculous has found a perfect channel of expression in terms of advertising copy in the new comedy "Don Juan Quilligan," produced by 20th-Fox, of which Horne is director of advertising, publicity and exploitation. The "magni-

**Newsboys Vie for Canine Prizes in 'Son of Lassie' Contest**

Unusual promotion was accorded MGM's "Son of Lassie" for its showing at the Paramount Theatre, Des Moines, through a "Your Dog Pal" contest conducted by the Des Moines Register and Tribune, with the movie dog "Laddie" (so the report goes) awarded to the outstanding boy among the newspapers' 5000 carriers.

At a special Saturday matinee showing of the film the winner was awarded the grand prize and winners of 100 additional pedigree dogs were also announced. Five thousand carriers participated in the contest, which was judged on the fundamentals of courtesy, good delivery, service and collections, and other service phases of route work.—D.M.
"WILL PAY OFF!" — Variety

"DESTINED FOR RICHES AT THE BOX-OFFICE!" — Film Daily

"HAS EVERYTHING!" — Boxoffice

"WILL WIN CUSTOMERS APLENTY!" — Motion Picture Daily

"HAS RARELY BEEN MATCHED!" — Motion Picture Herald

"SHOULD THOROUGHLY ENTERTAIN THE MASSES!" — Showmen's Trade Review

Directed by GREGORY RATOFF • Produced by WILLIAM PERLBERG

Story by Morrie Ryskind and Sig Herzig • Ly...
THE REVIEWS... THE BUSINESS AT THE ROXY... THE DATES THAT ARE POURING IN... CLINCH THE CLAIM THAT

Fred Joan June
Murray • Leslie • Haver

IN TECHNICOLOR

WHERE DO WE GO FROM HERE?

IS THE FUNNIEST MUSICAL EVER MADE BY:

CENTURY-FOX

Screen Play by Morrie Ryskind

Music by Ira Gershwin and Kurt Weill
Money Dates for July

There should be more reason than ever this year to make Independence Day an outstanding money date. As usual, it’s the biggest—in fact the only—nationally important money date in July. This year, however, more significance may be placed on it in view of the day on which Japan declared war in Aug. 1941, since the “Day of Infamy” will be a part of the European phase of the war. Whether or not the Seventh War Loan will be extended to include the Fourth War Loan, we do not know, but whether it is or not, your campaign to sell more and more war bonds to insure the defeat of Japan should continue, with special bond-selling activities for this day. Bear in mind that restrictions have been partially lifted, so that many people who couldn’t travel at all last year may go, at least for a little spin out to the country. So, it’s up to you to have the shows, and the atmosphere, and the courtesy that will bring the patrons to your theater on this day. Check the month’s sectional observances and announcements to suit your state and local tieup.

National Observation Periods

July 4—Independence Day. Patriotism will be at a high pitch—probably the highest in American history. It will be a day of ceremony and observance. There will be patriotic editorials, patriotic news stories, march-Dances, parades, radio broadcasts. Be sure your theatre takes part. Display the American Flag, and where possible, flags of the United States. For your decorative needs, employ red, white and blue. Lobby frames should be draped in tri-color bunting, and the lighting scheme of your marquee should be red, white and blue. Your attractiveness should be appropriate and timely; there are many areas of subjects that present opportunities. Most appropriate, “The Flag Speaks,” (MGM). Warners made a special offer some years ago: “The Flag and the Declaration of Independence.” Most likely, prints are no longer available, but it won’t hurt to investigate. While your feature need not necessarily be a “war” picture, nevertheless it should be wholesome, wholesome entertainment for the entire family. Plan ceremonies inside the theatre and, depending on the weaving of the story, plan general Americanism groups to participate in patriotic exercises on the stage. Organize your town groups and write them all to participate. Your theatre is a leading institution in the community, so be sure that more public notices do not dominate any patriotic endeavors in which you may take part. Through P.T.A. groups, your special offer for a special show for the youngsters on the morning of the Fourth (Saturday, July 4) will be Wednesday). These groups could endorse your program. During off hours, of course, you could sponsor patriotic Short Shows. Uniformed bands of patriotic societies might take part in a contest sponsored by the Chamber of Commerce, and the winners of this contest could be sponsored by the newspaper. posters could be displayed in the lobby, with patrons to vote for the winners. Get merchants to sponsor matrices for mothers having sons in the service. This is an ideal day on which to boost the sale of war bonds and stamps; try to sell every passable day record. Educational exhibits of current and timely magazines as seen in historical exhibits during American’s should be displayed. Cooperate as much as you can with the government and the armed forces. And, post recruiting booths, etc. Advertise your place as the coolest in town. If outside competition is likely to be too strong, build goodwill through a party for the newsboys, or perhaps you can invite the children from a nearby orphanage to be a part of the biggest business this Independence Day may be less than hersetone; on the other hand it may be greater. The fundamental thing to remember is that smart booking and smart showmanship will count for a lot. Get busy right now making your contacts. Don’t let the Fourth pass without expending every approach in your effort to make it both an institutional and box-office success for your theatre.

Sectional Observances


Anniversaries


July 4—First rodeo held in America at Prescott, Ariz., 1883.


July 8—Air mail service—New York to California—established 1918.

July 10—Howard Hughes started at (Brooklyn) first round-the-world flight, 1938.

July 11—John Quincy Adams, born, 1767.

July 11—Trackage Bridge, New York, opened, 1936.

July 14—Bastille Day—first celebrated in U. S. in 1914.

July 14—First World Fair in U. S., 1853.

July 15—United States—Canada St. Lawrence Treaty, 1817.

July 26—General Douglas MacArthur takes command of American army in Philippines, 1941.

July 26—Postal System, established, 1775.


July 28—Beginning of World War I, 1914.

Taylor-Made Selling Pushes Horseshoe

Expert showmanship by Charles E. Taylor, advertising-publicity director of the Shea circuit in Buffalo, Wally Allen and his assistant, Julian Bowes, of 20th Century-Fox’s field force, helped put over 20th Century-Fox’s “Diamond Horse- shoe” in its Buffalo premiere at Shea’s Great Lakes Theatre.

One of the promotions, with J. N. Adam, major Buffalo department store, assumed proportions of a special advertising campaign in itself. With the support of full-page ads in local papers. The famous Grable legs were spotlighted in another department store tieup. Henger’s, which took a four-page newspaper ad featuring a photo of Betty Grable, to promote leg makeup.

Taylor, Allen and Bowes next tackled the Jacksonville, Fla., and effected a “Lucky 7th War Loan” tieup via a large ad in the Buffalo Courier-Express. Edwards Beauty Salon took a large display in local dailies emphasizing the attractive hair-do Grable wears in the picture. Grable coiffure display cards were placed in practically every beauty shop in town.

One-sheet niche space was secured all over Buffalo, when the theatre tied in with Silver Screen magazine to herald that screen publication and a film.

Coasters, as suggested by the pressbook, were fashioned from one of the ads appearing therein and were distributed to all the golf clubs throughout the city. Special table cards were displayed in three leading restaurant chains, in- cluding Lilac’s.

Music and record shops featured the posters and tieup in the New York exploitation department, plugging the tunes from “Diamond Horseshoe” for radio and music cards. These credits for the Technicolor musical with Beatrice Kay’s “Naughty Nineties” album.

Agreements with the Central Railroad resulted in the papering of its terminals and route-points with display material, featuring ad elements created by the New York advertising department, those theater sponsored radio station, and “Diamond Horseshoe” engagement copy.

Cola Tieup Highlights "Barbery Country" Selling

Using every available media afforded by the local distributor of Royal Crown Cola, D. J. Meininger of the Cincinnati localized Republic’s national tieup with the beverage company as the highlight of his campaign to publicize his opening of “Flames of Barbary Coast.”

Fifteen local trucks, carrying posters advertising the picture in the downtown area and suburbs, and the erection of a booth in the theatre lobby for the sale of war bonds, decorated with signs about the picture and the tieup, were two of the most noticeable. The cards with similar copy were printed by the beverage company and distributed in five of the city’s trading centers.

Royal Crown’s radio time also was used for a week in advance of the picture’s opening. Theatre lobby displays, a special circus theatre front and theatre-sponsored radio spot announc- ements also were features of the campaign.

Diversified Campaign for ‘Tokyo’

When “Thirty Seconds Over Tokyo” played the auditoriums, Peter, N. St., Manager A. W. Manger began an advance campaign by using spot announcements from the stage. In addition, Manager Manger had the cards placed advantageously in and around town. A 40¢ comic standard poster was placed in the lobby two weeks in advance.

‘Velvet’ Ballyhooed By Jockey Usherette

A radio tieup, special blotters, greeting card fliers, milk bottle hangers and star stills were arranged for and distributed by Manager Sam Gilman, Loew’s Regents, Harrisburg, as features of his exploitation campaign on “National Velvet.”

The local radio station selected “National Velvet” as the picture of the week and featured it at the station war. For many factory workers.

Gilman designed a false front for the theatre, depicting a hurdle, painted in gay colors and highlighted by black and white stills of the cast. Uniforms as jockeys and distributed the special blotters throughout the city, in costume. The blotters were backed by a still tieup of the spectacular photo.

A gift shop distributed 2500 greeting card envelope fliers and the Public Library and two lending rooms booked displays for the picture.

Through an arrangement with a local dairy Gilman was enabled to get his selling message before 7500 additional residents in the old and also to tie up with the dairy with milk bottle hangers, captioned suitably so that both the dairy and the theatre received credit. For your youngsters Harrisburg Dairies’ Milk Is Pure Velvet.”

Chinese in L. A. All-Out for Triple Showling of ‘Co-Pilot’

In appreciation of the sympathetic treatment given China’s all-out fight against the Japanese in the form of the “God Is My Co-Pilot,” Los Angeles’ Chinatown for the first time acted in unison with a celebration in connection with a motion picture the launching of the celebration is the 75 foot banner stretched across Main Street in Chinatown reading, “Los Angeles Chinese Welcome ‘God Is My Co-Pilot’.”

Mayor Fletcher Bowron of Los Angeles proclaimed “God Is My Co-Pilot Day” in honor of the picture and he was the three Warner first-runs, the Downtown, Hollywood and Wil- terton. The proclamation, climaxing the extensive publicity and exploitation campaign on the part of the Warner’s, is the opening of the Wacs, cooperating with the studio is displaying posters on the film in recruiting booths and in store windows.

Other features of the campaign include banners on interurban cars, book-store window displays, serializing the story in six aircraft plant newspapers and the biggest spot announcem- ents radio campaign in local movie advertising history. A special Lockheed Night was ar- ranged for workers of the aircraft plant.

How about potted plants, ferns and other flowers to lend that “summer” look?
Pictorial Glimpses of Showmanship Across Nation

EXEMPLARY 'TREE' BOOK TIEUP. With the inspiration provided by the initial book tieups set up for the New York premiere, windows by the hundred have since been given to the key runs of 20th-Fox's "A Tree Grows in Brooklyn." Photo above shows a book window promoted by Fleet Robinson, Grandin and Lee theatres publicity director, for film's playdate in Roanoke, Va.

UNIQUE DISPLAY on Warners' "Hotel Berlin" (above) was used at Aztec, San Antonio, by Manager Henry Bergman, right.

SPECTACULAR SETPIECE on MGM's "National Velvet" got excellent results at the Wisconsin Theatre, Milwaukee, according to Dan Murray, manager of that house. The photo (above) was one of the initial group of 11 winners in MGM's recently inaugurated Photos of the Month contest embracing the best "shots" of exploitation stunts, lobbies, fronts, street ballyhoo, etc., on MGM films.

MUSIC PROMOTION. The sheet music department of store in Portland, Ore., gave this eye-catching display (below) to Columbia's "A Song to Remember." Frank Pratt, Paramount manager, and Earl Hunt, Hamrick-Evergreen publicity director, get credit.

LIFELIKE DISPLAY on United Artists' "I'll Be Seeing You" (above) was used by Russ Bovim, Loew's Midland, Kansas City.
DENVER

The city has cleaned up the two very small parks on Film Row.

Don Tibbs, Monogram manager in Salt Lake City, spent a few days in Denver conferring with Lon T. Fidel, franchise holder.

Des McMorris, Canon City Colo., owner of theatres there, in Florence, Colo., and in Hot Springs, N. M., was sent to Camp Hood, Texas, following his induction into the Army.

Joe Clark, Fox West Coast theatre manager, has arrived from Los Angeles and taken over the branch managership of Film Classics.

The new exhibitors seen on the Row included R. D. Ervin, Kemmeling, Colo.; Paul Tramp, Trenton, Neb.; Frank Young, Otis, Colo.; Ray Kaiznenbach, Brush, Colo., and Claude Graves, Albuquerque, N. M.

In the $258,000 anti-trust damage suit of the St. Louis Amusement Company and others against Paramount and others, now pending before U. S. District Judge Richard M. Durham, two defendants, the Apollo Theatre Corp. and Adolph Roscan, doing business as the Princess Theatre, St. Louis, have filed motions seeking permission to make exhibits to the jury, and to serve them with a third party complaint. Apollo and Roscan, replying to the original complaint, do not only deny the allegations of the plaintiffs, but charged them with setting up a monopoly in the exhibition of films in St. Louis and St. Louis County.

The owners of the Cozy Theatre, Cabool, Mo., have recently purchased a site for a proposed new theatre. It is reported that the project will begin soon after VJ Day. The new theatre will have a larger seating capacity than the present 200-seat Cozy.

W. A. Collins, owner of the 630-seat DeSoto Theatre, DeSoto, Mo., has recently completed negotiations with O. W. Steigmeier, prominent St. Louis architect, to build a new 600-seat house to be known as the Collins. Plans are also in preparation for the remodeling of the DeSoto. A new floor is now being installed in that house and other improvements and modernizations are contemplated.

James Nicholas "Pops" Frick, 75, veteran stage doorman of the Ambassador, American, and the Municipal Opera, died June 1 at St. Mary's Hospital of injuries sustained when he was struck by an automobile. At one time Charles Skouras, prominent motion picture theatre owner and circuit head, worked under Frick as a bus boy. Later, when Charlie and his brothers, Sypross, and George P. Skouras entered the motion picture exhibition field in St. Louis, Frick was given a job as doorman at the Ambassador.

With 40,000 tickets reserved for war workers and their families, additional free showings of the Nazi atrocities pictures were given at the Kiel Auditorium this week. The extra shows were decided upon after many thousands were unable to obtain tickets for the performances originally scheduled.

The Great Mr. Handel," opened a four-week run at Robert Schenck's Art Theatre, June 2.

A bill to set up a bracket method of collecting the two per cent state sales tax has been introduced in the Missouri House of Representatives at Jefferson City. Under the bill, no tax would be paid on purchases under 15 cents, with a one-cent tax on purchases from 15 cents to 53 cents, a two-cent tax from 53 cents to $1.00 and so on up to 11 cents on purchases of $5. Above that amount, a straight two per cent would be collected.

Five midnight bond premiers in connection with the Seventh War Loan drive were to be staged June 9 at Loew's State, Missouri, Shenandoah, Union and Avalon theatres. All programs were scheduled to begin promptly at midnight with tickets going to purchasers of E bonds only.

ST. LOUIS

Russ Fraser, advertising manager of Tri-States Theatre Corp. of Des Moines was in Omaha recently and attended the luncheon which honored Bob Hope and Bing Crosby.

Carl Myers, booker at Republic has resigned to become manager of the Palace, Mason City. Myers replaces C. E. Lindblad at the Central States Theatre. Helen Clarke is doing Myers' job at Republic until his successor is chosen.

When Ralph Olsen left his job as salesman for Universal at Des Moines to join the Army, he said farewell to the motion picture business, but he failed to figure on the Army. Friends recently received a note from Olson saying he has been transferred to the motion picture branch of special services in France. He recently was sent from Paris to Nancy to open an Army film house there.

Tri-State Theatres of Des Moines received eight of the dresses worn by Joan Fontaine in "The Affairs of Susan," the only theatres in the country to receive them. Five of the dresses were put in department store windows at Des Moines while the other three went to Omaha. The dresses were also used in connection with War Bond Premiers.

George Thacker has purchased the Tyke, Einbeck, Iowa, for the Bartlett brothers. Thacker formerly owned four theatres at West Bend, which he recently sold.

Harry Herman, head of Herman Theatres at New Hampton, has resigned as Northwest Iowa agent for the "Mom and Dad" film released by Hygienic Productions, due to ill health. He recently was in the Mayo Clinic at Rochester, Minn.

Fred McGee has purchased the Pastime, Des Moines, from the Lumsdens. Lumsden also handles road shows.

Gov. Robert Blair issued a special Movie Day War Bond proclamation urging Iowans to purchase "Hobbond" bonds against state.

Al Rodriguez is leaving his job at the Paramount exchange to return to Panama. Al has been a student at Drake University and served as an assistant shipper with Paramount.

NEW YORK

Branch managers here concur in the opinion that the upward curve of the movie business in this vicinity has reached its peak. The conclusion is that the upward curve that has flattened out, but shows signs of tracing a zig-zagging pattern which is inevitably followed in the business.

In the space of a quarter of a century this observer sees a decided difference in temperament between branch managers then and those of a quarter century ago. Then the average branch manager was a keen student of the post performances of the gee gos on the tracks throughout the country. Today the average branch manager is deeply interested in the complexities of economics in a changing world.

Joe Felder, former local manager of Monogram, is back in the business. Reported at various times since his resignation as going out of the industry to affiliate himself with the toy manufacturing business, last week, together with Moe Kerman, he became joint owner of Astor Pictures, Inc., New York exchange.

Col. Nathan Levinson accompanied by Mrs. Levinson left for the Warner Bros. studios last week. Col. Levinson, one of the pioneers in sound, apprised by this department that many "tins" became rich as a result of the revolutionary change in art which "tins" entertainment said: "Not that you speak of the person who did become rich was by coincidence named Walter Rich."

Ray Nolan, former booker for the St. Cloud circuit, has become an associate hayer, according to a report.

The condition of Abe Savage, owner of the River Theatre, who was transferred to the hospital last Sunday, for having been bashed by two oxygen tanks in his room. To one of his callers Savage summed up a way of living as a moral: "See," he said, "never aggravate
J. Arthur Rank passed through this city last week and during his stay here discussed the fact that while traveling in the U. S. he will be classed as a tourist. While here, he intimated he had the blessing of the British Government industry in Canada, has died. At the time of his death, he owned and operated the Empire, Delta and Queen's theatres in Toronto and sad outside Toronto in the Canadian theatre. An early manager of Paramount for about 17 years and was a member of the Canadian Picture Pioneers.

Arthur Hirsch, Consolidated Theatres president here, has entered the Jewish General Hospital for a period of observation. He has been in failing health for some time. His wife has arrived from New York to be with him.
ROBERT YOUNG LARAINÉ DAY
IN
"Those Endearing Young Charms"

with
ANN HARDING and Introducing
BILL WILLIAMS

-A riot in his first important RKO comedy role!
SPEED TOTAL VICTORY!
THE MIGHTY 7th WAR LOAN

Produced by BERT GRANET
Directed by LEWIS ALLEN
Screen Play by Jerome Chodorov

NATIONAL MAGAZINE CAMPAIGN TO 25,150,475 CIRCULATION
—In Life—Ladies’ Home Journal—Woman’s Home Companion—True Story—Liberty—Pic—Look—and Fan-lists
Action on the furlough front . . . in radiant romantic hit . . . between the lovely who believes wooings mean weddings, and the pilot who thinks any girl is just a date! . . . Stimulating spice and sparkle headed for top box-office money!
moved were restrictions on the use of vehicles by theatres for advertising purposes.

The recent visit to Canada of J. Arthur Rank has stirred much interest in the proposed expansion of the Odeon Circuit in B. C. and Western Canada. It is reported that Leo M. Devaney, RKO Canadian manager, has been offered the post of Canadian general manager for Odeon, formerly held by Haskell Masters, now head of the Dominion for Warners.

The Dominion Government has announced that despite restrictions, oil in Canada will not be abolished immediately. Theatres also were told not to expect the early unfreezing of admission prices or the removal of rental restrictions on film prices.

Barbara Gray of 20th-Fox’s accessory department, has left for San Diego, Calif., for a two-week vacation. Many film people here are planning to vacation in the U. S. this summer with restrictions eased on border crossings, U. S. funds and gas rationing.

Cliff Smith, manager of the Oak Bay, Victoria, has left the Odeon Circuit. Tom Cooke of the Rio, Victoria, is handling both houses.

PHILADELPHIA

Cpl. Stanley Slevin, former treasurer of the Earle Theatre, was caught in a crossfire between two Nazi tanks and badly wounded on April 13. He was severely cut by shell fragments as he was transferring. He is now resting in a hospital in England where he was flown from Germany, while waiting to be brought back to the United States.

Elmer Donahue and Danny Tursi, sons of Jake Donahue and Mike Tursi, Earle Theatre Bldg. employees, who were both Nazi prisoners, were liberated by the Allied Armies and this week arrived home after being imprisoned for many months.

Al Silvers of the Warner publicity department has resigned to become the ad sales manager for 20th-Century-Fox.

Seymour Friedman, one of 20th-Fox’s two key men in this area, leaves this week-end to take a midwestern assignment.

From the Netherlands East Indies, Pvt. Mike Weinstein, formerly a member of the Warners sound department, writes that he is based on an army rescue boat, which makes him a sea-going soldier.


Motion Picture Associates hope to conclude

their annual maintenance drive by June 15. They are asking that all donations get in before that time.

Pfc. Myer J. Hirsch, son of exhibitor Charles Hirsch, was awarded a Bronze Star for heroic achievement in Belgium on January 10.

Alex Steifel has taken over the duties formerly carried out by Alan Holdcraft at the Carman Theatre, and is also taking care of Sam Steifel’s interests there.

Al Davis is back from a Monogram sales meeting in Chicago.

Joe Kane, former theatre manager, has been discharged from the Army.

Cpl. Dave Molliver, on furlough from Lincoln, Nebraska, made an appearance at the Cagney luncheon.

Jack, son of Charlie Zagrains, RKO branch manager, has received his discharge from the Army.

Louis Betz, assistant dispatcher of the High- way Express Lines, learned that his son, Pvt. Francis B. Betz, was killed in Germany shortly before his 20th birthday.

Frank Hammertime, PRC branch manager, has added Dave Starkman to his sales force.

Bob Folliard, RKO district manager, was vacationing last week.

William H. Erb, Eastern division sales manager, was a visitor at the Paramount exchange last week.

Addie Gottschalk, RKO office manager, is a victory garden enthusiast.

Cy Bell, former Columbia salesman, is in the

infantry at Camp Wheeler, Ga.

Lt. John J. Scully, former Universal booker, who had been interned in a Nazi prison camp for two years, was a recent visitor on Vine St. His father is John J. Scully, Eastern Universal district manager.

Twentieth Century-Fox’s sales executive, Andy Smith, was a visitor in the exchange.

MGM’s “The Picture of Dorian Gray” is getting special promotional help in Philadelphia. Both James Ashcraft and Eddy Gallner, MGM exploiteers, have their heads together with Irving Blumberg and the Warner ad and exploitation department for the campaign at the Boyd Theatre.

Capt. Everett C. Callow of the Marine Corps who recently returned from duty in the South Pacific, has received his discharge after two and a half year’s service. He will return to his post as advertising and publicity director for the Philadelphia Warner Theatres on June 18. Irving Blumberg, who filled in while Cal- low was in service, will remain as a member of his department.

A 120-seat motion picture theatre will be constructed at the northwest corner of Torresdale Ave. and E.禊xton Road in the Tacony section of Philadelphia, as soon as restrictions on building materials are lifted. The information was released when Alfred M. Greenfield & Co., a real estate firm, announced the sale of a plot of ground, fronting 200 feet on Torresdale Ave., with 100 feet on Friendship St., to the Stanley Company of America.

CHICAGO

The July list of Allied Theatres of Illinois, just out, lists 34 regular issues and 16 re-issues, available for members. Included in the list are three Technicolor features, “Tonight and Every Night,” “It’s a Pleasure” and “National Velvet.”

Film Classics’ first release, “A Boy, a Girl and a Dog,” made by R. Frank, has been booked for the entire Alliance Theatre Circuit by John Doerr, booking manager, according to Harry Mandell of Film Classics.

The Alliance Theatre Circuit has acquired four Indiana theatres, it has been announced by S. J. Gregory. The theatres are the Daisy and Knox, Knox; and the Fowler and Dream, Fowler. The latter two were secured from Dick Casto. All four are being arranged for theatre management because of ill health. John Doerr and Pete Panagos, booking and promotion manager respectively, are in Indianapolis arranging bookings for the four houses.

Dave Wallerstein, Midwestern Seventh War Loan executive, has held a meeting with Milton Officer and other Balaban & Katz executives to complete plans for five Children’s Shows to be staged June 23 in connection with the Drive. School children are selling bonds.

The Chicago Fox Theatre has been purchased by Dr. Ansel H. Tulup from Morris Sommers. Dr. Tulup will modernize the Fox when materials become available.

Will Hollander, Balaban and Katz publicity man, has returned here from a vacation at French Lick.

Wm. DeVry has returned here from a trip to Hollywood, fully recovered from a pneu- monia attack while on the Coast.

Wet weather has been hurting theatre at- tendance here both in the Loop and neighbor- hood houses.

Edwin Oberdorfer, formerly of the Eassanes Theatre Circuit, has been promoted to a first lieutenant in the Army Air Corps. He is ex- pected back next month on leave.

The B & K television station, WBKB, is now using four outstanding news analysts for its daily programs, with the station constantly seeking new visual methods of clarifying all important news. Names here are Joe Wilson, Paul Battemfield, Don Fauts and Gil Hic.

Melvin Bergman, Universal’s Eastern public- ity director, was here confering with Ben

RECEPTION FOR KING BROTHERS. One day last week at the Warwick Hotel in New York, W. Ray Johnston, president of Monogram Pictures Corp., acted as host at a cocktail party to introduce the King Brothers, producers of Monogram’s “Dillin- ger,” to the New York trade press and theatre owners. Shown above (l-r) are: Steve Reine, Monogram vice-president in charge of sales; Franklin King; Johnston; Maurice King; Norton V. Ritchey, president of the newly formed Monogram International Corporation.

WELCOME HOME. Members of the Buffalo Variety Club cooperated with The Courier-Express and Station WEBR at a luncheon held May 26 at the Hotel Statler to welcome home 200 veterans on furlough from overseas duty. In photo above, Murray Whit- man, left, and Elmer Lux, right, co- chairmen of the Greeters Committee, chat with Pfc. George A. Daly (former prisoner of war in Germany).
Katz, the company’s local representative. Radio plans were under discussion.

Sgt. Charles Thannhauser, former manager of the Essaness Mode Theatre, is expected home on a three-year overseas. He will see his daughter Dorothy for the first time, the child having been born while he was overseas.

Clarence Ibert, Herald-American amusement page representative, has resigned.

Ross Herman, Warners, has been transferred from country to city sales. Harry Charness will take over the country sales spot.


Henry Kahn, MGM’s Chicago office manager, returned here after several days in New York.

Mrs. Irving Mack, wife of Irving Mack of the Filmack Trailer Co., has joined her daughter-in-law, Edith, in Red Cross service.

H. B. Engel, DeVry Corporation sales manager, has returned here from a Southern business trip.

The Sam Myers Theatre Circuit is establishing a fine record in the Seventh War Loan drive with its “Laffit” celebration, which has taken in $144,000, and the show at the Glencoe, Glencoe, Ill., expected to exceed $100,000. The drive will end at the Liberty, Libertyville, Ill., June 26, where a $500,000 total is expected.

Film truck carriers are backing a House bill before the Illinois Legislature which will give them 20% of the money they haul on Illinois roads.

The bill is expected to pass.

Film carriers have reported that the supply situation is easing so that needed replacements can be secured.

Lt. Herb Schlossberg, USMC, Chicago, has left for Washington for conferences on “To the Shores of Iwo Jima,” which his photo section of the Fourth Marine Division helped to take. The premiere of the film was held here June 7, Eddie Carlin had brought back records at the Marshall Field & Company store, selling war bonds.

Joe Perleman is a former general manager of the Lasker Theatre Circuit, has purchased the Bertha from William Vasapolous, and will operate the house personally.

A box office report showed that $30,000 feet of film covering 82 pictures had been inspected with none rejected and with only 16 cuts made.

W. Nogueron has mortgaged “Dillinger” is still refused a Chicago permit.

BOSTON

The New Normandie Theatre, after three weeks’ absence from the screen on a first-run basis has reverted to its former policy of showing “laff-movies,” and has changed its name back to the Laffin Movie Theatre. Only the Tremont is being kept first run. Renovations have begun in both houses.

Harry Blanchette, of Woonsocket and Central Falls, R. I., well known in Boston film circles for many years, died last month after a long illness. His former partner, Morris Safner of Woonsocket, has purchased all his theatre interests at this time.

Joseph Wolf of Columbia has been elected treasurer of the Motion Picture Salesmen’s Club, replacing Harry Rosenblatt, who resigned after his transfer to the MGM New Haven office, where he is now branch manager. Louis Joseph, Bay State Films, was elected to the board of directors and Saul Simons is chairman of the entertainment committee, replacing Al Cohen of National Screen.

Jack Markle, Fine Arts Theatre, has returned here after a brief visit to New York.

Arthurd Street, former New Hampshire exhibitor, has been discharged after two years in the Navy and is reported to be seeking another theatre.

The Tab Thumpers of America have announced that Tab Number Two has been established in Portland, Maine, with Harry Bostwick of the State, as chief thumper and 30 members already enrolled. In Lowell, Mass., another Tab is coming into being with Sam Torgau, Nat Silver, Steve Callahan, Dan Hickey, Paul Hillman, Jack Lynch, Jack Sullivan, George A. Gagan and others doing the organizing.

The Bernstein, Columbia publicist, has returned from his flying trip to Bangor, Maine, where he planned an exploitation campaign on “Song to Remember.”

John Scully and Myer Feltman, Universal district and branch managers respectively, are in Maine on a two-week vacation.

Pric. Malcolm Wolf, son of Ben Wolf, MGM office manager here, has recovered from wounds received in action and is stationed in Paris on limited service.

Jesse V. Gross, district manager here has returned to Washington, D.C., for the summer.

Josef Silverman, Columbia’s New Haven office will be married this month to Ellen Rosenthal, Jack Cohen’s secretary at Columbia. They will live in New Haven.

I. H. Rogovin, Columbia branch manager here, has returned to work following a brief illness.

Walter Silverman, of Columbia’s New Haven office will be married this month to Ellen Rosenthal, Jack Cohen’s Secretary at Columbia. They will live in New Haven.

Walter Silverman and his bride-to-be.

George and Al Jeffrey, United Artists Albany salesman and his brother branch manager respectively, visited the Boston office this week.

Eddie Dobkin of MGM, and Commander of the Vernon Macaulay Post, American Legion, is expected to land at the Boston, Mass., soon, after recovery from a brief illness.

Richard C. Sullivan, Jr., Boston publicist, has married last summer, and has left the United Artists for New York and Atlantic City on his honeymoon.

The Pine Arts Theatre has closed and will reopen late in August.

United Artists has booked “It’s in the Bag” into the Majestic following the run of “Colonel Blimp.”

MILWAUKEE

Dean Fitzgerald, son of Harold J. Fitzgerald, head of Fox-Wisconsin Amusement Corp., was host recently at a party at the Variety building.

William M. Dodd, M. I., of Greenalboro, Ala., and former assistant manager of the Paradise, West Allis, has been sentenced to terms of one to five years and one to three years in the state prison at Waupun for violations of probation and larceny.

Fire of an undetermined origin at the East Theatre here singed the operator, Luther Reagan, and resulted in damages of $50 to the projector and projection room. It is reported that the film in the projection was saved and not damaged.

Harold J. Fitzgerald, state chairman of the War Savings Committee, for the State Assembly and Senate unanimously passing, and Governor Walter S. Goodland signing, a joint resolution proclaiming June 6 as “Ernie Fyle Day.” All theatre admissions on that day were for purchase of war bonds only.

A “Royal Rumpus” review with a 31-piece swing band and an all-amputee production feature the bond show, May 29, at the Sheboygan Theatre, Sheboygan, Wis. The program was arranged through Mark, Bravos, Warner Circuit executive, and admission was for the purchase of bonds.

Alan Parker, son of Bill Parker, Universal branch manager, is heading for the Navy.

 Abe Ciapman, with National Screen in Des Moines was a recent visitor.

Jack Johnson, bookboard operator at Warners Circuit recently took a vacation when three of her brothers were home on furlough.

Gordon Koppel, former Chicago Air Experimental base at Traverse City, Michigan, is expected here soon.

John Rigas, former Warner Theatre usher was here recently on furlough.

Milt Ellis, Beloit independent operator, is stock rising on 15 acres in his spare time. Ed Walton, assistant to J. R. Granger, Republican president, and Bill Baker, district manager recently conferred with Jack Frackman, branch manager on Republic’s 10th Anniversary campaign.

At Belleville, business men are sponsoring Saturday night open air village park movies. Midwest Theatre, Ltd. is at present operating in the village on the management of R. W. Jenkins, former Eskin Circuit’s Kiel manager.

The Innes, Sprague Theatre, Elkhorn, was June 6. He has been in show business for 33 years.

Jack Lorentz, 20th-Fox district manager has been conferring with Harold Beecroft, branch manager.

Jack Hansen, 2, son of Marius and Mrs. Hansen, of Madison, was recently involved in the Pasadena Playhouse dramatic school, Calif. Johnny Schuyler and Eddie Moyle of the Delf Circuit were recent visitors.

Warner Theatres set “It’s the McCoy” for their bond premiere.

Irene Preston of Independent Theatres was in Chicago last week.

Ralph Maw, MGM district manager was given a birthday cake recently by employees.

INDIANAPOLIS

Theatre attendance in some Indiana cities has taken a nose dive due to the closing of several defense industries and war plants. In some communities thousands of mechanics have been laid off. Some theatre owners are now asking their stockholders to consider cutting back on war contracts, migration has set in. The increase in population in many localities has not only doubled but tripled. With the cutback in effect there will be many mechanics finding themselves out of employment. A large number of workers will return to the farms, and labor from the south that was imported during the scarcity of workers in munitions plants, will return to their former communities.

Fred Boyd, manager of the Ritz announced that the theatre will be open at 11:15 p.m. and regular matinee prices will be in effect.

Indianapolis’ most unpatriotic thief stole the Phone Home Fund collection jar from the lobby of the Fountain Square Theatre. William Goff, head officier, stated the jar contained approximately $40, mostly in small coins.

Lottie Chowing, who sells war bonds at the Lyric, reports selling $20,000 worth in one day.

Joseph Bommersheim, National Theatre Supply Company, is attending a special meeting of branch managers at St. Louis.

Joyce Reed, P.B.X. operator at 20th-Fox Theatre, is due to be married and will join the Waves. She will leave for induction June 29.

Fred Dolle and Charles Krés, officials of the (Continued on Page 46)
'DNEY GREENSTREET

Humphrey Bogart attraction that towers over all Bogart attractions before!

With All Your Might! The Mighty 7th War Loan!
REGIONAL — Continued

Fourth Avenue Amusement Company, spent sev-
eral days in New York on business.

The Dixie, at Claysburg, is the only theatre in
Indiana whose booth is manned by the fair
sex. Mrs. Virginia King, regular operator, re-
ceived her instructions from her husband, and
after she entered the art of operating the
machine, she taught Miss Lovernie Doftnem, who
is the assistant operator.

The Warner Club, composed of the Warner
personnel, held its regular spring party at the
Variety Club Thursday night.

Booking and buying for the Dream and Fowl-
er at Fowler, and the Fairy and Knox at Knox,
is now being done by Alliance Theatre Corpora-
tion, Chicago. Dick Vlastos owns the houses.

Fred Joyce of Lester Cowan Productions is in
the city planning the publicity for the “Story of
Gl Joe” world premiere to be held in In-
dianapolis at Loew’s July 6.

CLEVELAND

Theatre business on Memorial Day was de-
scribed by local theatre owners as ‘satisfactory.”
Weather was all in their favor as threatened rain
and unseasonable cold nipped in the bud any out-
door or outdoor plans. Racies at Thistledown cut
heavily into the matinee business, but both down-
town and neighborhood theatres reported heavy
attendance for evening performances. Averaging a
“Fred” Joyce and a “Star” evening resulted in the
final “satisfactory” result.

For a period of five weeks, all local first-run
theatres will agree on a Wednesday change
policy. Loew’s State, Ohio and Stillman and the
RKO Palace have been functioning under this
policy for the past two weeks. Warners’ Hippodrome
and Lake and the RKO Allen

switched on Memorial Day from the established
Thursday to a Wednesday change. They will
stay this way until July 4th, and after that will
resume the Thursday change. The RKO Palace
goes back to stage shows with pictures on June
26, at which time the new program will open,
as formerly, on Friday.

Tony Stern, Warner booking manager, in his
capacity as president of the Warner Club, is
shopping for furniture, hangings, and all the
makings needed for a complete job of redecorat-
ing the club rooms in the Warner Bldg.

Free showing of the German war atrocity reals
was the policy adopted by J. O. Guthrie
at his New Carolyn Theatre in New London,
Ohio. Although he regularly plays no matinees,
he opened his house one afternoon during which
he presented three performances, showing only
the atrocity reels, with every performance being
jammed. Many attended who had never before
been in the theatre, Guthrie reports. However,
 since the free showing, he has seen them on a
return visit.

Nat Barach, National Screen Service manager
and Howard Savitz, salesman, will attend the
NSS eastern sales meeting in New York, June
11-13. Savitz was up for its final physical last
week and was rejected.

L. H. Walters, manager of the local office of
National Theatres Supply Corporation, is back from
a three-week visit to the coast which combined
business and a vacation.

Stanley Hall, former owner of the Mary Jane,
Amherst, has his house from California and
looking for a theatre. During the year he was
on the coast he operated a theatre.

Following Jack O’Connell’s announcement of
plans to build an amusement center containing
a 1400-seat theatre in Maumee, comes a counter
announcement from Rufus Young, who owns and
operates the Strand, Maumee’s only current pic-
ture house. He says if there’s going to be an
other movie theatre in Maumee he’s the one who
is going to build it. And if and when he does,
it will have 1700, not 1400 seats. Maumee, a
smaller suburb of Toledo, has a population of
6500.

Ben Rappaport, Universal auditor is here for
an extended stay in the local boxoffice manage-
ment.

Warnerites Lou Ratener, contact manager and
Harold (Bud) Friedman, booker, are back from
a vacation trip to Hollywood. While there they
saw the Warner Marineland theatre booking
manager here, just before he shipped out
for foreign ports in the Pacific area.

Joe Kollidy, Warner branch manager reports
that for nine consecutive weeks his office has
exceeded its sales quota in the current drive.
These holds for the holdover shows in the more
successful weeks they will be on the receiving end of bonus
checks.

Eddie Catlin, Warner branch salesman reports
that his sole-law, Lt. Harold Brainard, last
reported a German prisoner, has been returned
to this country. After the usual period at Camp
Atterbury, Ind., he will get a 60-day leave. Lt.
Brainard is the husband of Eddie’s daughter,
Norma, and is the father of a six-month-old daughter whom he
loves dearly.

J. Maxwell Joice, Paramount exploiter, has
licked the illness that had hospitalized him for
the past three weeks and is back at his desk.

Joe Rich, Warner branch manager, made a
routine trip to Pittsburgh last week.

James J. Grady, 20th-Fox district manager,
was in town for several days confering with
his branch manager J. J. Schmertz on picture
policies.

Mrs. Ethel Conrad has been re-elected to serve
a second term as president of the Cleveland
Cinema Club.

E. Stutz, manager of the Circle, has booked
Film Classics’ “Dr. Terror’s House of Horrors,”
which is a remake of a Famous Fay Spain
vampires and werewolves, to play for one week
starting July 4th.

Bill Kulka, inventor and manufacturer of the
Pro-Tex Reel band is now concentrating his
output to two deluxe types of bands. One is
a deluxe steel band applicable for both 16-mm and
35-mm reels. The other is a deluxe plastic band,
and is for use on 16-mm reels only. Hygienic
Productions of Cleveland, producer and distribu-
tor of “Mum and Dad” have adopted the use of
these deluxe pro-tex bands for all of its prints.

WASHINGTON

Three Washington theatre managers were
awarded $175 in war bond prizes for being the
top theatre bond salesmen in the district during
the War Loan Drive period April 3 to May 13, in
a contest sponsored by Fred S. Kogod, D. C. chairman for
the War Loan cam-
paign. Jake Biehn, manager of the K-B Prin-
cess, won first prize, a $100 bond. He had a
total bond sale of $25,000 against a $500 quota,
and exceeded his quota by $55 per cent. Second
prize was a $50 bond won by George J. Miller,
manager of Lichtman’s Republic, who achieved
$4,000 in bond sales against a quota of $2,500.

Harry March Sr., of Louis Bernheimer’s Village,
was awarded a $25 bond for placing third. His
total sales were $4,300, against a quota of
$4,000. Honorable mention was awarded to
Lloyd Wineland, manager of the Fairlawn, and
Charles Demma, manager of the K-B Apex,
who also surpassed their quotas.

Sidney Lust of the Variety Club Theatre Circuit, and
Fred Beiersdorf, of the Vitagraph exchange,
were Co-Kings for the day at a Variety Club
banquet, where Fred was presented the “New Eter-
ning Star,” just returned from a tour of Ger-
many’s atrocity camps and John Allen, recently
elevated to MGM district manager.

Sidney Lust was one of the first to sign on quite a
campaign for “Salome Where She Danced.”
Some of his tie-ups were with Radio Station
WWD, the Arcade-Sunset laundry, the Har-
(Continued on Page 48)
Listen to the Profits Jingle... As

Ring Out the Biggest Entertainment News of the Season!

Bells of Rosarita

...the Greatest Names in Western Screen History

7 Shooting Stars

in one Sure-Fire Hit!

Roy Rogers * Trigger
King of the Cowboys

The Smartest Horse in the Movies

Featuring George "Gabby" Hayes and Dale Evans

with Adele Mara • Grant Withers • Janet Martin • Robert Mitchell Boychoir

and Bob Nolan and The Sons of the Pioneers

and Republic Guest Stars

Wild Bill Elliott • Lane • Barry • Livingston • Carson

Directed by Frank McDonald • Original Screen Play by Jack Townley

A Republic Picture
REGIONAL Continued

Mary Oulahan, daughter of Paramount's Joe Oulahan, is recuperating from an operation at the Good Samaritan Hospital.

Georgia Lucretia Winters plans for the Warner Club's summer outing.

Helen White, Universal booker, has resigned because of illness.

Dave Kusner, well-known Columbia salesman Howard Rullman, has just been released from the hospital following an infection.

Margaret P. Schine manager, spent the holiday with relatives at Bellefontaine.

Schine's short subject booker, Mardell Maxie, is vacationing with her sister at Ashley, Ky.

The Columbia post office has been discontinued. All posters in the future will be handled by National Screen Service.

Columbia salesman Charles Palmer is expected to leave the hospital this week.

Pete Niland, Columbia representative, has entered the Good Samaritan Hospital for a checkup and operation.

Film Row has started on its summer schedule of skeleton crews operating on alternate Saturday nights.

Mrs. W. S. Wyrick, Carlisle, Ky., Lyric Theatre, was a visitor this week and reported plans for a new building to be erected as soon as regulations permit.

Martin Starr, United Artists director of exploitation, left for Allentown for arrivals here for the midwestern premiere of the William Cagney production, "Blood on the Sun."

NEW ORLEANS

Dixie Films Inc., owned by Jack and Mrs. Asuliet, has acquired the international distribution of Presley's first feature for Astor Pictures. Asuliet said franchises for Preferred Pictures, which H. V. George produces in Hollywood, will be placed in Dallas, Oklahoma City, Atlanta, and Charlotte and that negotiations are now underway with prospective representatives in numerous other sections of the United States, Canada, and South America. Preferred Pictures will release 26 productions a year in both 16-mm and 35-mm sizes.

New Orleans has been represented in the Civil Air Patrol. Captains in the organization include: W. A. Previtt, Jr., owner, and Capt. D. Morgan. Miss Alice of Associated Theatres, and Charles Lamanita, United Artists salesman. Carmen Smith of Exhibitors Poster Exchange and Shirley Reach of the Joy Houch Theatre, are two of the fifteen air patrolers on the row in New Orleans. Their activities will be in service discharges. Captain is with the air corps and Hodges with the Navy.

Mrs. James Fillingim, who is popularly known as Genie on Film Row, has returned from a two-week vacation, to her secretarial post in the Joy Theatres office.

Roy Malto, who had the Rex in Brooklyn, is now at the Great Lakes Naval Training School.

Film Row visitors: Louisiana, Joe Barcleone, Baton Rouge; T. T. Castleman, Water Proof; Claude McCarthy, Morgan City; Robert de Vore, Norco; Roy Saxon, Franklinton; Benton Roy, Mansura; Mrs. Bertha Foster, Violet; R. E. Pfeifer, Baton Rouge, Jeff Robeck, Golden Meadows; San Pasqua, Gonzales; Mr. and Mrs. O. C. Hauber, Pineville; Mr. and Mrs. W. L. Mosely, Bogalusa; Mrs. W. L. Paterostano, Norcats; T. J. Stevens; Cari Weathers, Baton Rouge; A. J. Boursaud, Crowley; Mississipi, R. C. Renfroe, Yazoo City; Joe Combs, Oklahoma City; Manager Jack Kirby, Paramount district manager, Atlanta; Frances Guade, Pensacola, Fla.; Fred McLen- don, Union Springs, Ala.

A. B. House's Roxy in Pensacola, Fla., is reported to have burned down. A fire back of the National Theatre Supply house, New Orleans, set off the sprinkler system, causing water damage. T. W. Neely, manager, said extensive redecoration would be required.

COLUMBUS

Gene Sheldon, local boy who has won an international reputation as a pantomimic com-edian in London music halls, and those on the continent, is back in town for a vacation with his parents. He has worked in Hollywood in the 20th-Fox musicals "Where Do We Go from Here?" and "The Daily Sisters.

Eve Delius, Virgil Jackson, co-owner of the Jack- son-Murphy theatres here, is in the thick of the current Levantine fuss between the French and the Arabs over a military attaché at the American legation at Beirut.

Major Mike Cullen, former Loe's Midtown- (Continued on Page 50)
You'll have to REACH FOR THE SKY to top this ACTION MUSICAL!

COLUMBIA PICTURES presents

RHYTHM ROUND-UP

with

KEN CURTIS
Singing Star of Radio

CHERYL WALKER
Star of "Stage Door Canteen"

THE HOOSIER HOTSHOTS
Sensations of the National Barn Dance Radio Show!

GUINN (Big Boy) WILLIAMS
Always good for a laugh!

RAYMOND HATTON
Afraid of nuthin'... but spooks!

VICTOR POTEL
The West's funniest funny man!

THE PIED PIPERS
Voted No. 1 Quartet of Radio and Recording!

Screenplay by Charles Marion
Produced by COLBERT CLARK
Directed by VERNON KEAYS

You'll shout about every RADIO STAR... RODEO STAR... RHYTHM STAR... SCREEN STAR... in this slam bang-up round-up!

The funniest, spoofiest entertainment round-up of the year!

Bob Wills and His Texas Playboys
Tops in Western Swing!

KEEP SELLING BONDS!
PORTLAND

Ted R. Gamble, while in Portland in connection with the 7th War Loan drive, received an honorary doctor of laws degree from University of Portland.

Midstate's Liberty Theatre at Dayton, Washington, has suffered a $15,000 projection booth fire. Neither patrons nor theatre staff were injured.


Admiral Vickery, on a Pacific Northwest inspection trip, viewed with considerable dismay the dismissal of 30,000 defense workers in defense centers.

Jake Schwartz is visiting Seattle Row in company with Vete Stewart, Warner manager. Russell Brown, formerly manager at Aberdeen, has been named manager of the Liberty, Portland.

George Smith, Western division sales manager for Paramount, accompanied by Del Goodman, Western district manager, visited Portland and Seattle exchanges.

Walter Weisling, of Monogram, Portland, is visiting with Ralph Abbott, Seattle manager.

Floyd Henninger, Eastern Washington salesman for RKO Radio has gone to Seattle.

Arthur E. Meyer, manager of the projection department of International Projectors, New York, is visiting Oscar Chinuply of National Theatre Supply, Seattle.

Frank Newman Sr. and Jr. have joined Lloyd Lamb of PRC on a fishing trip in San Juan Islands.

County commissioners at Colfax, Washington, have enacted an ordinance to collect an admission tax on all amusements in the county except where municipalities already have similar ordinances. The ordinance would collect one cent tax on each 20 cents admission or fraction thereof, with admissions under 11 cents tax free.

A projection room fire has damaged the Cambridge Theatre, Cambridge, Ia., to the extent of $25,000. Joe Hannoock, owner, reports Chris Martin, projectionist was badly burned.

Artie Young, Paramount traveling auditor is visiting the Portland and Seattle exchanges.

Guy Navarre is back on Seattle Row following several week's illness.

Oregon has passed the five million mark on its $110 million 7th War Loan quota.

Bond-Day and Bond-Hour were celebrated at the University of Washington, Seattle, by associated students and faculty, and rolled up another half-million addition in 7th War Loan drive.

MEMPHIS

R. H. Conway, branch manager here for seven years for National Screen Service Corp., has resigned, and will go to Atlanta to establish a chain of novelty stores.

Conway, who is giving up the motion picture business after 20 years, has made a connection with a large Georgia "poultry factory," and will develop its retail outlets.

Leonard Andrews and Mrs. Andrews last week became the parents of a son, Leonard Jr. Andrews, office manager at Universal, is the son of Lew Andrews, former Republic branch manager and now head of the Arkansas Brown Circuit.

Austin E. Titus of the Hays office made an inspection of the Memphis exchanges this week and reported that they go far beyond local regulations to protect life and property.

Al Kotischuld, National Screen salesman is vacationing in New York.

Sonny Tull is Paramount star and his personal manager, Charles Campbell spent several days in Memphis last week entertaining ward patients at the Service Hospitals. Tullis also got around for a visit to the Little Theatre and the variety club.

The Motion Picture Industry took over the Court Square Victory House, June 4 with a speech by Mayor Chandler, all the whistles and sirens in Memphis blowing and several score piano players enlisting the Air Transport Command dropping bond literature and motion picture passes. The ballyhoo was for the drive to sell bonds, which will insure tickets for the "Airborne Attack" bond show of the Treasury and War Department later on this month.

Howard Waugh, Warner zone manager, has organized a "Thousand Club." He's selling personal friends $1000 worth of E bonds and this last week had obtained more than 30 members for his club.

Lieut. Buddy Eldred, son of Mrs. E. W. Eldred of the Malco and former All-American football star at Mississippi State, is home on 60-day leave after being a prisoner in Germany for nearly a year.

Bob Sanderson, former assistant city manager for Malco Theatres at Jonesboro, Ark., was appointed manager of the Memphis Malco effective June 1. He is a former Warner employee who has been seriously ill at his home with a heart ailment for several months.

Three service couples are to be the guests of Loew's Seven War Loan manager, the showing of "The Clock" and late dancing at the Plantation Roof. Bill Kemp, manager of the first, arranged it as an exploitation stunt for the Garland-Walker film.

Dill Johnson, Memphis advertising manager for Malco, is starting to handle some pictures on a circuit-wide basis for the 80-house Malco Circuit.

The Flexer and Haverfield Circuit has paid about $65,000 for the Peabody Theatre in sub-urban Memphis and is planning to spend an additional $30,000 in remodeling and improving, David Flexer announces. The circuit now operates the Kitz, Memphis; the Rita and Royal, New Albany, Miss.; the Varsity and Strand, Amory, Miss. and the Tower, Sardis, Miss. The Boddy was operated by John W. Eaton who had operated it for about 15 years.

Duke Clark, district manager and Allen Glenn, executive from Clark's district office, visited Memphis this last week for a discussion of plans for Paramount Week with branch manager W. M. McWilliams.

Employees of the 20th Century-Fox and RKO branches held their annual swimming parties and picnics this last week.

Ralph Berger, MGM Southern division manager, is expected in Memphis over the weekend.

Mrs. Collins, outdoor advertising executive and Mrs. Collins, entertained some 75 friends from Memphis film row at a barbecue at their home this last week.

DETROIT

Radio and television research with the Detroit Symphony Orchestra will be conducted in the Wilson Theatre after necessary installations are completed, it has been announced by Henry Rethore, who represents the orchestra. The theatre will be used for recording and broadcasting sessions but its acquisition will in no way affect the orchestra's regular concert programs.

The Variety club of Michigan is spearheading a drive to raise funds in all the theatres of Michigan to aid the war activities of the American Cancer Society in its fight against cancer. Committee in charge of arrangements includes James Sharkey, chief Barker; Arvid Kantor, first assistant chief Barker; Earl J. Hudson, second assistant chief Barker; Arthur Robinson, Doug Gay; Jack Sido, property master; Alex Schreiber, National canvasser; and Carl Buermele, Fred Dickley, Moe Duddelson, Robert Dunbar, Harry Gilbert and Lew Wisper.

Bill Bramberg of Warner's New York office was in Detroit recently conferring with Warner publicity representative E. C. Benjamin, a new addition to the exploitation ranks in Detroit.

Charles Kinney, RKO publicity representative has left Detroit for New York. His place in Detroit is taken by John Joseph Quick.

E. J. Hadsell, manager of the United Detroit Theatres, recently attended a meeting with Paramount executives in Chicago.

Bagley Avenue in downtown Detroit is decorated with Seventh War Loan flags and reproductions of Iwo Jima flag-raising pictures, as a result of the United Artists and Michigan theatre arrangements lining up meetings on a city wide basis to draw attention to bond-selling activities.

Joan Elmes, 12-year-old singing star of the Radio Schoolhouse has given her farewell performance in Detroit and is in Hollywood under a five-year contract to MGM.
There's a "G.I." projectionist right behind them...

BEHIND the tanks and booming guns, the amph-tracks and the jeeps, you'll find G. I. movie-projection men... setting up shop to bring the boys a few bright hours on "Main Street"...

"Movies tonight!" Ask any morale officer or—more to the point—ask any Yank what that means. You'll learn how really important movies are when men are lonely and tired and a long way from home...

And it all adds up to this: The job being done by G. I. projectionists—movie-trained—is just about as big a contribution to military morale as can be imagined. The best evidence is written on the boys' faces... when they hear that call of "Movies tonight!"

Eastman Kodak Company, Rochester 4, N. Y.
J. E. BRULATOUR, INC., Distributors, Fort Lee, Chicago, Hollywood
The Box-Office Slant

The Great John L
(Continued from Page 20)

life of John L. Sullivan is played with great skill by Linda Darnell, Barbara Benton, George Mathews, Lee Sullivan, and Otto Kruger. Greg McClure, on the other hand, has considerable to learn as an actor, although in the right circumstances where his magnificent physique and obvious skill with his hands makes him a most convincing John L. Sugar. McClure's musical development makes all the other screen athletes look puny. The story itself is a disconnected set of incidents of the Boston Strong Boy's times and much attention is given to his addition to liquor and his eventual swearing never to take another drop. H. B. Barnacle, having the early sequences is a touching thing, but his marriage and subsequent neglect of Linda Darnell won't convince many men. Photographed in the entirety of his sanity—she's that beautiful. The boxing sequences, shown briefly but with accurate detail, are excellent and thrilling. A sequence with Buzz Aldrin that meets the French champion of la savate in Paris and nearly gets his brains kicked out by the French dandy but with one punch Aldrin send him kicking, affords plenty of what is best known as belly laughs. Audiences will howl with glee. As a whole "The Great John L." will entertain alights, although whatever significance it contains probably will be missed by the youngsters. It probably will build throughout and eventually earn exploitation along the lines suggested in the United Artists press book will be required to obtain successful openings in early showings.

Out of This World
Paramount Comedy With Music 97 mins.

AUDIENCE SLANT: (Family) This is a swell show for every member of the family. "Out of This World" is out-of-the-way Bracken sings with Crosby's voice. Urge your patrons not to miss it.

BOX-OFFICE SLANT: With its name and bountiful entertainment, it should bring them in in droves. Word-of-mouth comment.


Plot: An ambitious radio producer in trouble getting bookings until the day the band-leader signs up a messenger boy with a Bing Crosby voice. Ordered "out of this world," he brings him to New York, where audiences accept him with enthusiasm, and the suspense is whether the girl leader will ever find out what has become of her precious child.

Comment: This is a swell show. It's loaded with talent and has lots of music and gorgeous interiors for the entertainment of the movie-going public. It's a picture for everybody, for Eddie Bracken is splendid as usual; Diana Lynn not only acts, but gets a chance to shine on the piano; Veronica Lake is in for her share of the show and Cass Daley does the kind of entertaining that's made her known via radio and pictures. To top this, there is a sequence with five piano players; Carmen Cavallaro, Ted Fio Rita, Henry King, Ray Noble and Joe Rechman. Besides all this there is that wonderful gag of having Bracken sing with Bing Crosby's voice; his mannerisms and how he takes a breath between words is a hoot.

Power of the Whistler
Columbia Mystery 66 mins.

AUDIENCE SLANT: (Adult) All "Whistler" addicts, as well as ordinary arm-chair detectives, will be satisfied.

BOX-OFFICE SLANT: Should do well in all parts. Mystery fare is wanted.


Plot: An escaped homicidal maniac, who suffers a temporary lapse of memory when he strikes his head, is helped by a young girl. Her sympathy is aroused, so she takes him home. While they are going for a walk, she finds a man down. When they go seeking a friend, she becomes suspicious of his actions and is forced to kill him in order to have her own life.

Comment: As the next in the series, this "Whistler" mystery is another fine offering for the armchair detectives and the mystery followers. It should do well in all situations where this series has been established. For the followers of the radio program, it carries the same interest and suspense, with enough

thrills and excitement to set everyone on the edge of their seats. In the lead role of a mysterious maniac, Richard Dix has an exceptionally fine job, with Janis Carter sharing top honors with him as the girl who tries to help him and ends up by killing him. Jeff Donnell, John Abbott, Cy Kendall and Loren Timnell are others in the cast who turn in worthy performances. Lew Landers' direction of the picture, again a mystery, as well as ordinary arm-chair detectives, will be satisfied. Production is by Leonard S. Picker.

Three's a Crowd
Republic Mystery 58 mins.

AUDIENCE SLANT: (Adult) The less critical audiences may find some entertainment in this mystery.

BOX-OFFICE SLANT: Should be used on the second half with a strong top feature.


Plot: A young girl, about to be married, goes to visit the man she thinks loves, who happens to want her money. After she leaves him, he is found dead. Several other people are murdered, until the murderer is found. She finally marries the first man.

Comment: This program picture, best suited for the second half of your bill, for in that spot it will take care of its allotted time without creating too much of a stir, hasn't anything particularly original about it but as entertainment, it is a good, strong top feature. If possible it is the best work the director has ever done to overcome the script handicap, which Lesley Selander also had difficulty with in his direction.

West of the Pecos
RKO Radio Western 56 mins.

AUDIENCE SLANT: (Family) Has everything necessary to entertain western fans.

BOX-OFFICE SLANT: Should do well wherever westerns are popular.


Plot: Ordered to his Texas ranch for his health, wealthy Col. Thurston Hall, his daughter, Barbara Hale, and her maid, Rita Corday, are held up. The stage coach, that carries a gold static, is shot but he names Perc Lander as leader of the holdup gang to his friend, Bob Mitchell, who has the stage coach. After styling him, Richard Martin, to escort the ColoneI's party to his ranch, is framed for the killing of the stage guard and in an attempt to take him from Demoiselle. Lander is found surprised by the U.S. marshal and his party.

Comment: This picture has all of the elements required, but it is not a picture for action fans and also is highlighted by two minor romantic duos. Mitchum and Barbara Hale are on the screen, but this picture is more for the more Mature western fan, and is a good, exciting picture. Excellent production, direction and photography contribute to a satisfactory 60 minutes. As entertainment, Mitchum is very good and Richard Martin is excellent as his Spanish friend with the Irish name of Rafferty. Should do well wherever westerns are popular.
JOIN HIS 5th ANNIVERSARY CELEBRATION
IT'S THE BIRTHDAY PARTY of the YEAR!

THE FIVE YEAR OLD in SEVEN LEAGUE BOOTS!
It's a BIG Year!

"DILLINGER"
"FOREVER YOURS"
"G. I. HONEYMOON"
"DIVORCE"
"CHINA'S LITTLE DEVILS"
"SUNBONNET SUE"
Strong Product Position Sets Industry for Sustained Appeal to Theatregoers

Both in quantity and quality (assuming that the latter can be estimated on the basis of budgets and talent assigned to the pictures) the industry goes into the windup stretch of the current season with a product-situation equal to that of any year in its history. In matters of numbers, there are in the bank, so to say, 178 features (exclusive of western series) either in actual production or completed and undated for release up to the end of May. Added to the 178, which is the total for the 11 distributing companies, are some half-dozen or more outstanding British productions which are ready for and will be near future releases in this market. The studio strike is cutting into the reserve built up, it is true, but even so that factor will not assert itself for some time so far as theatres are concerned.

Emphasis on Entertainment

On the quality side of this bank balance of feature product, there appears to be an array of very strong attractions, a predominance of which are on the safe side, so to say, inssofar as story types are concerned—the controversial type of subject is notably inconspicuous amidst this array of purely escapist musical and comedy, mystery dramas and colorful adventure fiction or fictionalized biographical drama.

Just how many of these pictures will be made available on general release between now and the first of the year is anybody’s guess. During the past six months the trend toward fewer availabilities per season continued its downward curve. From the period September 1, 1944 to May 1, 1945 (which is approximately the current season), the 11 companies released 209 features, exclusive of western series and reissues. This compares with 236 in 1944, and 286 in 1943. Present indicators give little ground for the assumption that there will be an appreciable gain in the number of releases during the next six months. The trend to fewer releases per season has probably spent itself, according to shrewd trade observers, and the bottom has been reached. However, it will be some time before there are any more first-run key spots to break one of the bottlenecks that has been restricting releases or availabilities. Raw stock supplies may be more plentiful in another three months, but scarcity of stock has had little effect on the feature release schedules up to April of this year. There appears to be no slackening off of the extra playing time that the average top attraction has been getting during the past several seasons. Thus the chief factor in the diminishing supply of releases during the past four seasons—lengthened engagements at first-runs with consequent backing up of product—still obtains and acts as a brake on the flow of pictures to the market.

Will Availabilities Speed Up?

As to the grade and variety of product that can be delivered to theatres in quite generous measure during the immediate season ahead, there is every promise of highly potent box-office as well as audience appeal in the chooser packages either finished or in preparation at every one of the Hollywood plants. The emphasis appears to be almost entirely on “entertainment” with social significance not entirely neglected but, in the overwhelming majority of films coming up, at least given its secondary place as a complement to the immediate dra-

(Continued on Next Page)
Potent Star and Title Appeal in Many Features on Forthcoming List

Out of This World
Paramount

Company Lists Reveal Strong Product on Tap
(Continued from Preceding Page)
Standard comedies, comedy or spectacular which forms the chief ingredient of the particular offering.
The best way to get an idea of the range of subjects and the quality of product that will be coming up is to run over some of the pictures that are on the shelf and ready for release or are in actual production. Thus, to take the companies in that alphabetical order which has become custom, here are some of the titles, types of stories, casts, etc., which are on the way to the theatres:

COLUMBIA

Two Technicolor pictures are included in the forthcoming product from Columbia, "A Thousand and One Nights," a fantasy dealing with old Bagdad, stars Cornel Wilde and Evelyn Keyes with Phil Silvers and Adele Jergens. "The Bandit of Sherwood Forest," a story of Robin Hood, also has Cornel Wilde in its cast and Anna Louise, Jill Esmond and Edgar Buchanan are other featured players.


"Rusty" with Ted Donaldson, Conrad Nagel, Margaret Lindsay and Gloria Holden, and "Boston Blackie's Rendezvous" with Chester Morris as Blackie, featuring Nina Foch, Steve Cochran and Richard Lane complete the immediate dramatic line-up. Musicals include "The Gay Senorita" with Jinx Falkenburg, Steve Cochran and Jim Bannon and "I Love a Bandit," with Phil Harris, "Rochester," Leslie Brooks and Carole Mathews.

METRO-GOLDWYN-MAYER

MGM's forthcoming product lineup is highlighted by eleven dramatic productions. Perhaps the most important from the exhibitor's point of view is "The Valley of Decision," starring Greer Garson and Gregory Peck with Donald Crisp and Marsha Hunt in important roles, and Clark Gable's first picture since his release from the Army, "This Strange Adventure," in which Greer Garson will be co-starred and with Joan Blondell and Thomas Mitchell.

"They Were Expendable," the exciting story of the U. S. Marines in early island battles against the Japanese, will show Robert Montgomery in a role similar to many in which he actually has taken part as Lieutenant-Commander in the Navy. He is on leave just to make this picture and will return to active duty upon its completion. John Wayne, Jack Holt and Donna Reed also are cast in this production.

"Week End at the Waldorf," a comedy drama with music, presents a list of glittering marquee names including Ginger Rogers, Lana Turner, Van Johnson, Walter Pidgeon and Xavier Cugat and his Orchestra as another feature, of the line-up.

Musical comedies also are a feature of the MGM forthcoming releases. Six of these are scheduled with five in Technicolor. "Thrill of a Romance," co-starring Van Johnson and Esther Williams, with Tommy Dorsey and his Orchestra and introducing Lauritz Melchior, the Metropolitan Opera tenor, heads the list and bids fair to equal "Meet Me in St. Louis" business. "Anchors Aweigh," also in color, starring Frank Sinatra, Kathryn Grayson, Gene Kelly and Jose Iturbi; "Ziegfeld Follies," in color and starring such glittering names as Fred Astaire, Lucille Ball, Fanny Brice, Judy Garland, Kathryn Grayson, Lena Horne, Gene Kelly, James Melton, Victor Moore, Red Skelton, Esther Williams, Edward Arnold and with William Powell re-creating his famous role as Ziegfeld.
will be seen soon. Other musicals on the list are “The Harvey Girls” in color, in which are cast Judy Garland, Ray Bolger, Angela Lansbury, John Hodiak and Marjorie Main. In “Yolanda and the Thief,” another musical comedy color production, Fred Astaire, Lucille Ball and Frank Morgan will be seen.

Other features of the MGM line-up are “The Postman Always Rings Twice,” in which Lana Turner will be starred; “Early to Wed,” the Van Johnson—Esther Williams comedy in Technicolor; “Her Highness and the Bellboy,” a comedy with Hedy Lamarr, Robert Walker and June Allyson, and “Our Vines Have Tender Grapes” with Edward G. Robinson and Margaret O’Brien.


**MONOGRAM**

“Divorce,” in which Kay Francis is listed as co-producer and star, heads the list of Monogram’s forthcoming releases. Gale Storm’s latest starrer, “G.I. Honeymoon,” a comedy with Peter Cookson, Airline Judge, Frank Jenkins and Jerome Cowan, is another in which the studio also places considerable faith. These two top a list of five comedies, three straight dramas, one musical, three mysteries, one war drama and several westerns.

Included in the comedies are three East Side Kids stories featuring Leo Gorcey and Huntz Hall and “Trouble Chasers.” with a new trio of comedians, Billy Gilbert, Shemp Howard and Maxie Rosenbloom.

Two Charlie Chan stories, “Jade Mask” and “The Scarlet Clue,” feature Sidney Tolto as the redoubtable Chinese detective.

“The Cisco Kid Returns” with Duncan Renaldo as the Kid and Martin Garralaga as Pancho, introduce a new duo in the first of a new series dealing with the adventures of the famous Cisco Kid.

The only musical listed will star Gale Storm and Phil Regan in a costume production of the 1890’s. Alan Mowbray, Minna Gombell, Billy Green and George Cleveland also are cast in this.

**PARAMOUNT**

Paramount pictures either completed or well along toward completion include two musical comedies (one in Technicolor), two mysteries and one straight comedy, “Incendiary Blonde,” starring Betty Hutton and Arturo de Cordova with Barry Fitzgerald in an important supporting role, is in color, and “Out of This World,” co-starring Eddie Bracken and Veronica Lake and featuring Diana Lynn, introduces Bing Crosby’s four youngest, Gary, Phillip, Dennis and Lin.

“A Medal for Benny,” in which Dorothy Lamour plays a straight dramatic role and in which Arturo de Cordova is co-starred, is a leader of the new product. J. Carrol Naish has one of the best roles of his career in this.

“You Came Along” is a drama with light comedy in which Robert Cummings, Don deFore, Charles Drake and Lizbeth Scott are the leading players.

The mystery productions are “One Exciting Night,” in which William Gargan and Ann Savage are the leads, and “Scarred Stiff,” featuring Jack Haley and Ann Savage.

Other Paramount features for the near or distant future which have attracted attention

(Continued on Next Page)
Color and Comedy
Plus Romance and
Drama on Parade
in New Product

SHOWMEN'S TRADE REVIEW
June 9, 1945

Liberal Supply of Top Grade
Attractions in Film Backlog

(Continued from Preceding Page)

though many of them have not yet been com-
pleted are: "Duffy's Tavern," starring Ed Gard-
er as Archie; "Lost Weekend," from the best-
seller of the same name starring Ray Milland
with Jane Wyman; "Our Hearts Were Grow-
ing Up," with Brian Donlevy and Diana Lynn;
"Swing Club," starring Betty Hutton; "The
Virginian," in Technicolor, with Joel McCrea,
Brian Donlevy and Sonny Tufts, and "Two
Years Before the Mast," with Brian Donlevy.
Alan Ladd and William Bendix.

Three other important Paramount pictures
which may be released in the fall, possibly as
late as the Christmas season are: "Road to
Utopia," starring Bing Crosby, Bob Hope and
Dorothy Lamour; "Kitty," starring Paulette
Goddard and Ray Milland, and "Love Letters,"
the Hal Wallis production, starring Jennifer
Jones and Joseph Cotten.

PRC

"The Silver Fleet," one of the top Archers
Productions made in England by the Powell-
Fressburger producing and directing team, is
being released by PRC as the feature of its im-
pending line-up. Starring Ralph Richardson,
also listed as co-producer, it features Google
Withers and Esmund Knight. "Dangerous In-
truder," a mystery play, also is a leader in the
new product, featuring Veda Ann Borg, Charles
Arm, Richard Powers and Ray Helm.

"Enchanted Forest," a drama in color featur-
ing Edmund Lowe, Brenda Joyce and Harry
Davenport, is scheduled among the PRC re-
dees to be seen during the next several months.

REPUBLIC

Pictures which Republic has set for release
in the near future include one western with
music, one musical comedy, one gangster story
and one comedy. The western, "Bills of Rosa-
rita," stars Roy Rogers, with George "Gabby"
Hayes, Dale Evans, Adele Mara, Grant Withers,
Janet Martin, Robert Mitchell Boy Choir, Bob
Nolan and the Sons of the Pioneers, and guest
stars: Bill Elliott, Allan Lane, Donald Barry,
Robert Livingston and Sunset Carson.

"Hitchhike to Happiness," a musical comedy
starring Radio's Al Pearce, also is on the im-
mediate schedule.

"The Chicago Kid," a gangster melodrama
starring Donald Barry, and "Steppin' in So-
ciety," complete the "ready" line-up.

Listed as "to be released" or in production
is an additional Roy Rogers western with
music, "Man From Oklahoma," and five dramas
including: "The Cheaters," in which Joseph
Schildkraut and Billie Burke are starred; "Jeal-
ousy," with John Loder; "Behind City Lights,"
and "A Sporting Chance."

Five musical comedies on the impending sched-
ule for Republic include: "Song of Mexico,"
with Adele Mara, Edgar Barrier; "Tell It to a
Star," with Ruth Terry, Robert Livingston,
Alan Mowbray, Franklin Pangborn and Aurora
Miranda; "Swingin' on a Rainbow," with Jane
Frazee, Brad Taylor, Harry Langdon, Minna
Gombell, Tom Ryan and Wendell Nile; "An
Angel Comes to Brooklyn," with Kaye Dovd,
Robert Dye, David Street, Barbara Perry and
Charles Kemper, and "Mexicana," with Con-
stance Moore, Tito Guizar, Leo Carrillo, How-
ard Freeman and Estella.

Mystery melodramas in production or "to be
released" are "Road to Alcatraz," "The Tiger
Woman," "Scotland Yard Investigator," "The

"Girls of the Big House," and "Gangs of the
Waterfront" are in the "gangster" classification.

Introducing a new series of stories is "Captain
Tugboat Annie," with Jane Darwell in the title
role made famous by the late Marie Dresser.

RKO RADIO

Twenty-eight productions are in the RKO
Radio "in release, completed or in production"
listings. Of this total seven musical comedies
(three in Technicolor) and seven dramas lead
the list which includes four mysteries, three
comedies, three Westerns, three horror stories
and one drama with a war background.

The musical comedies are the Danny Kaye
Technicolor starrer, "Wonder Man," "It's a
Pleasure" and "Belle of the Yukon." Other
RKO musicals are "Sing Your Way Home," "Pan-Americana," "Radio Stars on Parade" and
"George White's Scandals!" "The Enchanted Cottage" heads RKO's dra-
matic productions, with "Those Endearing
Young Charms" also indicated as "important."

Others in the list of dramatic productions are
"Betrayal From the East," with Lee Tracy and
Nancy Kelly starred; "Johnny Angel," with
George Raft, Claire Trevor, Signe Hasso, Mack
Gray and Hoagy Carmichael; "China Sky," with
Randolph Scott, Ruth Warrick, Ellen Drew, An-
thony Quinn, Carol Thurston and Richard Loo;
"Tarzan and the Amazons," with Johnny Weiss-
muller.

Three Westerns are headed by the Gary
Cooper-Loretta Young co-starrer, "Along Came
Jones." "Nevada," the Zane Grey story, will
feature Bob Mitchum, Anne Jeffreys, Quinn
"Big Boy" Williams, Nancy Gates and Richard
Martin, and in "West of the Pecos," Robert
Mitchum.

Mysteries include one Falcon story in which
Tom Conway again plays the sleuth; "Two
O'Clock Courage," with Tom Conway, Anne
Rutherford, Richard Lane, Bettejane Greer and
Jean Brooks, and "Deadline at Dawn," a story
of blackmail for which no cast has yet been
announced.

One of the "horror" stories might well be
listed as a comedy. It kills the horror-zombie
angle, although the motivation is about zombies.
The picture, "Zombies on Broadway," stars
Wally Brown, Alan Carney and Bela Lugosi
and features Anne Jeffreys, Sheldon Leonard
and Frank Jenks.

Comedies to be seen soon are "What a
Blonde," with Leon Errol, Richard Lane,
Michael St. Angel, Elaine Wiley and Veda Ann
Borg; "The Passionate Ghost," with Pat
O'Brien, Ellen Drew, Adolphe Menjou, Rudy
Vallee and Fortunio Bonanova; and "Mama
Loves Papa."

20th CENTURY-FOX

Six Technicolor productions, four of which
are musicals, are among the 17 features com-
pleted or soon to be ready for release by 20th
Century-Fox. The four musicals in color are
"The Dolly Sisters," with Betty Grable, June
Haver, John Payne, S. Z. Sakall, Reginald
Gardiner and Gene Sheldon in the large cast;
"Where Do We Go From Here?", a fantasy
starring Fred MacMurray, Joan Leslie and June
Haver, and with Gene Sheldon, Anthony Quinn,
Alan Mowbray, Fortunio Bonanova and Herman
Bing featured; "State Fair," the new musical
version of the Phil Stong story in which
Will Rogers made box-office history, with Jeanne
Crain, Dana Andrews, Dick Haymes, Vivian
Blaine and Charles Winninger, and "Kitten on
the Keys," with Maureen O'Hara, Dick Haymes,
Deems Taylor, and Harry James and his Or-
chestra.

Dramas include one with music, "Nob Hill,"
in Technicolor; "A Bell for Adan," with Gene
Tierney, John Hodiak and William Bendix; 
"Dragonzwyck," with Gene Tierney, Walter Hun-
ton and Vincent Price; "Within These Walls," with
Thomas Mitchell, Mary Anderson and Ed-
ward Ryan; "The Enchanted Voyage," starring
Cornel Wilde, and "The Way Ahead," a Two
Cities Film starring David Niven.

Comedies on the "ready" list are Don Juan
Quilligan," with William Bendix, Joan Blondell
and Phil Silvers, and "Junior Miss," with Peggy
Ann Garner, Allyn Joslyn, Michael Dunn and
Faye Marlowe.

The general release at regular admissions of
"Wilton" and "Captain Eddie," with Fred Mac-
Murray as Captain Eddie Rickenbacker, are
biographical dramas to be offered by 20th-Fox
"Now It Can Be Told," a drama based on

(Continued on Next Page)
Ace Directors, Noted Authors Represented in New Features

Incendiary Blonde Paramount

You Came Along Paramount
Western. Principals: Robert Cummings, Don DeFore, Charles Drake, Elizabeth Scott, Lewis Russell, Will Wright. Director, John Ford.

Guest Wife United Artists
Comedy - Romance. Principals: Claudette Colbert, Don Ameche, Dick Foran, Grant Mitchell, Charles Dingle, Chester Clute. Director, Sam Wood.

Along Came Jones RKO
Western. Principals: Gary Cooper, Lozetta Young, William Demarest, Dan Duryea, Arthur Loft, Alan Bridge. Director, Stuart Heisler.

All Distributors Ahead Of Schedule with Product
(Continued from Preceding Page)
the FBI files, and "Fallen Angel," a murder story, are in the mystery category.

UNITED ARTISTS
United Artists’ ready-for-release productions include two from producers who make their bows under the U. A. banner. Then there is the second Cagney production, "Blood on the Sun," the James Cagney starrer. Constance Bennett is co-starring with Gracie Fields in Mike Bennett’s first producing venture, "Paris Underground." Others in the cast are Kurt Krueger, Charles Andre, Elly Malyon and Leslie Vincent. Bing Crosby’s initial production, "The Great
John L.,” does not present the singing star in its cast. It stars Linda Darnell and Barbara Britton, however, and introduces Greg McClure as John L. Sullivan.


Jack Skirball’s production of "Guest Wife," starring Claudette Colbert, Don Ameche and Dick Foran, and Andrew Stone’s "Bedside Manner," co-starring John Carroll and Ruth Hussey and featuring Charles Ruggles and Ann Rutherford, are comedies to be available in the near future, it is expected.

Lester Cowan’s production, Ernie Pyle’s "Story of G. I. Joe," with Burgess Meredith as the late war correspondent includes Robert Mitchum, Jack Reilly, Wally Cassell, Bill Murphy and Freddie Steele in the cast, is another forthcoming U. A. offering currently in the limelight.

UNIVERSAL
Six mysteries, two with music, dominate the list of sixteen productions ready for release or in production from the Universal lot. In the straight mystery category Deanna Durbin, David Bruce and Ralph Bellamy with George Coulouris, Allen Jenkins and Dan Duryea will be seen in "Lady on a Train," the first picture Miss Durbin has made which does not feature her singing voice. Leo Chaney and Brenda Joyce are in two of the mysteries, "Pillow of Death" and "Strange Confession." "Fairy Tale Murder," with Gloria Jean, John Qualen, Sheldon Leonard and Gus Schilling is the other straight mystery story. Two additional mystery tales, embellished with music are "Girl on the Spot," with Lois Collier, Jess Barker and George Dolenz, and "Crimson Canary," with Noah Beery, Jr., Lois Collier, Danny Morton and John Litz.

Two musical Westerons, including a Technicolor production, "Frontier Gal," with Yvonne de Carlo, Rod Cameron and Andy Devine, and "Senorita from the West," with Allan Jones, Bonita Granville, Jess Barker and George Cleveland, will be ready soon. "Song of the Sarong," a musical, will be available in the near future. This one features Nancy Kelly, William Gargan, Eddie Quillan and Fuzzy Knight.

A dramatic fantasy in Technicolor, "Night in Paradise" is probably the most ambitious production on the immediate Universal schedule. Merle Oberon, Turhan Bey, Gale Sondergaard and Thomas Gomez head the large cast.

Two comedies with music and two straight comedies include "Easy to Look At," with Gloria Jean, Kirby Grant, George Dolenz and the Delta Rhythm Boys; "Once Upon a Dream," with Susanna Foster, Robert Paige, Louise Allbritton and Frank Tonne; and "Off Stage Everybody," suggested by the radio presentation and featuring Jack Oakie, Peggy Ryan and Johnny Hay. The straight comedies are "Men in Her
"Cagney's best since 'Yankee Doodle Dandy'!"
—M. P. DAILY

"Can't miss doing top-flight business in all situations!"
—VARIETY

"An important money picture!"
—BOXOFFICE

"A smash hit! Cagney back in stride with a made-to-order, two-listed role!"
—FILM BULLETIN

"Strong box-office attraction! Should be one of U.A.'s top-grossing pictures!"
—FILM DAILY

"Certain to register... an attraction for top billing!"
—SHOWMEN'S TRADE REVIEW

"Timely... as punchy as today's headlines... should land with the better Cagney grossers!"
—THE EXHIBITOR

The novel that sold for the highest price ever paid by a motion picture producer!

Purchased by WILLIAM CAGNEY PRODUCTIONS as the next starring vehicle for JAMES CAGNEY!

THE TRADEPAPERS GO ALL OUT FOR JIMMY CAGNEY'S MIGHTIEST BOX-OFFICE PICTURE!

James CAGNEY
SYLVIA SIDNEY
in
"BLOOD ON THE SUN"
A WILLIAM CAGNEY PRODUCTION
Directed by FRANK LLOYD

With Porter Hall • John Emery • Robert Armstrong • Wallace Ford • Rosemary De Camp • John Halloran

Screenplay by Lester Cole • Additional Scenes by Nathaniel Curtis • From a Story by Garrett Fort
Released thru UNITED ARTISTS

Coming from CAGNEY!
"A Tradition of Quality"

SELZNICK INTERNATIONAL PICTURES
SELZNICK INTERNATIONAL presents

GINGER ROGERS • JOSEPH COTTEN
SHIRLEY TEMPLE

"I'LL BE SEEING YOU"

Directed by WILLIAM DIETERLE • Produced by DORE SCHARY
Screenplay by MARION PARSONNET • Story by CHARLES MARTIN

DAVID O. SELZNICK presents

INGRID BERGMAN • GREGORY PECK

ALFRED HITCHCOCK'S

SPELLBOUND

A Selznick International Picture
Screenplay by Ben Hecht
Arnold Pressburger
Producer

**In Preparation:**

**SCANDAL**

in

**PARIS**

starring

**GEORGE SANDERS**

Direction: Douglas Sirk
Screenplay: Philip MacDonald
United Artists Release

★★★★

**Also In Preparation:**

**TOGETHER IN PARIS**

Screenplay By: Ellis St. Josephs
Benedict Bogeaus

Presents

“CAPTAIN KIDD”

Starring

CHARLES LAUGHTON    RANDOLPH SCOTT

BARBARA BRITTON

With

JOHN CARRADINE    GILBERT ROLAND
JOHN QUALEN        SHELDON LEONARD

and

REGINALD OWEN

Produced by BENEDICT BOGEAUS
Directed by ROWLAND V. LEE
Original Story by ROBERT N. LEE
Screenplay by NORMAN REILLY RAINÉ

A Rowland V. Lee Production

RELEASED THRU UNITED ARTISTS
George Raft

in

Whistle Stop

Adapted From Maritta Wolf's

1940 Avery Hopwood Award Winning Novel

Direction By

Leonide Moguy

Screenplay By

Philip Yordan

Produced By

Seymour Nebenzal

Associate Producer

Philip Yordan

A Nero Production

for

United Artists Release
June 9, 1945

Showmen's Trade Review

Lester Cowan Productions

Current Release

Tomorrow, the World!

Starring
Fredric March • Betty Field

With
Agnes Moorehead • Joan Carroll • Edit Angold
And introducing SKIPPY HOMEIER

Ready for Release

Ernie Pyle's
Story of G.I. Joe

Starring
BURGESS MEREDITH
As ERNIE PYLE

Directed by WILLIAM A. WELLMAN
Released thru United Artists

Producer - Proud

U.A.
Timely!

"GOLDEN GLORY"

A PATRIOTIC

THOUGHT-PROVOKING

UNFORGETTABLE

ONE REEL SHORT-SUBJECT

Released by

COLUMBIA PICTURES

Cooperating in the

NATIONAL NUTRITION PROGRAM

WAR FOOD ADMINISTRATION

Produced by

B. K. BLAKE

The inspiring story of Mark Carleton, world famous scientist who journeyed to the Russian Ukraine at the turn of the century. It's a picture all Americans will love. Full of adventure and pioneering that made America grow. Don't miss it!

AVAILABLE GRATIS • • • • through all Columbia Exchanges in Cooperation with the National Nutrition Program, War Food Administration.

THIS ADVERTISEMENT CONTRIBUTED BY B. K. BLAKE, INC., IN THE INTEREST OF THE NATIONAL NUTRITION PROGRAM, WAR FOOD ADMINISTRATION
How Long Should A Picture Run? 'As Long As It's Good.' David Selznick Insists

The picture whose running time is two hours-plus has been one of the trade's most active topics of debate since the subject was brought sharply into the spotlight by the Leaders Survey of Showmen's Trade Review last December. As is well known, the exhibitor opinion, as shown by the Leaders Poll, is that a picture's ideal running time (for a top attraction, that is) ranges from 95 to a maximum of 120 minutes.

Unmoved, or rather, by any criticism of excessive length on such standards, is David O. Selznick, whose "Since You Went Away" ran 171 minutes, and whose next production for United Artists release, the Alfred Hitchcock picture, "Spellbound," will run over two hours.

At an interview in New York recently Mr. Selznick brushed aside as wholly inconsequential all surveys and opinions as to the maximum running time for pictures. To buttress his contention that the man who makes the picture, after proper pre-viewing and testing, is the best judge of the proper length of time that picture should occupy on theatre screens, the producer of "Gone With the Wind" (longest picture on record; also most profitable from a box-office standpoint), declared that there is only one yardstick by which running time should be measured. It is not a yardstick that has anything to do with theatre schedules, trade customs or any other than the entertainment value of the individual show.

Taking his hearers back to the time at which he adopted the policy to let a picture run as long as it's good—Selznick recalled how, in 1935 as a producer for MGM he had made a picture version of Dickens' "David Copperfield."

"The 'experts,'" Selznick said, "had told me that nobody was interested in Dickens. I shot a lot of film and was trying to reduce the running time. I had cut, and cut, and was still trying to cut when Nicholas M. Schenck visited the studio. I asked him how long I could let a feature run. He didn't understand what I meant, and so I explained what was on my mind. Mr. Schenck then asked 'How Long Is It Good?'

That was all I wanted to know.

The Selznick pictures are tested at previews and, so the producer told press representatives at the interview with which this report is concerned, eliminations are made, changes effected until there is "no negative reaction."

When "Since You Went Away" opened in New York there was some very hot debate as to its length. The comment, which was so vocal, finally made Selznick a bit uneasy and he figured that perhaps a New York audience might be far different from those before whom he had tested "Since You Went Away." Therefore he ordered the Gallup outfit to make a survey of audience reaction at the Capitol in New York.

The report, the producer said, ran entirely counter to the opinion of what he again referred to—not without some sascerbity—as "experts" and he was assured that the public in New York liked "Since You Went Away" just as it unreeled on the screen of the Capitol in its 171 minutes of running time.

The Selznick system of testing a picture at previews and revising until, as the producer puts it, "there is no negative reaction," is to use a very elaborate questionnaire. The average preview test is made by shooting a picture on the screen without advance information as to what the "Hollywood Preview" film will be, and then observing audience reception of the offering. Cards asking merely a couple of questions about the picture are distributed and the expressions of those who return the cards are summed up, so to say. Selznick shows his pictures and then passes out long questionnaires asking so many questions that when he first adopted the form many people told him he'd get no returns at all. However, the producer insists, he does get returns and they tell him everything he wants to know about how his pictures register on the average theatregoer. After all this advance testing and revising, a Selznick picture goes forth into the market. Judging by what has happened in the past, it won't do much good for reviewers, critics, film salesmen or exhibitors to try to persuade David O. Selznick to shorten any of his pictures—or lengthen them either. When D.O.S. sends the picture out, that's the way it will run, come hell, high water or howls from the four corners of the earth that things should be different.

And until such time as Selznick comes a cropper instead of a big money producer at the box-office of the average theatre, there's no point to arguing against his contention that his picture should not be judged by how long it is in terms of screen running time, but just "How Long Is It Good?"
Theatremen Face Need for More Showmanship as Competition Sharpens This Summer Season

'Cool' Theme For Summer Advertising

In planning and executing the advertising campaign for the summer months, the cool theme adopted for display can be utilized in newspaper advertising and in house promotion. We illustrate that point we show here some newspaper and front display adaptations of art motifs presented by Al Cadiiff, director of American Display Corp., in his article in our Theatre Equipment and Maintenance Section published in the issue of May 26.

Cadiiff provided a number of inviting and attractive decorations or illustrations to feature the cool theme in poster and lobby display during the summer, and in his article on the subject he emphasized the value of keeping the public conscious of the fact that it's comfortable as well as exciting to attend the movie shows in summer as well as winter. We suggest some adaptations of Cadiiff's motifs to newspaper and front display. And while a different piece of art for each type display is illustrated, the proper procedure, in order to coordinate the entire advertising campaign, is to feature one motif—selected as the theme by the particular theatre—in all forms of advertising.

While travel facilities will continue under severe restrictions during the Summer season now opening, there is certain to be far more competition for the theatre than the hot-weather spells of the past several years. Bus and rail-way carriers schedules may not be any better—if as good—this season, but V-E Day brought conditions which will continue to expand the permitted activities and the supply of necessary materials for the operation of many amusement and recreational enterprises that have been very much under wraps since the Summer of 1942. Such being the case, theatremen may find that it will be necessary to do far more exploitation this Summer than has been called for in quite a spell.

For a long period of time, Summer seasons were poison to the box-offices of the film theatres. But that condition reversed itself with the introduction on a wide scale of comfort air conditioning and an aggressive showmanship policy at the theatres themselves. Even so, there was a lot of hard work and a great deal of show-selling ingenuity necessary to make the film theatres a year-round paying proposition. Since the public has been pretty well sold on movies as a Summer recreation, it is in the interest of the industry as a whole that good pictures be made available to the theatres during the hot-weather spells and also that the theatres turn on vigorous showmanship to keep the public in that most satisfactory (for picture business) mood.

Rule Applies to Big and Little

There is not much difference, in point of the amount of activity that should go on, in the setup of the theatre with a fine air conditioning plant, including refrigeration, and the house which lacks modern cooling facilities. Both can do a lot to increase business. The theatre having no cooling facilities must rely, to a great extent, on makeshift measures to at least give the mental suggestion to patrons that they are in a cooler, more refreshing atmosphere than if they remained out on the streets or on the porch of their own bungalow. These measures include:

- Keeping the doors closed all day while the sun is up. To accomplish this, the cleaning should be done at night or, at any rate, with the doors closed. The former method is preferable because flying dust won't remain in the theatre if the doors are open. Not only should outside air be prevented from entering during the day but light, too, must be kept out. Summer light is heat.

In the morning around 11 o'clock turn the hose on the east side of the building. Wet it thoroughly, and as soon as it dries, wet it again. Moisture precludes the possibility of the walls becoming heated through. The hose should also be sprayed on the roof from about 11 until 3 or 4 in the afternoon. After noon, the hose should be turned on the west side of the building, and it, too, should be kept thoroughly wet to prevent the walls from becoming heated.

As soon as darkness falls, open up all the doors and windows you can. This will admit the cool night air. But don't stop your other cooling methods. The open doors will merely permit a change of air, and if you have followed our advice, the air inside the theatre should be cooler even than the night air.

Lights should be soft colored, with pink, canary, blue and green predominating. Hang a little crepe paper from the fixtures, if there is a fan anywhere near them, so that the moving paper will give visible evidence of the breeze. Have plenty of cool water around. A fountain, even a very small one, is a grand asset.

One of the most important points to create a cool impression is at the sidewalk line. If gusts of sultry air pour out through open doors, the prospective customers will stay out in droves.

Lighting can play a very important role. Don't illuminate the lobby brightly in Summer; avoid the glare of strong white light. Use the same colors as suggested above for inside lighting and place flood lamp globes of the reflector type on swivel sockets under the marquee, with the light different at the point of sales: the box-office. Lights reflecting downward at the sidewalk line on either side of the box-office can provide sufficient floor illumination without destroying the cool effect. Frames not constructed as shadow boxes should be spotlighted with directional spot
gloves. The atmosphere created by art work or novelty display is another device which can be employed most profitably.

Movement induced by air, whether it be rustling leaves, a waving flag, or swirling streamers from an electric fan, establishes an impression of cool breezes.

**Colorful Flash at Small Cost**

You can heighten the cool, attractive appearance of your lobby, foyer, and auditorium by the use of artificial flowers and ferns. Inexpensive paper-mache urns and wall saxes are available in many forms from distributors of window display material. Stores of this kind are to be found in most of the larger towns and cities. Wall vases of white paper-mache are particularly adaptable for the centers of wall panels; when filled with cool-colored flowers and spot-lighted, they create a cool comfortable atmosphere. If your orchestra pit is covered and unused, a floral decoration with the name of your theatre or a war bond message spelled out makes an ideal way to dress up an otherwise unattractive area with cooling effect. If you bring up the house lights during intermission, several baby spots masked with cool-color gels in can be effectively played upon such a floral display.

Those overworked seats, which will not be replaceable for some time still, should have the tires upholstery hidden under seat covers. If plain pastel shades are employed, it will be necessary to remove and launder them more often than covers with an over-all design or flowered pattern. A good practice is to divide the auditorium into sections and label or mark the covers in some manner which will enable you to alternate them from the more heavily used seats to the less frequently used areas so as to distribute the wear on the fabric through the season.

**Make the Displays Inviting**

Aside from the standard practice of displaying bannors, valances, canopies, barges or pennants stressing "cool comfort," special attention should be directed to the proper matter of display frames. The stills, posters, etc., displayed are the items which cause pedestrians to stop, look and read. Along with selling the show you can get across the comfort which your theatre offers in Summerman, creating backgrounds which insinuate or even shout that it's cool inside. Where art shop facilities are not available for painting or creating proper atmospheric backgrounds, showmen have access to a wide variety of ready made display materials from the window display supply houses or stationery stores. Such materials range from colored paper to elaborately processed art on corrugated cardboard in many widths, lengths and die-cut shapes. Sailboats, seascapes, polar bears, penguins, seagulls, seals—in fact, all sorts of adaptable art are available and inexpensive from these sources (The Bulletin offers 1000x copies of various seascapes, etc., which are pastel colored and can be used in various ways.)

Recent announcements from the Office of Defense Transportation in Washington that an average of 3000 trains a day to transport military personnel will be exercised in order to facilitate all-out military and naval operations against Japan in the Pacific area indicates that this is an opportune time for theatremen to utilize institutional advertising to combat the outdoor recreational urge. The "Movie Vacation" campaign used not so long ago by the Philadelphia Bulletin to publicize the comforts and pleasure to be had by attending movie theatres in that area is a valuable idea along these lines.

**Bulletin Pioneered**

The Bulletin campaign attracted national attention, and although it was a gratuitous effort on the part of a progressive newspaper to acquaint Philadelphians with the facilities the city offered for amusement it also reflected the combined efforts of the nation's press to cooperate with the Government in an attempt to sell people on the idea it was patriotic to stay at home and not to indiscriminately use overworked over crowded travel facilities. The same idea can be promoted from newspapers in other areas if presented in such a manner that the newspaper, as well as the theatres, can benefit by such a campaign.

By bringing theatremen together in a combined effort to sell the campaign to a newspaper in return for calling attention to that newspaper's amusements pages on theatre screens and other theatre promotional outlets, circulation managers and advertising editors will appreciate the value of the scheme.

The campaign, as presented to the newspaper, should be thoroughly prepared with rough suggestions for layouts, complete copy, and a definite knowledge (rehearsed if necessary) of the oral persuasion by which the campaign idea can be sold.

**Original Copy Plan Perfect**

The Bulletin's idea was excellent and so was its copy, some of which is reprinted on these pages as a nucleus on which a new, fresh campaign can be based in accordance with the requirements of an individual's city's theatre problems. In all cases, however, the patriotic motive should be stressed and readers should be impressed with the wholesome, inexpensive recreation and enjoyment to be found right in their home town without the necessity of expensive and unpatriotic travel.

Joint action on the part of at least the majority of the theatres in any one city is imperative to the success of this kind of campaign. The newspaper will extoll movies, the comfort and enjoyment to be found in theatres, etc., and will call attention to this motion picture theatre advertising on its amusement pages. It will need the support of concerted showing by all theatres of special trailers, lobby posters, jointly sponsored outdoor billing, etc., playing of Movie Vacation calling attention to the newspaper's amusements pages and the fact that motion picture attractions are listed there week after week. Attention to daily newspaper advertising is assured and at the same time the newspaper gets a valuable return for the valuable campaign in which it is participating.

** Cooperation or Pooling**

If local theatre managers are unable to obtain newspaper cooperation the campaign still can be put across by concerted action on the part of a group of managers by pooling their resources on a mutually agreeable formula of allotted segments to each theatre and by pooling their brain power and initiative in composing suitable Movie Vacation ads to be signed by the "Motion Picture Theatres of Blank City."

In setting up an institutional campaign of their own it will be found that very little cost will be involved in composition charges, engravings, etc., if the facilities of the Meyer Both mat service are utilized. This service is used by hundreds of department store advertising departments. (Continued on Page 85)
Product Shortage Dictates Return of Revival Policy

Exhibitors Have Opportunity To Bring Back Old Pictures On 'Demand-Request' Basis

Just a few years ago the revival policy was used in an occasional theatre here and there to stimulate business. If double features began to lose their appeal, then dishes and other give-aways were available at the counter. And if these "come-ons" also lost their appeal, then something else had to be tried out. The revival plan might not have been the next plan resorted to—there may have been other ideas tried out in the meantime—but it did eventually find its way into many a theatreman's bag of tricks to lure patronage and keep the wolf away from the front door.

Not all showmen, it should be pointed out, used revivals as a "fast-dish" keep-open stand. There were those who found the policy profitable because it provided a special opportunity for the like-to-see-that-againers which other theatres in the community did not offer. Considering that the majority of outstanding pictures are impressive enough to warrant a return engagement at some future date, and that in addition to the see-it-againers there are millions of people who for one reason or another miss the first run, it is quite possible that most exhibitors "missed the boat" by not establishing such a policy.

But whereas revivals were more or less an experiment a few years back, the current product shortage has made this policy a necessity. Raw stock restrictions, the Hollywood studio production cutbacks, and other things, not to mention extended playing times in first-run situations, have contributed to the present situation. It only extended playing time is involved, the major distributor is reluctant to "pull in" a winner that's grossing top money. And if it's a matter of strikes or raw stock restrictions, it takes courage to remove pictures one by one from the backlog stored in the vaults, with production hampered and use of raw stock prohibited beyond a certain figure. The situation, strangely enough, puts the film company heads in something of a dilemma. Must Have Product

Meanwhile, the subsequent (and even many first-run) runs can be retained opening. The double-feature policy, which like the weather, everyone discusses but does nothing about, forces most situations to consume all the product they can get, and in not a few cases, exchange vaults must be opened to provide prints of old films to fill in program gaps. As a result, the distributors find it necessary to schedule certain box-office hits of yesteryear for reissue. Only a short time ago MGM reissued "Naughty Marietta," this month 20th Century-Fox will send out once more "The Call of the Wild," and Paramount has made available "Northwest Mounted Police" and "This Gun for Hire." These are only examples, but they serve to show that whereas the exhibitor of a few years ago had to use his own initiative to obtain a film for revival, present showmen are offered reissues and are darned glad to get them.

Consider Exclusive Revival Policy

Exhibitors who find the going a little tough would have reason to rejoice if they could follow a revival policy in their community, at least for the present. Writing for STR readers a few years ago, A. Milo De Haven, Ohio exhibitor well known among the Exhibitors, stated his conviction that "the smaller towns can never be successful with a strictly revival presentation policy, although an every-so-often or frequent presentation . . . of pre-sold demand revivals . . . might have a possible opportunity in the success of the venture." De Haven went on to warn that "the type of pictures must be selected with care, bearing in mind story, stars and previous acceptance of the program," and suggested that "a number of pictures be selected for voting in order to give the first presentation under the policy a demand-and-request label."

Today, however, it's not just a case of demand and request on the part of the community, it's a policy dictated by prevailing conditions within the industry. And as far as the selection of picture is concerned, the distributors are reissuing only those films whose box-office merit was proved in their initial engagements. We quote again from De Haven:

"We take a lot of stock in the fact that a theatre, screen merchandise and a couple of one-sheets to be a 'movie man revivalist.' It takes patience, a knowledge of the public's likes and dislikes, a strong appeal to those who shop only for the best when they go to the movies and want to see their favorite pictures time and again, and complete information on the box-office hits of years past. The policy must be so engineered that you play not what you think might go over, but what the public actually demands."

Proving Their Box-office Draw

In general, De Haven's advice is just as practical today as when it was written. But specifically, it is the distributor, not merely the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities. When present difficulties are solved, the exhibitor, who must keep track of the public pulse to determine which picture has the most profitable reissue possibilities.
GOLDEN PICTURES INC.

producers of
“HITLER’S CHILDREN”
and “THE MASTER RACE”

IN PREPARATION
America’s Foremost Daytime Radio Show

TOM BRENEMAN’S
BREAKFAST in
HOLLYWOOD
United Artists Release

Edward A. Golden
Chairman

Sam Dembow, Jr.
President

Robert S. Golden
Vice-President
A PLEDGE—
NOT JUST A SLOGAN!

—"Good Entertainment

International Pictures, Inc. is pleased to announce completion of the first two attractions of its second yearly group of BOX OFFICE pictures released by RKO-RADIO PICTURES . . . . . .

— JULY, 1945 —

GARY COOPER LORETTA YOUNG

in

NUNNALLY JOHNSON'S

'ALONG CAME JONES'

with

William Demarest, Dan Duryea
Frank Sully Don Costello Russell Simpson

A CINEMA ARTISTS PRODUCTION
Directed by STUART HEISLER
Produced by GARY COOPER

FIRST FOUR INTERNATIONAL PICTURES RELEASED THROUGH

"IT'S A PLEASURE!"
(In TECHNICOLOR)

"BELLE OF THE YUKON"
(TECHNICOLOR MUSICAL)
FALL, 1945

CLAUDETTE COLBERT

ORSON WELLES

GEORGE BRENT

in

'TOMORROW IS FOREVER'

with

LUCILE WATSON

RICHARD LONG

Douglas Wood, Joyce MacKenzie, Natalie Wood, Sonny Howe, Tom Wirick, Ian Wolff

FROM THE ABSORBING NOVEL AND LADIES HOME JOURNAL STORY BY GWEN BRISTOW.
SCREENPLAY BY LENORE COFFEE

Directed by IRVING PICHEL
Produced by DAVID LEWIS

RKO-RADIO AND CURRENTLY SHOWING...

"WOMAN IN THE WINDOW"
(YEAR'S RANKING MYSTERY-DRAMA)

"CASANOVA BROWN"
(COOPER LAUGH RIOT)
PINE-THOMAS PRODUCTIONS

for

PARAMOUNT

WILLIAM H. PINE

WILLIAM C. THOMAS
FIVE out of ARMY’S FIRST TEN in TECHNICOLOR

Here’s What G.I.’s Like
Congratulations
Showmen’s
On Your
Twelfth Anniversary

CHARLES W. KOERNER

RKO-RADIO PICTURES
ROBERT EMMETT PRODUCTIONS

Coming Soon

"SONG OF OLD WYOMING"

First in a series of color Westerns

starring

EDDIE DEAN

The new singing cowboy sensation

with

JENNIFER HOLT

ROBERT EMMETT PRODUCTIONS

A PRC PRODUCTION
CONGRATULATIONS,
"CHICK"
AND BEST WISHES
ON YOUR
12TH BIRTHDAY

FRANK J. HARRIS
JOHN H. HARRIS
JAMES G. BALMER
JOHN T. McGREEVEY
GEORGE EBY
KEN HOEL
GEORGE HARRISON

And All The —

HARRIS THEATRES’ MANAGERS
Ross Federal Service, Inc.

☆

Starting our sixteenth year of service to the motion picture industry

☆

Executive Offices:
18 East 48th Street
New York City
WILLIAM A. SEITER
SAM KATZMAN

JACK DIETZ

BANNER PRODUCTIONS

CURRENT RELEASES

EAST SIDE KIDS

“Docks of New York”

“Mr. Muggs Rides Again”

BILLY GILBERT

SHEMP HOWARD

MAXIE ROSENBLOOM

“Trouble Chasers”

In Preparation

ACQUANETTA

“Belle of New Orleans”

For MONOGRAM
SKOURAS THEATRES Corporation

1501 BROADWAY, NEW YORK CITY
WE STILL HAVE A BIG JOB AHEAD!

Do your share...
Get behind the Seventh War Loan!

NATIONAL THEATRES
Charles P. Skouras, President

FOX MIDWEST THEATRES
Elmer C. Rhoden, President

FOX INTERMOUNTAIN Theatres
F. H. Rocketson, President

EVERGREEN STATE THEATRES
Frank L. Newman, President

FOX WISCONSIN THEATRES
Harold J. Fitzgerald, President

FOX MICHIGAN THEATRES
David M. Idul, President

FOX WEST COAST THEATRES
Charles P. Skouras, President
Vacation At Home Theme Perfect for Movies

(Continued from Page 71)

apartments throughout the country and in its catalogue of available mats there may be found illustrations for nearly every possible advertising angle theatremen may dream up. And by seeing the composing room chief of the local newspaper who will in most cases be glad to supply information about the display type faces available and also to supply advice as to the best methods of putting copy into the most suitable of these type faces. A knottiest problem may be solved. Writing copy should be simple and to facilitate this there has been appended to this article samples of copy previous used successfully which can be adapted to almost any type of theatre operation or locality.

The use of theatre screens, radio, lobby display, etc. is not too much for you. If you're included in the campaign which might also be augmented, if funds are available, by jointly sponsoring fun for balcony either by free paid display space in busy sections and in outlying districts.

Sell Idea on Your Screen

The trailer concerns offer special Summer sales messages, National Screen Service, for example, has available special Movie Vacation trailerettes to tie up with newspaper, lobby, radio and outdoor institutional campaigns which serve also as lead-offs for regular trailers on specific coming attractions. Copy follows:

MV-1—Spend your VACATION with us! Here, in the comfort of this theatre, you may avail yourself of fun in mountain breezes, restful relaxation and the finest ENTERTAINMENT. For your MOVIE VACATION we have selected an unexcelled array of HIT programs. Just LOOK at what's coming! (Follow with trailerettes.)

MV-2—Your vacation problems are solved! Don't let wartime TRAVEL RESTRICTIONS prevent you from having FUN! Enjoy a MOVIE VACATION in the most splendid, relaxing atmosphere of this theatre. We've already laid your vacation plans with a succession of OUTSTANDING PROGRAMS... guaranteed to make your visit an ENTERTAINMENT RE- SORT one that will afford you the pleasures of TRAVEL... the joys of SCENIC BEAUTY... the pulse-quickening delights of ROMANCE... and the satisfaction of MUSICAL and DRAMATIC Entertainment. With us, you will take you through a WONDERLAND of HIT ATTRACTIONS. Here's just a sample of what's in store for you! (Follow with trailerettes.)

Here's another one that's not necessarily a Movie Vacation trailer but it suggests a solution to the problems of many harassed mothers who are unable to devote sufficient time to Junior in these days of shopping for the ever elusive steak and such. It's called MS-269 and also is available from National Screen. Copy follows:

PARENTS!: Are you worried about your children's welfare while you are at work, or on necessary shopping tours? Send them to this theatre where they will be off the streets and in a safe-environment. Our programs are chosen to provide the kind of entertainment your child will enjoy, and every attention is given to the children's welfare. Leave them with us and call for them at your leisure. Let them make this theatre their VACATION spot all summer long.

Several others have been prepared with excellent showmanship such as:

MS-431—Spend your vacation with us! Enjoy fine entertainment in the relaxing comfort of this Cool ther-}

atre. An outstanding selection of Big Vacation Hits have been selected for your pleasure. Here's a sample of what we have seen. (Follow with trailerettes.)

MS-636—Save Gas! Save Tires! Save Headaches! Enjoy a Movie Vacation at this theatre! Comfort and Service are amply provided, along with an outstanding array of Excellent Attractions, embodying every fine feature of Summer Entertainment! Stay at Home! Avoid Wartime Travel! Enjoy an entertaining and econo- mical Vacation in this theatre!

MS-635—VACATION WONDERLAND! When planning your vacation... remember... this theatre provides the most delightful kind of summer Relaxation. Here, through the magic of the screen, you are whisked away to beautiful foreign lands... through rapturous scenes of ec-coothing beauty... augmented by pulse- quickening romantic interludes... and Musical and Dramatic moments that will live long in your memory. COOL, restful surroundings will enhance your enjoy- ment of your MOVIE VACATION. Attend this theatre regularly!

MS-336—Let us solve your Vacation Problems! Avoid expensive, crowded summer resorts. Enjoy a Movie Vacation in the most splendid... most economical Vacation you've had in years. Here are some of the Hits that will add to your pleasure: (Follow with trailerettes.)

Copy used in the Philadelphia Bulletin newspaper advertising campaigns may be adapted to your own situation or used as is. While the Bulletin did not illustrate the ads, simply setting them in type will make up the ad. For the Movie. Both mats can be adapted for illustrations. Copy and art might be changed slightly or added to so that the idea of putting travel and expense out of War Bonds could be boosted for that future trip around the world. Here are some examples of the copy which may be off- ered to the local newspaper:

STOP MIDSUMMER SLUMP WITH MOVIE VACATIONS—Is the same old work, the same old thing every day, getting you down? Is your work bog- ging down a little? You need a "movie vacation," fre- quently repeated! Movie vacations are an inexpensive, completely enjoyable way of improving your outlook and your ambition. You simply go to a theatre not far away, pay a cost reckoned in pennies, not dollars, and your favorite stars whisk you away to fascinating scenes, romance and adventure. You come home with a com- pletely changed, "let's-get-out" point of view. Cool, refreshing movie vacations will help tide you over until your long vacation. Better turn to page... and pick out today's movie vacations to help tide you over until your long vacation.

"SPENDING YOUR VACATION AT HOME/ TAKE FREQUENT MOVIE VACATIONS—If busi- ness speed-up is going to keep you at home this sum- mer, get the rest and relaxation you need on short "movie vacations." Frequent, refreshing—and inexpen- sive—trips to the movies will give you the change of scene, the different point of view which will benefit you in mind as well as in body. Let your favorite stars take you and your family on movie vacations. See new peo- ple, hear interesting talks, go to fascinating places, and enjoy delightful laughs this easy way which requires no planning or "dreading." You'll find the most con- venient guide to movie vacations in the listing of the attractions of downtown and neighborhood theatres on page.

ALL THE KIDS ARE ASKING FOR MOVIE VACATIONS—Schooldays are over and active children want fun and need healthful relaxation. Many wise parents are sending them off on short "movie vacations" that take the tedium out of the longest and hottest days. Not far away, at your nearest theater, the man-ager—and the children's favorite stars—are waiting to take them on a pleasant trip to see far places and interesting people and do exciting things. And all in a cool, healthful atmosphere. Send your

Selling Ideas You Can Use With Profit for Theatre Campaigning This Summer

SCREEN SHOWMANSHIP: When an outstanding picture is coming how about a special stunt to make trailer impressive? One chap got the desired effect by setting in the balcony and run- ning a flashlight around the screen dur- ing the exhibition of the trailer on a mystery picture. Others are as easy to conceive and execute.

WOMEN'S PAGE: There is so much interest in food rationing at pres- ent that newspapers should be a push- over for a low-ration-point cooking recipe contest.

DANCE PARTY: Focus attention on your next big musical by staging an "after the show" dance in the lobby, with records from the coming produc- tion furnishing the music.

LAUGH SLEUTHS: Contests offering prizes to patrons who tabulate the greatest number of laughs in a comedy hit always seem to click—provided they're not overdone in any one local- ity. The prizes can be promoted in return for lobby and stage mention.

YOUTH CONTEST: The local den- tists should be glad to act as judges at a contest to find the youngster with the best cared-for teeth. Community health officials also will approve.

GOLD STAR MOTHERS: You should be able to get a lot of coopera- tion from the newspaper editor or radio station manager for a theatre party ar- ranged for all Gold Star Mothers in your vicinity.
children on a short movie vacation today. And slip off yourself when you have a few hours. Frequent movie vacations, costing little, will tide all of you over until your long vacation. See the most convenient listing of the attractions of neighborhood and downtown theatres on page . . . and plan your family's movie vacations today.

TO PEOPLE IN NEED OF A VACATION—GO TO THIS SECTION! Do you need relaxation, a change of scene, some good laughs? Only a few blocks away there's a movie vacation waiting for you. Through the movies you can visit beautiful spots, see interesting people, hear different talk. It'll refresh you in mind and body. The cost is cased in pennies and you'll come out feeling like a million dollars. Why not start taking short movie "vacations" today? The convenient listing on page . . . is your "travel" guide for relaxation and entertainment you need.

THERE AND BACK IN A JIFFY—ON A MOVIE VACATION—No trouble to take a "movie vacation"—frequent trips to the movies are not far away. There your favorite stars have a homemade treat in store for you. They'll show you far places, tell you interesting stories, give you ideas and laughs to remember and repeat. Frequent cool movie vacations cost little, yet they will give you new points of view and send you back to real life relaxed and refreshed. They'll keep you and your family happy and interested until your long vacation. Turn to page . . . for the most convenient listing of the movies offered at neighborhood and downtown theatres.

YOUR GUESTS WILL ENJOY A MOVIE VACATION—If friends drop in on a short vacation, they'll appreciate your suggesting a "movie vacation." It's the summer's "hit" entertainment. On a short movie vacation, on a "trip" through magic unreality, you and your guests will accompany the stars of the screen to far places, see different sights, hear delectable talk and humor. You'll all come out refreshed in mind as well as in body—and they'll say you're a thoughtful host. (When you're not entertaining—and want to be entertained—slip off with your family; movie vacations will help tide you all over until your long vacation.) Not far from you, a movie vacation is waiting. See. Amusement page.

POOCH PARADE: A best dressed dog contest is good for a lot of space in papers and will get almost every kid in town outfiting his pooch for a parade to the theatre where the judging is to take place. Prizes can be promoted from stores.

BEAUTICIAN CO-OP: The beauty parlors—or perhaps one large establishment—would promote on a "Hair Style Show" that should get a lot of women patronage.

FAMILY TRADE: If your theatre is having a hard time getting the rural business or patronage of any other family groups, why not arrange for a full week during which special admission prices for families will be a feature. You can give it further build-up by offering a prize (free) to the family with the largest entry, etc.

SHUTTER-BUGS: Your local paper should get going in on a camera contest in which the local lens fans go after unusual pictures of people purchasing War Bonds and Stamps.

Put A Slogan In Your Summer Selling Drive
C When you See the Mercury Climb You Know It's Movie Time
C See Your Year 'Round Movie Favorites
C A Good Movie is the Best Summer Resort
C It's Movie Time All the Time
C Retreat from the Heat—Movies Are Best in Summer
C Your Best Form of Fun—Is Better Still in Summer
C Stay Sunny With Movie Cheer
C There's Movie Cheer All the Year
C Movies Are Better Than Ever This Summer
C Your Best Summer Treat Is a Movie
C The Coolest Man's The Movie Fan
C It's Always Good Weather for the Movies
C Relax and Enjoy a Good Movie
C Make Your Neighborhood Movie Your Vacation Spot
C Movies Send Your Troubles on a Vacation
C Outside You're Hot—In Here You're Not
C Relax and Have Fun in the Cheerful Comfort of the Blank
C Movies Will Keep YOU ON the Brighter Side This Summer
C Best Tonic of All—Good Entertainment

Programs, Other Direct Copy
Only As Good As Mailing List

A member of the editorial staff of STR had occasion some time ago to check into the mechanical details, so to say, of theatre program preparation and distribution. To his amazement he found that many theatre men who put much creative effort and downright hard work into their weekly or bi-weekly or monthly programs were not too keenly aware as to the precise condition of the mailing list used by the theatre and therefore the most important channel of distribution for the programs.

Members of STR's Program Exchange are among the country's greatest program editors and publishers. They know how important a good program is—but how many theatre men realize that the best program in the world can't do a real job if the circulation machinery employed for its distribution is faulty? Actually a program is as good as the mailing list used for its distribution.

Frequent check on the theatre mailing list is a "must" for the efficient showman who uses a program or other exploitation efforts via the direct-mail route. The methods of building and maintaining a list are pretty familiar, but they are worth repeating every so often in a service publication, and most worth looking over as a refresher to the theatreman.

Sources for Good List Plentiful

The sources for mailing lists are many—and varied. The telephone directory; the voting lists (usually obtained from the registrar or the county clerk); the lists in year books of churches; the city directory; the membership lists of clubs; vital statistics published in newspapers —all are sources. The offer by the theatre to send information via a program free to those entering their names and addresses produces a live, but (unless amplified from other sources of information) list that may be too limited. The offer of a pass to all sending in a list of say 20 names and addresses of persons they know, has produced some of the best lists. In order to check the list, an occasional first-class mailing —is well worth the added postage cost—for the post office returns serve as a record of address changes or removals.

From the goodwill standpoint there is a great (Continued on Page 97)
Exploit Serials Wisely for Sustained Patronage

Arouse Interest with Opening-Chapter Plugs; Make a Play for the Youngsters

Although serials rate high in the "bread and butter" class of screen entertainment (ask any small-town or neighborhood exhibitor), they are usually the most neglected from the standpoint of exploitation. Until three or four years ago, when the major producers of chapter plays set to advance tieups and special campaigns, the customary stock one-sheet (with a strip for the title of each episode), a three- or six-sheet and a few photos would constitute the entire kit of serial selling accessories. And while, to this day, this advance activity is beneficial to the exhibitor who will take advantage of it and follow through, it is a known fact that much more money is spent on the exploitation of a feature than on the selling of a chapter play. This, despite the fact that the serial's extended running time—12, 13 or 15 weeks, perhaps more or less—gives it a long-range drawing power while the selling done on a feature must pay off its investment in the few days of the feature's run.

Sell It Vigorously

With at least three companies—Columbia, Republic and Universal—releasing around three or four serials a year, that makes enough for each of these competing theatres in a town to exhibit throughout the year. Thus the competition is provided that makes it necessary for the exhibitor who wishes to capitalize on a serial to sell it vigorously to obtain the heaviest patronage.

The important thing, of course, is to get people in for the first chapter. Once that is accomplished, interest alone will bring back many of the first audience to see the remaining chapters.

First on your list of things to do when you start a new serial is to book a program of such strength that a large audience is bound to show up. Aside from that, heavy selling on the feature attractions will undoubtedly help the opening day of the serial as well. Strong shorts on the surrounding program will accomplish the same purpose.

Let the Audience Guess

For the serial itself, get up a questionnaire, to be handed to the entire audience as patrons leave the theatre. Ask three questions about the action in the next chapter. In other words, let this week's audience guess at what will happen in next week's episode. A simple questionnaire should be prepared for each week, except the last. They are to be handed or mailed back to you before the next episode is shown. For the best or three best or ten best you offer prizes of free admission for that episode. Thus interest will be maintained throughout the run of the serial. This stunt is good for adults as well as for kids.

Fan clubs bearing the name of the hero of the serial can be formed easily. You can use novelty giveaways to keep the kids interested and hold a meeting in the theatre each Saturday just before the show starts. Thus the members of the club will be present in full force when you want them. Discussion of the difficulties the hero got into the previous week can whet interest in the current chapter.

Serials should be trailerized as much as three weeks in advance. Trailers should be changed frequently so successive audiences do not get bored by seeing the same trailer repeatedly. It should not be assumed that only the people who attend Saturdays are interested in serials. Those who see your shows on week days will likely attend on Saturdays as well, if you can arouse their interest.

Another idea frequently used is that of the punch card. This is a simple card bearing appropriate copy about the serial, with the names of the chapters along one edge. The doorman is equipped with a card and gives the punched sheet to each customer, with the idea the card will be kept until the last chapter is seen. This punch card may be sold at the counter at a discount price.

Party on Opening Chapter

A gala party should be given on the first day of a serial. Ice cream cones, or soft drinks should be given to the kids. Promote them if possible; if not, it will pay you to at least share the cost in order to obtain as large a crowd of kids at the start as possible.

We have run into a situation where mothers were loath to let their kids see a serial because it frightened them. One way to overcome this would be to invite mothers and fathers to the opening, admitting one parent free with each child. It's true this would involve half a theatrical of "deadbeards" but nevertheless, it will pay dividends because the parents will be expecting the kids to ask for a dime or 15 cents each Saturday to see the succeeding chapters.

Two-for-One Idea

As a recent example of serial showmanship, we point to the old two-for-one idea with a new twist as used by Jack Alger, manager of the LaSalle Theatre, LaSalle, Ill., in heralding the dual showing of two Republic serial chapters, the closing episode of "Zorro's Black Whip" and the opening chapter of "Manhunt of Mystery Island." The idea intrigued the audience.

Alger's new twist involved the distribution of handbills by 36 children, two from each of the 18 schools in the area covering LaSalle, Peru.

(Continued on Page 104)
BEST WISHES
ON YOUR
TWELFTH BIRTHDAY

HARRY SHERMAN

California Studios
Hollywood, Cal.
We'll Be Your Personal Cheer-Leaders--

IF YOU'LL BACK THE SEVENTH WAR LOAN DRIVE

Sincerely,
Bud Abbott
Lou Costello

Next Release
"THE NAUGHTY NINETIES"
For
UNIVERSAL

Exclusive Management
Edward Sherman
"P.W.P." by F&M

Not another 'G.W.T.W.'* and not another 'F.W.T.B.T.'... but letters which call for some deep and important thinking... some

**Post War Planning by Fanchon & Marco!**

A new day is dawning... A brighter sun... A new horizon... and we of the entertainment world must become a part of this new horizon! Techniques of entertainment designed for a new era of thought, and new likes must be developed!

Post War Amusement must be acceptable to the peoples of this country who are once again surrounded by their loved ones... and they will want to forget for all time sorrow, suffering and sacrifice! We in the entertainment field must be ready to meet world changes in thought and ideology!

**Along these lines Fanchon and Marco Moves Toward Reconversion to the Entertainment of the Future!**

Fanchon & Marco

*New York* • *St. Louis* • *Hollywood*

*"Gone with the Wind"* • *"For Whom the Bell Tolls"*
BEST WISHES

Sid Rogell

JACK SCHWARZ PRODUCTIONS

READY FOR RELEASE

"THE ENCHANTED FOREST"
In Thrilling Natural Color

with

EDMUND LOWE    BRENTA JOYCE
HARRY DAVENTPORT  BILLY SEVERN
JOHN LITEL

Directed by Lew Landers

COMING SOON

"BOMBSHELL FROM BRAZIL"

JACK SCHWARZ PRODUCTIONS
Released by PRC
A PROGRAM OF OUTSTANDING HITS

Thunder Rock
One of the Ten Best—Nat’l Bd. of Review

On Approval
During Comedy—Time Magazine

Secret Mission
Thrilling Espionage Drama—Film Daily

The Great Mr. Handel
Glorious Technicolor Musical—New York Times

REISSUES

Accused
Douglas Fairbanks, Jr.
Dolores Del Rio

Amateur Gentleman
Douglas Fairbanks, Jr.
Margaret Lockwood

When Thief Meets Thief
Douglas Fairbanks, Jr.
Valerie Hobson—Alan Hale

Crime Over London
Paul Cavanaug
Margot Grahame

English Films, Inc.
1560 Broadway, New York 19, N. Y.
Bryant 9-6073

M & P THEATRES

M. J. MULLIN SAMUEL PINANSKI
SCOTT R. DUNLAP
Producer

Current Release
“FLAME OF THE WEST”

In Production
“SUNBONNET SUE”
Gale Storm — Phil Regan

For MONOGRAM

JEFFREY BERNERD
Producer

Current Release
KAY FRANCIS
in
“DIVORCE”

In Preparation
“ALLOTMENT WIVES”

For MONOGRAM
MARY PICKFORD

presents

for UNITED ARTISTS release

"One Touch of Venus"

from the hit Broadway play

by

Ogden Nash, S. J. Perelman and Kurt Weill

SAM COSLOW, Associate Producer

Congratulations,

Chick Lewis

on your

12th Anniversary

GRIFFITH THEATRES

JACK GROSS

RKO-Radio Pictures
Direct-Mail Stunts That Click (Continued from Page 87)

deal that can be accomplished by an occasional "institutional" type of letter signed by the manager and written in personalized style. These may deal with a single picture showing in the near future or with a group of forthcoming attractions, or concern the theatre's policy of catering to community desires and asking for suggestions as to what type of pictures, hours of starting shows, etc., the individual would recommend.

There are, of course, an infinite variety of novelty or special angles which can be exploited by direct mail advertising. For straight institutional selling one of the readiest sources for striking an "instant note" is to consult the calendar. January naturally suggests the beginning of a new year, the resolutions made and those kept.

Theme of a letter, therefore, could well be to the effect that the theatre is proud of the start it has made in creating a better and bigger new year of choice entertainment and how that resolution is being lived up to, as evidenced by the booking of such and such pictures for the forthcoming weeks. Summer months call for reference to the bane of mosquitoes—which will not bother the person who comes to the theatre for recreation—the weariness of working in hot offices or kitchens and that can be entirely compensated by a visit to the nice, cool atmosphere of the theatre. When no other more topical event occurs, the calendar can be a mighty good guide to the style of the mail piece or letter.

Some ideas for mail pieces, other than the regular house program, are:

INSTITUTIONAL CONTACTS:
Invite orphans to a matinee at regular intervals. Provide transportation to and from the theatre. (Here's the chance for a trip with a bus line; Sign on the bus: "We're on our way to the cool and comfortable Blank to see, etc." If an auto, sign could read: "We're riding in style in a so-and-so to the cool Blank, etc.") Be sure your goodwill gesture nets you a newspaper publicity story.

USE 'EM: If bowling alleys are your toughest competition why not use them to your advantage by tying in with the owners of alleys to give passes to high scoring individuals and teams in return for the display of attraction signs at the end of each alley and at the cashier's counter.

RESTAURANT TIE-UP: The owners of the eating places are given an opportunity to extend special favors to their guests in the form of cards advertising the theatre's attraction and entitling the holder to special box-office discounts if presented before a certain hour. In making the discount appear as coming from the restaurant the possibility of aggravating regular patrons is avoided. The cards are passed by the waiters to all diners between certain hours of the afternoon and the theatre is allowed to exhibit displays in preferred places of the restaurant. You will have to allow your particular peak hours and prices dictate the time limit for the price to be changed. If you have the problem of getting them in to the early evening shows the idea has great promise.

UMBRELLA BALLYHOO: Very familiar, but still good—inexpensive, too—is a street ballyhoo using men or girls on sunnyday days carrying opened umbrellas that are lettered with the message about your theatre.

PAJAMA PARADE: Interest the biggest store in your town in lending the garments for a "Pajama Parade" or a "Slacks Parade," and get some good-looking models to display them at your theatre.

DISPLAY IDEA: The ice cream carts that cater to school kids offer an excellent place for attraction advertising. The cart pusher will gladly trade space on each side of his cart for a pass.

DISPLAY SPOTS: Swimming pools attract people who are considered as the best theatre prospects. Get a message to every bather by arranging to print the signs that go on the walls or doors of dressing rooms cautioning about checking valuables. In return the proprietor should give you preferred space at the cashier's cage and over the check racks.

RURAL TRADE: Theatres in agricultural districts need that rural business. Solicit every feed store, implement dealer, etc., and make some deal that allows you to insert theatre copy in their monthly mail. Be sure you have plenty of advertising around the city farm market or other places where farmers sell direct to consumers. How about signs on the farmers' wagons or trucks?

GOOD DEED COLUMN: How about getting together with your newspaper editor and having him run a "Good Deed of Today in (Blankville) column? The newspaper staff keeps a lookout for people who do some extra nice act for another person and writes it up in the column.

CLASSIFIED ADS: How long since you had a tie-up with the classified department of your newspaper? How about a comic mixed copy ad contest? A missing word or misspelled word contest? A lot of people look through the classified ads.

SUMMERTIME SANTA: Dress a man as Chris Kringle and have him carry a sign "six months ahead of the world the blank theatre brings you a swell present in........."
The GREAT WHITE WAY

Movies Put Ummph in the World’s Most Spectacular Street!

Don't be at all surprised, if as you walk down postwar Broadway, soap bubbles float from gaily colored translucent boxes of soap chips, juice drips into a five-story glass from a luscious orange floating in midair, coffee brews in a building-high percolator as the steam drifts skyward, animated children, teen-agers and grown-ups, sip thirst-quenching liquids from a fifty-foot bottle. We could go on for days describing the fantastic postwar ideas which Douglas Leigh has been dreaming up during the dim-out and brown-out.

Leigh is the fellow who planned many of the pre-war spectaculars for Times Square. When the war blacked out the lights of Glitter Street he just folded up shop and entered the Navy. Now he is back in his 5th Avenue office and is talking in terms of a new and more spectacular Broadway; of the effect the new zoning laws (requiring set-backs in building facades at various levels) will have; of painting with light, of plastics and mechanisms.

What started all this anyway? What made the Broadways of American cities what they are today? One word tells the entire story—"Theaters."

Movies—A Community Seed

Showmen, with their natural flair and highly developed skill for the spectacular, built the Glitter Streets. Their signs grew larger and larger as competition grew more intense. Their showplaces became more pretentious as patronage increased. One new theatre attracted another and it was the theatres' pulling power which made Times Square and the main stems of other cities a meeting place for people in a spending mood. This magnetic role played by the theatre can be seen as the motive power of business community growth in towns and cities across the entire face of this country. Theatres spearhead "the Broadways" everywhere.

We can think back to the Times Square of the '20's when "Beau Geste" was playing at the old Criterion Theatre. The film title in two lines reached from marquee level to the roof of the building. Thousands of clear 100 watt electric bulbs turned the night to day for blocks around. When "Old Ironsides" played at the same theatre a giant replica with actually firing salute guns was briefly mounted on the marquee and facade of the building until the city forced

Broadway will get a continuous bubble bath if the Douglas Leigh concept of a display to sell soap powder finds a sponsor. A similar treatment with exploding cereal flying from a giant box is also among the post-war spectacles in the planning stage.

Orange juice dripping into a huge glass built around the corner of a Broadway building from a captive orange balloon will heighten the thirst of Times Square visitors if Mr. Leigh has his way. Plastics and light will play an important role in such projects.
The Astor, on Broadway, employed live dancing girls to exploit "Hollywood Revue" in front of the theatre. Traveler curtained five stories in height closed in on the massive front which was equipped with steel runways upon which the chorus danced high above the packed sidewalks.

its removal as a safety hazard. It then was mounted on a mobile float to tour New York. At the Astor Theatre the title, "Big Parade," blazed with myriad colored lights with letters two stories in height. For the "Hollywood Revue" première at the Astor the giant sign was equipped with runways on two levels upon which lines of chorus girls did dance routines high in the air to startle the crowds, thus providing the first living animation for Broadway signs. A traveler curtain more than four stories high opened and closed the "show."

The Astor fronts on "Captains Courageous" (with sailing ship and actual canvas sails in bas-relief built into the giant sign), "Chocolate Soldier" (with animated figures executed in neon tubing), "White Shadows" (with giant mural of a man's undersea battle with a shark), all were proof of the showman's spectacular planning. The Rivoli's pillared facade gave way to the trend of massive fronts as did the old Radio. To this day the Rivoli fronts rate with the most spectacular on the Broadway scene.

Further evidence of the theatre influence on an area can be observed in the effect of the construction of the famous Roxy Theatre on Seventh Avenue just North of Times Square. The same goes for Radio City Music Hall and the Center Theatre with the removal of the old

The old Criterion Theatre, corner Broadway and 44th Street, was the scene of many a spectacular display in its day. "Beggars Opera," "Old Ironsides," "Hells Angels," "The American Tragedy" are but a few of the films upon which smash displays were built.

The Astor Theatre on Broadway has long been the scene of road show runs for outstanding motion pictures. The impressive pillared facade has been covered over with spectacular displays for as long a period that the original architectural lines remain only a memory. The recent spectacular featuring of "Keys of the Kingdom," with marquee completely encased and lavish are covering the entire facade from sidewalk level to roof cornice, is a fine example of famous Rivoli fronts.

Canvas sails unfurled in the Broadway breeze to attract attention of the multitudes to the Astor's spectacular display for "Captains Courageous." The predecessor to this ship display was one built for the "Old Ironsides" roadshow run at the old Criterion.

6th Ave. "L." Balaban & Katz in the planning of their Chicago theatres knew the power of the modern showplace in community development and did not hesitate to erect magnificent theatres on sites which were little more than open fields on the outskirts of the city of that era. Large business centers and residential developments soon grew up around the theatres and reality values skyrocketed. In Washington, this policy is being followed by the Kogod and Burka Circuit, and in dozens of other cities showmen are locating their postwar theatres with an eye to the future readjustment of residential areas.

It has just been revealed that the City Investing Co. is considering tearing down the Astor, Victoria, Morosco, Fulton theatres in the heart of Times Square between 44th and 46th Streets. This vast postwar project would involve the erection of huge new theatres on Broadway, with the movies again leading the parade.

With all due respect for Douglas Leigh, who is referred to as Broadway's "wonder boy," it is likely that the showmen, in the future as they have in the past, will largely determine the "looks" of the main streets of postwar America.

Where the theatres go, the commercial advertisers will follow to capitalize upon the throngs of people who are drawn to the community by the showmen.

During the past year, just prior to MGM's relinquishment of the Astor as its Broadway "jewel box," this theatre's elaborate fronts were further sensationalized by using the entire sidewalk of the Loew's State Theatre Building (across the street) to attract the attention of Broadway crowds. The above treatment for "Thousands Cheer" is a brilliant example of showmanship. On other picture a roof sign above the Astor front was utilized.
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starring

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Congratulations to SHOWMEN'S TRADE REVIEW

GREENE-ROUSE PRODUCTIONS
NOW BREAKING RECORDS
"THE TOWN WENT WILD"

with
FREDDIE BARTHOLOMEW — JAMES LYDON
Edward Everett Horton and Tom Tully

Written and Produced by
Bernard Roth  Clarence Greene  Russell Rouse

Directed by
Ralph Murphy

COMING SOON
"The Clock Strikes Five"

GREENE-ROUSE PRODUCTIONS
Released by PRC
Can’t Tell Where Next Hit Is Coming From
Says Booker Surveying Current Money Films

"It’s getting so I can’t tell where the next box-office smash is coming from.” That’s the kind of declaration for which a booker or buyer for a theatre never would allow himself to be quoted,—but the remark was made very recently by a prominent circuit film booker in New York.

The booker was referring to the manner in which the “field has broadened,” as he expressed it in referring to the many and varied sources from which, these days, pictures capable of getting real money at the box-Offices may issue. He referred back to the era of several years ago when a relatively few companies could be depended upon to come forth with a real money picture, while product of varying degrees of bread-and-butter substance was bought elsewhere to build around the standout attractions expected from the few select studios turning out the big pictures.

There has been a great levelling off of product insofar as the occasional big money picture is concerned. During the past several months the list of standout attractions is more impressive from the standpoint of the number of different studios contributing to the list than from the viewpoint of the number of pictures in the big-money brackets as proved by first and subsequent run performance.

The range is from pictures starring big names—naturally expected to register with a resounding bang—to films made on comparatively modest budgets with players of no great strength as marquee names. Also, there is a wide variety of subject matter as well as type of production source. Included among the makers of the big attractions of the past several months are foremost studios, independent producers for big studio's, producers for smaller distribution outfits whose product serves mainly, on the average, as material for the double-bill requirements of the majority of theatres.

**Come From All Directions**

As an indication of the wide range of sources from which the money pictures are issuing these days, take two pictures that are among the current standouts as first-run winners. There’s 20th-Fox’s “Diamond Horseshoe,” a Technicolor sparkler with the potent Betty Grable as the top name attraction—a combination that could be expected to do exactly what “Diamond Horseshoe” is doing in its first run engagements. On the other hand, take the case of “Dillinger,” a Monogram offering produced by the King Brothers. There’s no Technicolor, no bigger name than that of Edmund Lowe, no long and impressive buildup via advance publicity and expensive production work. Yet these two pictures are both in the “big money” class on the basis of actual returns at the theatres.

**New Producers Come to Fore**

Further indication of the open field that seems to exist today can be found in the details of other pictures now showing to big box-office returns all around the country. “Enchanted Cottage” comes from a comparatively new producer on the RKO Radio roster—Miss Harriet Parsons. “The Affairs of Susan” is a Paramount offering produced by one of that company’s few independent units—Hal Wallis, who is one of the industry’s foremost film makers but who makes his bow as an independent with this picture. Up in the sure-fire class because of producer and stars are MGM’s two pictures, “Without Love,” with the Tracy-Hepburn co-starring team, and “Valley of Decision,” in which there is another great star supported by a rising name of great prominence—Greer Garson with Gregory Peck as her leading man.

**Producing Sources Increase**

The past few seasons have borne witness to the greatest expansion in the number of production sources this industry has known in years. This despite the restrictions on raw stock and other deterrents that arose in wartime.

One rather sensational illustration of the growth of independent production may be had in a glance at the situation at United Artists. Here is a company that originally distributed pictures for a mere handful of producers. The situation is quite different today, as will be noted by the fact that on the release schedule of the company the number of producers who are responsible for pictures completed or in actual production, counts up to a total of 23 in the United States and several British concerns which will contribute five pictures to the United Artists schedule.

**Big Potential Capacity**

The David O. Selznick production interests, while well established, is a potential for a large number of pictures. Recently Mr. Selznick stated that he could, without any additions to his organization, turn out as many as 14 pictures a season. He added that there was no intention to make that many pictures in any one year, but the potential is there.

The success of many independent producers has encouraged a program of activity which is certain to be reflected in a larger output of product—top grade product, that is—once the restrictions of raw stock and other necessary materials and talent are removed.
WPB Theatre Equipment Head Praises Dealers For Keeping Theatres Open

Commenting on a recent editorial by "Chick" Lewis concerning the place of the theatre equipment dealer in the industry, A. G. Smith, Chief Theatre Equipment Section, Service Equipment Division of the War Production Board, declared that in his opinion the local servicing by equipment dealers during the war emergency with its restriction on materials and replacements to a great degree was responsible for the excellent record achieved by the industry in keeping its theatres running under the severe handicaps imposed. "Without the spirit of cooperation which the supply dealers demonstrated, I feel confident that hundreds of theatres would at this time be closed," Smith said.

"The supply dealers have done more in keep-

ing the picture on the screen than any group of individuals," the WPB theatre equipment chief continued. "In the language of Winston Churchill—there never were so many who owed so much to so few." That quotation is fitting when we think of the relationship which was created during this war between theatre owners and supply dealers.

"We need only to reflect on our experiences over the past three years to appreciate what an important part the theatre supply dealer has played in keeping in operation some 17,000 motion picture theatres. Air-condition equipment, stage equipment, drinking fountains, pop corn machines, vacuum cleaners, ticket selling machines, chairs, etc., have not been available for replacement during the past three years. Some carpet has been manufactured, but in very limited quantities. The War Production Board has permitted limited quantities of projection and sound equipment, but that which has been produced has been used only for urgent replacements and occasionally for installation in a new theatre, the construction of which has been deemed necessary in certain war impacted areas.

"Our records do not show that a single theatre in the United States has been forced to close through inability to obtain from the supply dealer repair parts needed to keep in operation their present equipment, or even to purchase new projection or sound equipment if shortening down was imminent. The recognized supply dealer has maintained an efficient repair service for his customers, and he has also maintained a reasonable amount of emergency equipment which could be made available immediately to his customers so that the continuation of the theatre's operation could be assured.

"Yes, indeed, the theatre supply dealer has been the man with the big broad shoulders. The theatre supply dealer and the exhibitor each should feel a responsibility to the other, and those exhibitors who have equipment problems should let their supply dealers solve them.

"Limitation Order L-325 which regulated the manufacture and distribution of 35-mm. projection and sound equipment, has been revoked. The revocation of the Order does not mean that manufacturers will be unrestricted in their production until all restrictions on material and labor are removed. We do not expect that materials and labor restrictions will be removed entirely until the war with Japan has been won.

CMP and Priorities Regulations governing the procurement of material are still in force. There may be from time to time other War Production Board regulations issued which will insure a continued flow of material to the Army and Navy, and those regulations may effect the quantities of material and components which manufacturers may use in building projection and sound equipment.
**SHOWMEN’S TRADE REVIEW**

**June 9, 1945**

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**Hollywood**

**PRODUCTION NOTES FROM THE STUDIOS**

**Stanwyck, Cummings Set for Paramount’s ‘Bride Wore Boots’; Margaret O’Brien Named for Title Role in MGM’s ‘Bridgit’**

Margaret O’Brien has been set for the title role in MGM’s “Bridgit,” original story by Robert Nathan, which Joe Pasternak is readying for early production.

Richard Weil has been assigned by Columbia to do first treatment on “Duchess of Broadway,” musical to co-star Jinx Falkenburg and Joe Besser. Michal Kralie will produce.

Barbara Stanwyck and Robert Cummings will co-star in the Paramount comedy, “The Bride Wore Boots,” which Seton I. Miller will produce and Irving Pichel direct. Patricia Knowles will have the third principal role in the story of a Virginia woman who is truculent about horses, and married to a novelist who loathes them.

William Nigh has been signed to direct “Allotment Wives,” Monogram’s next Kay Francis starring vehicle to be produced by Jeffrey Bernerd and Miss Francis. Sidney Sutherland and Harvey Gates have turned in the completed screenplay, and production is set for an early start.

Lew Landers will direct Ann Savage and Tom Neal in PRC’s “Détour,” based on Martin Goldsmith’s novel. Picture will have Martin Mooney as associate producer.

Purchase of screen rights to a series of stories, “Babes in Glandland,” by John Gibbon, was announced by Allen Wilson, vice-president of Republic, which acquired nation-wide interest among juvenile authorities, covers the careers of kid criminals, and will be assigned to one of the top producers.

Barbara Hale draws the top feminine role in “Movie Mogul,” RKO’s post-war story of America’s medically discharged servicemen. Ted Tetzlaff will direct and Nat Holt produce, with Jack Gross as executive producer.

Pat Kirkwood, young English actress MGM borrowed from their London studios, begins preparations for her starring role in “No Leave, No Love,” with Van Johnson. Charles Martin will direct, and Joe Pasternak produce.

Mira McKinnon, former Broadway stage star, has been signed to play Charles Bickford’s wife in 20th Century-Fox’s “Fallen Angel.” She joins a cast headed by Alice Faye, Dana Andrews, Linda Darnell, Anne Revere, Charles Bickford and Bruce Cabot. Otto Preminger is producing and directing.

Samuel Goldwyn has engaged Lionel Stander for a featured role in “The Kid from Brooklyn,” next starring vehicle for Danny Kaye. The character comedian will play the role of “Spider” in the Technicolor picture, soon to go into production under the direction of Norman Z. McLeod. Cast includes Virginia Mayo, Walter Abel, Vera-Ellen, Steve Cochran and Eve Arden.

Jess Barker has been set for a featured role in Universal’s “As It Was Before,” the Luigi Pirandello story which is to star Merle Oberon and Charles Korvin. William Dieterle will direct.

Kurt Siodmak has been signed by Warners to write the screenplay of “The Beast With Five Fingers,” which William Jacobs will produce.

Van Johnson and Jean Porter will record the new Ralph Blane-Hugh Martin song, Tell You What I’m Going to Do, for MGM’s “Early to Wed.” Johnny Green is musical director on the Technicolor comedy-with-music, which Eddie Rizoll is directing and Jack Cummings producing.

Mel Ferrer has been raised to full director at Columbia studios and as his first assignment will handle the meg on the screen adaptation of George Stratton Porter’s best seller, “The Girl of the Limberlost,” which Alexis Thurn-Taxis will produce.

Arthur Loth, Roy Gordon and Andy Andrews have been added to the cast of “The Shanghai Cobra,” Monogram film starring Sidney Tolley as Charles Chan. Phil Karlson is directing for producer James S. Burkett.

Armand Schaefer, Republic producer, will film “That Man of Mine,” a dynamic story of the iron ore industry, starring Michael O’Shea. Much of the drama will be filmed in northeastern Minnesota, where a camera crew has already made background scenes.

RKO announced acquisition of screen rights to “Die Gently, Stranger,” by David Tuteraff, one of the outstanding Russian poets of the present day. Story has for its background the beaches of Stockholm. Val Lewton will produce, and plans call for its filming with an all-star cast.

Angela Lansbury was assigned to play Rusty, one of the two feminine roles opposite William Powell in MGM’s “The Hoodlum Saint,” to be directed by Norman Taurog. Cliff Reid is producing.

Tom Moore, famed silent screen star, has signed a long-term acting contract with 20th Century-Fox, where he has been serving as dramatic coach for the past seven years. His first role will be an important one in Director Henry King’s “American Guerilla in the Philippines.”

Peter Lorre has been assigned the role of Contras, key character in Graham Greene’s mystery novel, “Confidential Agent.” The horror man joins a cast headed by Charles Boyer, Lauren Bacall, Karina Paxinos and Dan Seymour. Herman Shumlin will direct and Robert Buckner produce for Warners.

Jan Wiley and Clara Blandick were signed for feature roles in Universal’s Technicolor production “Frontier Gal,” which stars Yvonne De Carlo and Rod Cameron. Charles Lamont is directing.

Robert Clarke, former radio announcer now being groomed for stellar roles by RKO, draws a featured part in Zane Grey’s “Wanderer of the Wasteland.” He joins a cast which includes RKO’s new western star, James Warren, Audrey Long and Richard Martin.

**Cameras Start on ‘Dick Tracy’ With Morgan Conway as Sleuth**

With Morgan Conway, popular stage and screen actor, in the title role of the dauntless sleuth whose exploits are followed by millions of newspaper readers, “Dick Tracy” is now before the RKO Radio cameras. Anne Jeffreys is playing Tess Trueheart, Tracy’s sweetheart who never quite gets him to the altar.

New characters have been developed by the scenarist, Eric Taylor, and through the cooperation of Chester Gould, creator of “Dick Tracy,” will make their bow soon in the newspaper strip.

The menace in “Dick Tracy” will be a new character known as “Splitface,” to be played by Mike Mazurki. Herman Schom is producing the picture under the executive supervision of Sid Rogell. William Berke is directing.

**Winninger in Columbia Film**

Charles Winninger, veteran stage and screen comedian, has been signed to play Rosalind Russell’s father in Columbia’s “Some Call It Love” (tentative title). Miss Russell is starred with Lee Bowman and Adele Jergens. Alexander Hall is directing and Virginia Van Upp producing.

**Travers Band for Western**

Merle Travers and His Bronco Busters, Western musical troupe, have been signed by Columbia to do specially acts in “Powder River,” first of the series of westerns co-starring Charles Starrett and Smiley Burnette.

**‘I Married Them’ Bought**

“I Married Them,” a novel written by Janet Van Duyne and just published by Howell-Soskin, has been acquired for the screen by Paramount.
Four Films Set to Start
At Monogram in June

Four pictures, comprising two westerns and two high-budget dramas, will go before the cameras at Monogram during June, according to Trem Carr, executive director.

First film of the month, on the 5th, is “Gregory,” murder mystery starring Edmund Lowe with Jean Rogers, and directed by Phil Rosen for producer Louis Berloff. June 18 marks the start of “Allotment Wives,” drama to star Kay Francis, and to be directed by William Nigh, with Miss Francis and Jeffrey Bernerd producing. Starting on the same day will be “The Lost Trail,” western starring Johnny Mack Brown with Raymond Hatton; and final production of the month, starting on the 25th, will be the fourth in the western series starring Jimmy Wakely with Lee “Lasses” White, to be produced and directed by Oliver Drake.

Rowland to Direct ‘Alley Cowboys’

Roy Rowland has been assigned to direct MGM’s “Alley Cowboys,” the story of Cal Farley’s Texas ranch, known as ‘Boys’ Ranch.’ Together with Producer Robert Sisk, Rowland left for Amarillo, Texas, last week to study at first hand the lives of the boys who run the ranch on a cooperative basis. Skippy Holmber will be starred in the production slated to start early in July.

New Pacts for Sullivan, Russell

New contracts have been awarded by Paramount to Barry Sullivan, who recently completed the romantic lead in “Duffy’s Tavern,” and William Russell, former studio dramatic coach who made his debut as a director on “Our Hearts Were Growing Up.”

IT LOOKS LIKE FUN. Movie-making looks like a lot of fun in the photo above, but we’re assured there’s also much hard work connected with it. Anyway, Director Eddie Buzzell looks on while Esther Williams and Van Johnson rehearse a scene for MGM’s “Early to Wed,” which Jack Cummins is producing.

New Independent Producing Firm Is Formed by Benedict Bogeaus

Formation of a new independent film producing organization which will begin functioning as soon as production is completed on “The Diary of a Chambermaid,” which Benedict Bogeaus is making in association with Burgess Meredith for release through United Artists, was announced this week by Bogeaus. The new organization includes Bogeaus, Meredith, Panettie Goddard, star of “Diary,” Lewis Milestone and Jean Renois.

The announcement is seen as presaging a new era of active participation in film production by top stellar personalities. The new group will also dedicate itself to the “discovery and development” of new talent.

Berman to Produce ‘Mansions’

W. H. Hudson’s story, “Green Mansions,” which MGM will make with an all-star cast and which will be one of the big pictures of 1945 from the studio, has been assigned to Pandro S. Berman to produce. Berman recently returned from a vacation.

Farrow to Direct ‘Calculata’

John Farrow, who directed Alan Ladd and William Bendix in “China Doll” and “Two Years Before the Mast,” is to direct the two stars for the third time in Paramount’s “Calculata.”

Cummings’ Next for Wallis

Robert Cummings’ next assignment for Hal Wallis Productions will be the starring role in “Dishonorable Discharge,” the script of which is being developed from an original idea by John Farrow.

Scripting Cisco Kid Story

Victor Hammond has commenced work on untitled story to be the fourth in Monogram’s Cisco Kid series, starring Duncan Renaldo with Martin Garralaga.

Mrs. Showman Goes
Studio Strolling

Dear Mr. Exhibitor’s Wife:

Remember the time I invited you to go with me to RKO to meet their new young star, Bill Williams? And remember, when you did, you agreed with me that he had the makings of a top box-office star.

Well, today I learned that he’s being co-starred with Susan Hayward and Dirk Lukas at RKO in “Deadline at Dawn.” So, when I heard that it was already in production, I made arrangements for us to go there.

We saw the actor on stage meet a young dance-hall girl and they become involved—with a taxi-driver (Lukas)—in a strange murder. Suspicion is thrown on all three of them, with each suspecting the other, and terrific suspense is built up because they MUST solve the crime before the baller’s leave is up.

We find Lukas just leaving as we approach. He has finished his work for the day, so we greet him before we enter the stage. Inside, there’s a lot of commotion, for they’ve just ended a scene and are moving the lights, camera, etc., to another set. This time it’s to be the living room of the murdered woman’s apartment; a part played by Lola Lane.

While they’re setting-up, we get our chance to visit with Williams in his dressing room. And we still feel the same about his future in pictures, when we leave to meet the other people in the picture. The first is Susan Hayward, who looks just as young and just as attractive, in spite of being the mother of twins. Then we meet Lola Lane, all dressed up in a snazzy pink negligee and gown (the outfit she wears when the body is found). From Miss Lane we’re taken over to meet Director Harold Clurman, brought here from New York to try his hand at pictures.

With the set-up ready, we all go to “work”—we, of course, on the ad-libbing, Jack as the dead woman, and Williams and Miss Hayward at the doorway to the room. Scene starts with Susan saying a few words to Williams, then walking out. They have to essay several repeats before it’s a “take,” for Susan has been having trouble with what they call in acting parlance, “the business.” She’s been making faces while speaking, and thus breaking him up. This is all in fun, until they know it is THE “take,” at which time they both do it perfectly.

When a repetition of the commotion we came in on starts again, meaning they’re moving to another spot, we bid our adieu.

Until next week.

Ann Lewis

ADY

Can’t Get It?

Joe Hornstein Has It
DING DONG WILLIAMS (RKO) Comedy. Principals: Glenn Vernon, Marcy McGuire, Anne Jeffreys. Director, William Berke. Plot: A young jive clarinet player is hired by a writer to write a "symphony" for a motion picture, but he doesn't know one note from another. Scores of hilarious situations develop as several attempts to get the young bandleader into the proper mood to compose the needed music and get it down on paper. His romance with the young secretary is saved when the job is re-awarded after he makes good.

RADIO STARS ON PARADE (RKO) Comedy - With Music. Principals: Wally Brown, Alan Carney, Frances Langford, Robert Clarke, Sheldon Leonard. Director, Leslie Goodwins. Plot: This is the romance of a nightclub singer and her GI sweetheart, and the girl's efforts to crash big time radio. The road to success is hampered by a Chicago nightclub owner whose schemes are wrecked by the antics of a couple of ham comedians. The plot manages to give her audition and scores a big hit.

FOR BETTER, FOR WORSE (MG M) Comedy. Principals: Robert Walker, June Allyson, Audrey Totter, "Rochester," Director, Richard Whorf. Plot: A young sailor, given an unexpected discharge, marry's the young girl he fell in love with at a Canteen. Because of present-day conditions they must pass as a couple of hams. The plot closes with her being unable to adjust it; they decide to separate. At the last moment their love for each other makes them relent, so they go back together to try again.

I LOVE A BANDLEADER (Col.) Drama-Principals: Phil Harris, Red Skelton, Leslie Brooks, Walter Catlett, Carole Mathews, Director, Del Lord. Plot: A sciencpector in a New York nightspot, falling victim to amnesia, becomes a bandleader. When he discovers that the girl he loves, a singer with his hand, has doublecrossed him, he runs away. But he returns to help him and his music and his memory return at the same time. In spite of learning the truth about himself, the man chooses the girl he loves, plus his musical career, for his future.

THE STORK CLUB (Para.) Comedy-With-Music. Principals: Betty Hutton, Don De Fore, Barry Fitzgerald, Andy Russell. Director, Hal Walker. Plot: A hatchet girl at the Stork Club comes into an unexpected windfall when she saves a millionaire from drowning, and is rewarded with unlimited champagne, Washington and, opening on a new nightclub. All arising complications result from her desperate efforts to explain her mysterious good fortune to her boy friend, whose band she has banned, to her friends, to her boys, and all else.

ENCHANTED VOYAGE (Fox) Drama. Principals: John Payne, June Havie, Celine Bevans, Charlotte Greenwood, Connie Marshall, Director, Lloyd Bacon. Plot: This is the tale of an old man and his dreams, of a home-made schooner that sails imaginary seas; of a little girl whose unwavering faith inspired the strangest voyage ever made in the Louisiana bayous; of a boy who went to war and came back a man, and of a girl who waited.

PARDON MY PAST (Col.) Drama. Principals: Fred MacMurray, Marguerite Chapman, William Demarest, Akin H rear, Director, Leslie Fenton. Plot: Two discharged servicemen arrive in New York, en route to the Middle West where they plan to invest their savings in a mint farm. One of them is mistaken for a notorious playboy, his pocket is emptied of all his savings and he is forced by circumstances to play along with the crooked friends of the socialite until he can recover his money. This he does, and all ends happily.

THE BLUE DHARIA (Para.) Mystery- Drama. Principals: Bud Abbott, Lou Costello, Frances Rafferty, Bob Stanford, Director, S. Sylvan Simon. Plot: The famous comedy team appear as a lawyer and a porter, respectively, who turn actors' agents in order to further the Hollywood career of a young singer. The result is a series of adventures that lead to success for the singer and a new barber shop, all their own, for the comedians.

## Short Subject Reviews

**Popular Science** (Good) Para. (J4-5) 10 mins.

The Solar Horse, made entirely of glass, is shown with all of its advantages and is followed by supplementary biological miracles in connection with the scientific incubation of eggs and the raising of chicks to cut maturing time by half. Final item shows the development of the Army Sea Rescue Service by which air pilots and crews are saved by rubber rafts supplied with radio, fishing equipment, water supplies, etc.

**Duck Fimples** (Very Good) RKO (2316) Donald Duck 8 mins.

Donald Duck, reading a horror detective story, conjures up images of the writer about whom he is reading. Even the author comes out of the book, decides that Donald is innocent of the story's crime and when everything is quiet again a thunder and lightning storm heightens the atmosphere and a huge ape appears suggesting to Donald that he imagined everything. In Technicolor. Perfect for any program.

**Beau Ties** (Fair) Para. (D4-4) Little Lulu 8 mins.

Fats is seen as the scapegoat for Little Lulu again in this Technicolor short. He pretends sickness and upon being discovered đầying with a blonde youngster is on the receiving end of Lulu's torments. In the end she relents, feeding him with all sorts of delicacies. Seems to lack imagination in script preparation. Just fair.

**Fan Fare** (Fair) Para. (R4-8) Spotlight 9 mins.

A series of sports questions is interwoven with scenes from the sports activities about which the questions have been asked; and a switch from sports to nature supplies views of smalls, beavers and otters to supply answers to missing words from famous similies such as "Busy as a . . ." A departure from the usual Spotligh task, lacking the usual interest.

## NEWSREEL SYNOPSIS

(Random Saturday, June 9)

MOVICTONE NEWS (Vol. 27, No. 80)—Debated Navy war leaders rounded up by Allen: American Generals return in triumph from European War; Stolen Nazi loot seized by Allies at Berchtesgaden; Bathing beauties use Florida sun for lovely tan; Spectacular water displays at US. Dam; Pipeline under channel aided victory in Europe.

PARAMOUNT (81)—Ten thousand Yanks come home after German defeat; Steve Early honored: How pipeline under the ocean aided victory in Europe.

RKO PATHE (Vol. 16, No. 83)—Philadelphia honored General Bradley; Truman honors Steve Early; Yanks visit Berchtesgaden; Allies take Georting; Resuming, von Kuestedt; Undersize oil line fed invasion.

NEWS OF THE DAY (Vol. 16, No. 278)—Goering takes with Poles: Homecoming for U.S. Veterans; Soviet Army honors Patton; West Point sky salute; Honors for General Biddle; Briefly: Memorial Day.

UNIVERSAL (Vol. 18, No. 404)—Allies seize German boat and criminals; How British laid oil pipelines across channel to supply Allied Armies; Mid-summer Victory Garden; War chiefs return to U.S.; War Bonds launch new flotato.

(Random Wednesday, June 6)

MOVICTONE (Vol. 27, No. 79)—Battie for Okinawa; British Navy joins American Fleet in the war on Japan; Welcome home for General Clark; Food Administrator Jones appeals for aid to farmer: Motor daredevils put on thrilling merry-go-round; Mrs. Truman christens an Army and Navy hospital plane.

PARAMOUNT (No. 80)—Nation honors heroic dead; Anzio beachhead visited by Yanks on Memorial Day; Americans on Okinawa give special meaning to Memorial Day; Farm help wanted; Pacific crisis; Briefly: Homeboy christening; as Mrs. Harry Truman runs into difficulty.

RKO PATHE (Vol. 16, No. 82)——Stettinius reports for China; South Pacific; Okinawa; General Mark Clark hailed in Chicago; Navy Yard tackles big repair job; Jones asks crop corps volunteers.

NEWS OF THE DAY (Vol. 16, No. 277)—Yanks raise flag on island; Thousands through mail on Okinawa; Fighting: General Clark sees Japan's dooms certain; More GLs home; America's 250th birthday; "Porky" Parlay farmers need your help; Hospital planes christened by Dick Powell; Preview: Memorial Day.

UNIVERSAL (Vol. 18, No. 409)—Memorial Day observance in Arlington National Cemetery and Anzio Beachhead; US. Navy Bureau of Information; Mrs. Truman christens Army and Navy hospital planes; Farmers workers needed; RCAP parachute rescue; General Clark in Chicago; Iron Prince welcomed.

ALL-AMERICAN (Vol. 3, No. 137)—Yanks set up radio station in Burma; Craejgen serves in capital-labor dispute; Cleveland's Karamu house does notable job; Nation honors fallen heroes with parade; First Yanks from European war theatres.

## Shown's Choice From Coast to Coast

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ADV.

**What Are Your Needs?**

Joe Hornstein Has It
NEW PICTURES STARTED LAST WEEK

Despite the strike, uneven weather, and other factors, the number of pictures started last week as received the "go" signal a year ago at that time. It was seven last year, and it's seven again this year. Here are the pictures that went into production last week:

**METRO-GOLDwyn-MAYER**


**PARADE OF THE FAMOUS**

**P.R.C.**

** Republic**

**Universal**

**W.B.**

**NEW TITLE CHANGES**

"Wanted Men" (PRC) now FLYING BULLETS.

"Ride, Range, Ride" (PRC) now FRONTIER FUGITIVES.

**FILM BUYER'S PRODUCT SUMMARY**

Features (not including western series pictures) completed and in production.

Completed—Release Date Set Not Set

In Production

**COL.**

**METRO.**

**MONO.**

**PARA.**

**RKO.**

**REP.**

**SUMMARY**

'SKANSAN,' Two—1923.

**SHOWMAN'S TRADE REVIEW**

June 5, 1945
There is nothing magical about the immensely successful idea behind Showmen’s Trade Review as the preferred service paper of the motion picture industry. The plan is simply to give the working theatreman what he needs in his business to operate his business profitably.

Thus this paper gives the theatreman every-week service on film product information, practical ideas on operation, news briefed down to important matters which directly concern him, in order to supply what it takes to help him book pictures, merchandise the shows and run the theatre efficiently.
For: Mr. Exhibitor

RX

Take THREE every day...regularly...and watch that Box Office appetite improve...that CIRCULATION of patrons increase...and that EXTRA PEP and VITALITY that's injected into your business *** No danger of an overdose of these VITAMINS...because they're out to do you GOOD...and they're backed by TWENTY-FIVE YEARS of painstaking research by the NATIONAL SCREEN Clinic For Box-Office Ailments *** Get those NSS ADVERTISING VITAMINS Today...and increase the MOB-PRESSURE at your Box Office.

DOCTOR The Prize Baby

25th YEAR OF SERVICE TO THE MOTION PICTURE INDUSTRY

VITAMIN "A" (ADVERTISING)
Along Came Jones
A Thousand and One Nights
Bedside Manner
Conflict
Incendiary Blonde
Jungle Captive
Junior Miss
Steppin' in Society
The Frozen Ghost
The Lone Texas Ranger
Why Girls Leave Home

PRODUCT GUIDES
Begin on Page 43

Vol. 42 No. 22
JUNE 16, 1945

Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published weekly by Showmen's Trade Review, Inc., 1501 Broadway, New York, N. Y., U. S. A. 10 cents a copy, $2 a year.

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

ALLEN WILSON
HERBERT J. YATES, Sr.
Chiefs of production of Republic studios, where an ambitious program for bigger pictures is planned to launch Republic on its second decade—the company currently is celebrating its 10th Anniversary. (See page 19.)

Two More Weeks to Finish
The Job—Sell More Bonds
Imagine the surprise of Mr. Rip Van Winkle when he began to ask questions after his long snooze.

“When I fell asleep years ago,” said Mr. Van Winkle, “a young Lion named Leo of M-G-M was the talk of the industry. Who's doing the roaring now?”
Yes, indeed! Mr. Van Winkle found that M-G-M was still the big noise of the industry—that’s what probably woke him up. And when he heard about those giant production enterprises “ZIEGFELD FOLLIES” and “THEY WERE EXPENDABLE” and learned that they also are M-G-M, he did handsprings!
Some of the hits produced by the Miracle Man of the Boxoffice!

- THE GREAT McGINTY
- THE MIRACLE OF MORGAN'S CREEK
- HAIL THE CONQUERING HERO
- SULLIVAN'S TRAVELS
- THE PALM BEACH STORY
- CHRISTMAS IN JULY
- THE LADY EVE

Preston Sturges’ first U. A. Production!

"The Sin of HENRY DIDDLEBOCK"
Horn of Plenty

Back in the late thirties, when the film companies began to lose their lucrative foreign markets, it was tough and go for a while as the experts tried to figure out how they could keep the companies out of the red on income derived solely from the domestic exhibitors.

Fortunately for the picture companies, business took a sudden spurt at theatres all over this fair land and, praise be, at this writing the boom, while easing off, still is something slightly fantastic. Or, to put it plainer, the companies are all making so much dough that even the head men are surprised, and not a few of them still can’t figure it all out. All they know is that picture after picture piles up tremendous domestic grosses.

Now conditions are changing and once again the foreign market is beginning to open up. The opening is slow, it is true, but there is continued growth with tremendous possibilities looming for the future. When the world gets back to normal it will mean that still more revenue will be available to the film companies that are successful in selling their pictures here and abroad.

Such being the case one could wax somewhat sentimental and assume that rental prices might then be brought down for the domestic customers — since the foreign markets will more than make up for whatever slight reductions that would be made for the exhibitors in this country.

We wish we could wax sentimental that way. But the cold, hard facts of film business history convince us that the desire for more and greater revenue will not prompt any of the head men or sales executives of the film companies to cut down on rentals and percentage demands in this country.

Frankly, we believe the disposition to ask more and more is all wrong. What earthly difference does it make if Company A does make more money than Company B? Must all of them always work on the basis that each must top the other in revenues?

Ours is a great industry. But it is an industry in which there must be some semblance of balance and equality between its various branches. There can’t be any lasting good health and prosperity in an industry if one branch makes millions while another makes pennies. If revenue is so good for the film companies, why can’t they ease off some of the burdens on the theatre branch, so that some of the customers who are very much in the have-not class can make a little extra profit too?

Republic’s Anniversary

Republic currently is celebrating their tenth anniversary, and we can heartily join in the spirit with which the company marks this milestone.

To Herbert Yates and Jimmie Grainger go a ringing round of applause for the marvelous manner in which these two have steered their company from a small beginning to a position of eminent stature in the industry.

Outstanding in their achievement is the fact that they have played fair with their exhibitor customers, and that is a policy that can be recommended as an order-of-the-day for every day in the home offices and branches of all companies.

If one wished to emphasize that exhibitor goodwill is absolutely essential to the growth and success of a producing and distributing company, he could point to Republic and its progress.

We have travelled this country as much, perhaps more, than other trade paper publishers for the purpose of meeting exhibitors on their home grounds, and we know what we are talking about when we say that Republic enjoys a tremendous amount of exhibitor good will. We have listened to beefs about tough trading, about how the turkeys had to be bought in order to get the top money pictures — but never have these beefs ensued when Republic was mentioned.

It is upon such a solid foundation that Republic can go on building bigger and bigger structure in the field of production and distribution.

More power to Mighty Republic.

Finish The Job

There is but a short time left before the Showmen’s Seventh War Loan reaches the finish line. But in that short time you showmen can give it a whirlwind drive that will insure complete success . . . plus.

Dig deep into that bag o’ tricks and see what you can come up with in the way of a smash ending to a glorious campaign. Stunts successfully used earlier might be revived as part of your last week or ten days of bond selling.

Come on boys and girls, Sam Pinanski is grinning all over the joint. Let’s keep him smiling right up to the last gun.

—"CHICK" LEWIS
Government Answers Cite 695 Complaints Against Majors

Attorneys for defendants in the New York anti-trust suit, scheduled to go to trial next October, this week learned that the Government may call on 172 exhibitors for additional testimony on complaints made by them since 1940. The Government has been asked to explain any answers to the producer-distributor interrogatories served on the Government pursuant to a court order of May 31.

Giving an indication of the long-drawn battle that may develop if the suit is not settled before trial are such details as the total of 695 separate complaints against the defendants which are cited in the Government's answers. The complaints range from a high of over 100 against some companies to 63 against others. Twentieth Century-Fox, Warners and Paramount each have more than 100 listed against them; MGM, RKO, Universal, United Artists and Columbia receive organized opposition to the number of complaints against each.

Even more revealing as to the length to which testimony may go in the suit is the tremendous range of subjects represented in the complaints cited. They include withholding of prints, forcing of blocks, forcing percentage deals, forcing short and newreels, refusal to fix film rentals, refusal to make affiliated theatre, refusal to sell first, second or subsequent runs, discrimination in favor of affiliated theatres, arbitrary over-overs to affiliates, building in opposition, forcing features and trailers, discriminatory film rentals, refusal to allow double feature shows, and refusal to designate play. Each major commercialized trade shows alleged allows affiliates, delaying servicing of prints, refusal of proper runs, allowing affiliates additional first-runs, unreasonable charges, copyrighting complaints on a percentage basis while allowing affiliates to pay flat rentals, depriving independents of product, overbuying of features and westerns by affiliates, forcing the buying of trailers, threatening to build in opposition, attempting to buy out the independent, breaking contracts, charging independent conditions, discussing one picture on another, granting preferred trailing to affiliates, forcing the independent to seek new bookings, block booking, buying more film than is needed, and forcing the playing of foreign films.

Following are the exhibitors and theatres complaining since 1940:

Arizona: T. D. Souris, Grand, Miami; Nick and Frank Diamos, Diamos Phoenix Amusement Co., Tucson; P. Martin, Martin-Clifton and Royal, Moreno.

Arkansas: D. H. Coleman, Landem, Batesville; C. N. Jenkins, Bentonville.

California: T. Stamm, El Campanil, Casino, Aurelio; B. Lentzsch, Alva, Alvin, Granda, Bakersfield, River, Giddle; L. Frank, Bellflower and Circle, Bellflower; W. J. Hille, Delta, Brea, Niles, Niles, Oakley, Oakley; Tom Mallory, Jr., Ritz, Caltanga, Union and Fox, Napa, Crystal, Salinas; Leslie G. Pancake, Sugar Loaf, Central Valley; Glenn Hopper, Kalamazoo, Kalamazoo, Victor; C. M. Fisher, Madera, Downey; Allan Calahan, El Cajon, El Cajon; L. Schwartz, El Monte, El Monte; C. M. Rosen, Salinas and Salinas, Fairfield; Leroy, Desert, Indio; Gerald Hardy, Piedmont, Fresno; Benton Jones, La Mesa, La Mesa; David Eckert, Elbell, Long Beach; George M. Brumley, Campus, Los Angeles; George M. Alderson, York, Los Angeles; L. B. Bard, Colorado Corp., Ltd., Los Angeles; Granada, Long Beach, Marael and Hawaii, Los Angeles; William Kay, Kay, Los Angeles; Victor, Downey, De Kal, Pico, Los Angeles; Gordon, Los Angeles; Grover Smith, Grover Smith Theaters, Los Angeles; Samuel Osnit, Astor, Los Angeles; Herman Lewis, Los Felix, Los Angeles; Tobin, Bob, Los Angeles; Los Banos Amusement Co., Del Rio, Oakland; A. A. Barnett, Oakland, mens.; O. A. O. Canton, Orinda, San Francisco; R. B. Randall, Orinda, Orinda; D. L. Townhall, Quincy; Robert L. Lipper, Grand, Richmond; Les P. Thomas, Ramona, San Diego; John T. Reynolds, and San Fernando; Downtown Theatre Co., San Francisco; Harvey Amusement Co., Menlo Park, Palo Alto and San Mateo, Westwood; Means, Lynwood, San Francisco; Morris F. Rosenberg, San Francisco; New Salinas Theatre, Inc., San Francisco; M. P. Sanis, Hector, San Jose; Walker, State, Yost, Huntington Beach Surf, Santa Ana; W. L. Allen, Avon, Santa Ana; Raymond Syvret, Valdost; Hugh W. Brune, Whittier, Wardman, Roxy, Whittier; M. E. Glider, Lake, Woodland, California; Colombo, Willam Williams, State, Boulder; True, Willam, Broadway, Denver; L. C. Snyder, State, Fort Collins, Colorado; R. L. Coughlin, Miami; Harold Merry, Merry West, Miami, Crane, Playhouse, St. Peters, L. J. Ralhouse, Reno, Tampa, Idaho: Frederick, Union; Los Angeles; Walter (Continued on Page 8)

Charles S. Chaplin Is Appointed New UA Canadian Sales Manager

Charles S. Chaplin, United Artists Montreal branch manager, has been appointed Canadian sales manager, it has been announced by Carl Leserman, UA general manager, in Los Angeles. Chaplin will have complete supervision over UA's six Canadian branches, located in Calgary, Montreal, St. John, Toronto, Vancouver and Winnipeg, with headquarters in Toronto.

George Heber, St. John branch manager, will succeed Chaplin as Montreal branch manager and Sam Kunitsky, Montreal salesman, has been appointed assistant to Chaplin, who has been with UA since 1930 when he joined the Toronto office, left Montreal for Toronto late last week to take up his new duties.

Eight Studio Strikers' Votes Disallowed in Election by NLRB

Eight of the 62 votes cast by studio walkout strikers in an election have been disallowed, Coast National Labor Relations Board officials have disclosed. Seven of the votes were disallowed out because the voters were unemployed at the time of the strike and the eighth because the voter was discharged the day before the strike. The Screen Set Designers Local 1421 is considered to have won the election, provided the sealed ballots disclose the strikers voted for affiliation with it as is asserted by the Conference of Studio Unions.

Some 50 votes were cast by the IATSE and the union immediately suggested the picture producers and the union agree to allow sealed ballots to be counted now, and eliminate the need for a local hearing.

Reagan on Paramount Board

Charles M. Reagan, Paramount vice-president in charge of sales and distribution, has been elected to the company's board, succeeding the late John W. Hicks, Jr.

Urges Speedup of Trial

Appointment of three judges, one from the New York Court of Appeals and two from the Federal Court, to "expedite and hear" the testimony in the anti-trust suit of the Department of Justice against the eight major producers and distributors was made this week by U. S. Attorney General Francis Biddle. It is stated in the application, filed in New York Federal Court, that the Department of Justice considers the "suit of great public importance," and that the trial should start as soon as possible.

The action is scheduled for Oct. 8 before Judge Henry W. Goddard. Since Biddle's application was made to the senior judge in the Circuit Court of Appeals, a hearing on it should be forthcoming within the next fortnight.

16-mm Distribution Is Set by Ross Federal

A National non-theatrical 16-mm distribution system, with its major exchange headquarters has been set up by Ross Federal Service, according to Desmonie A. Ross, general manager. The branches will be equipped with film libraries and projector operators, and the company's 2,000 employees will make it possible to spot projector service in 50-mile areas within each exchange.

The films will be available for sales training programs, industrial organizations and educational institutions with a special division for schools and colleges on a rental or sale basis. A single film projector will also be offered. About 100 films in all will be available in about 30 days and 400 in six months. To aid companies in preparing effective commercial films, Ross Federal is also forming a picture production advisory service. The company's checking service will be continued in conjunction with the non-theatrical project.

Directors From Seven Companies Chosen by Motion Picture Export

The newly formed Motion Picture Export Co., a nationwide sales and service agency, have been named by Joseph A. McCoube, Columbia; Murray Silverstone, 20th-Fox; Arthur M. Loew, Loew's; George W. Service, Paramount; Philip R. Reis, RKO; Joseph S. Selznick, Universal and Sam Schneider, Warners.

United Artists is not represented on the directorate. One more director from the independent field will be selected soon.

I. E. Swirnoff, Exhibitor, Dies

I. E. Swirnoff, 38, associated with Ben Marcus in the S and M circuit, died June 9th at his home at Nellisville, Wisconsin, following a short illness. He is survived by his widow and three children.

SHOWMEN'S TRADE REVIEW

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Donald Nelson Named President of SIMPP

Donald M. Nelson was this week elected president of the Society of Independent Motion Picture Producers, succeeding Loyd Wright, who remains as general counsel. David N. Noyes, who worked with Nelson in Washington, was elected vice-president. Nelson will take over his new duties June 29 and will have offices in New York and on the Coast.

Nelson's services were obtained through overtures made by David O. Selznick, with other members of the nominating committee comprising Samuel Goldwyn, Roy Disney, Walter Wanger, S. Lesser, and Edward Small.

John C. Flinn will remain as executive secretary of the society.

Republic's Spanish Films

At least six Spanish-speaking pictures to be filmed in Mexico City will be made by Republic Productions, Inc., during the coming year, according to Herbert J. Yates, president, who recently retraced the steps to New York from a three-day visit to Mexico City to analyze production facilities there. While in Mexico, Yates conferred with Miguel Alaman, former Minister of the Interior, who resigned last week to become a 1946 presidential candidate. He also met with a group of prominent exhibitors headed by Emilio Azkarraga, owner of a chain of large theatres and Mexico's two most powerful radio stations.

Jack Made UA Division Manager In Charge of Fifteen States

Fred M. Jack, United Artists Dallas district sales manager, has been promoted to division manager with supervision over the South and Southwestern territories, it has been announced by Carl Leseman, general sales manager. Jack will make his headquarters in Dallas, where he is at the moment, but will make travels throughout the fifteen states in the division and will work under the direct supervision of Leseman. With United Artists for three years, Jack had previously been with Warners in various sales capacities for 21 years.

Goodman Back to Para. Post

Monroe Goodman, assistant to Oscar A. Morgan, sales manager of Paramount Shorts and News, has been honorably discharged from the United States Army and is resuming his former position in the short subject department. Goodman, who was drafted last Dec. 1939, has completed 26 months in the armed services.

Van Praag Opens Exchange

Morton Van Praag's new Supreme Pictures Co. opened in Chicago this week.

Industry Executives On General Committee To Guide National Meet of Variety Clubs

Organization and other activities of the 10th national meeting of the Variety Clubs of America, to be held in New York Aug. 16-18, will be guided by a general committee whose membership was announced this week by the executive chairman, R. J. O'Donnell and John H. Harris, and assistant executive chairman, Chick Lewis.


A preliminary parley of the National Canvassers is scheduled for Aug. 15, day before the opening of the convention. The after-dinner banquet of the gathering will be the presentation of the Humanitarian Award at a banquet on the night of Aug. 17 in T.C. A. and Waldorf Astoria. Last year, the award was made to Cordell Hull, former Secretary of State.

To conform with wartime conditions, the national meeting will be streamlined, with attendance and social events held to a minimum. Each of the Variety Clubs will be represented by two delegates and the national Canvassers. However, between 750 and 1000 persons are expected to attend the Humanitarian Award banquet.

Para. International

To Build Theatres

Paramount International has organized a theatre department headed by Clement S. Crystall, veteran New York builder, general contractor and real estate operator, the purpose of which will be to acquire theatre properties, construct and renovate suburban theatres and to build the company's world-wide theatre operations including construction, remodeling and actual theatre operation, with George Weitner, new president of the company.

Crystal, who was recently discharged as a lieutenant colonel from the AUS Corps of Engineers, had built, conceived and marketed a number of Eastern theatres before entering service. Among those are the Trans-Lux on Broadway and 49th Street which he constructed and the Criterion, on which he supervised construction. The headquarters for the new department will be on the 10th floor of the office home, now undergoing extensive remodeling.

Other developments in the international scheme of things include:

Paramount International's Roger Williams, recently returned from Mexico City, has flown to North America to take up his post there. In Elias Lapinere, public relations and advertising head in Continental Europe, is in Paris. Robert L. C. Pracht, Latin America head, has arrived at his Mexico City headquarters following a tour of Puerto Rico, Port-of-Spain, Caracas and Panama. Paramount's Budapest office has resumed its activities. . .

United Artists foreign News: Marcel Coopmans, Brussels manager, is supervising the transatlantic activities there with the aid of the O.W.I. Anthony and George Anzeyros, Greek agents, bid farewell to the scraps of the continent, now that the war is over, and have opened in Piraeus, Greece. Fred Mueller, Italian representative, and company agents in Sofia, Bulgaria, having handled several prints, are now exhibiting them in their respective countries. . . An exchange has been opened in Tel-Aviv, Palestine, supervised out of Cairo.

RKO Foreign News: Captain B. D. Lion, has called a conference to his foreign office sales department, where he handled European, United Kingdom and the Far Eastern Division, before joining the Army in Dec. 1942. . . Arno F. Kogelenko, manager of RKO in China before the war, is in New York, as is Leon Britton, Argentine manager.

The foreign department's house organ, under Mike Hoffay, will carry a seven language spread on "The Body Snatcher" in the next issue. The languages will be English, Spanish, (Continued on Page 8)
On Nearly Every Screen

Based on enthusiastic exhibitor response to Paramount's "One Third of a Century" celebration Aug. 26 to Sept. 29, the company's distribution personnel looks forward to the Paramount trademark on practically every theatre screen in the country. Stories are being made during Paramount Week, Sept. 2-9, Charles M. Resgan, vice-president in charge of distribution, revealed this week especially the popularity the district managers are showing in the sales forces in the field with whom they have been meeting in conjunction with the special observance.

Parra, International

To Build Theatres

(Continued from Page 7)

Portuguese, French, Arabic, Hebrew and Hindustani. . . . "The Three Caballeros," playing its fifth week at the New Gallery, London, "has reported the "White Knight" by two to one. . . . With the lifting of the ban on Russian subjects, "The North Star," now in its fourth week in seven Rio Theatres, is playing to top business.

Universal Foreign News: Al Daff, vice-president and foreign sales supervisor, is in Cairo. "Can't Help Singing" will have its first South American opening June 18, when the film will play the Fausto, Havana, at increased prices. The deal was set by Remon Garcia, Cuban manager.

Warner Foreign News: American films have been released in South America after five years, with speculators getting as much as 40 guilders ($15.12) for tickets. Lines formed seven hours before the opening. First Warner film released are "Saratoga York," "Air Force," "Watch on the Rhine" and "Action in the North Atlantic."

The Twentieth-Century-Fox Foreign News: Murray Silverstone, 20th Century-Fox foreign head, who has just returned from a seven-week tour of Europe and the Near East, has been here, according to a press interview that the company has acquired a 2000-seat theatre in Cairo, to be operated in association with the Egyptian Filmmakers Guild. It has been opened, the house is air-conditioned and which will play only 20th-Fox pictures. Silverstone was enthusiastic about Palestine, and he opened the doors of the three Theatres in Palestine on a two-a-day basis with exhibitors playing first runs at high prices in the evening performances and then booking them in the afternoon to reduced ad mission charges, after the evening run appears finished. Since schools are shown in Palestine Silverstone also opened offices for 20th in Beirut, Lebanon, covering Syria and Lebanon, as well as exchanges in Baghdad and Iraq. The 20th offices in Oud and Stockholm have also been re-opened, with Greece being operated through a distributor and Italy due to open soon. It is Silverstone's belief that the U.S. films are potential one of the world's biggest. Otto W. Bolle, acting manager-directing in Argentina and specializing of South Africa and New Zealand is here for conferences . . . Robert Kreiner, assistant European manager, has arrived in Stockholm from London. He will leave for Paris soon.

July Release for 'Romance'

Thrill of a Romance will be sold by MGM along the same lines as "Meet Me in St. Louis," but not on a separate contract form. It was announced this week by the company. The picture will be one of two features MGM will release in July.

Coast Theatremen See Boom Continuing

Exhibitors on the West Coast are optimistic that the present theatre boom will continue long after the war, according to Charles M. Resgan, Paramount Western division manager, who returned to the home offices over the weekend from a four-week trip through his territory in connection with Paramount's "One Third of a Century" celebration, which will be observed Aug. 26 to Sept. 29.

Smith said that a big building boom is in prospect for key centers such as Los Angeles and Seattle, with many new theatres planned to be built with the population growth there. Theatre grosses continue at a peak, he reported, citing as an example the exceptional business recorded by "The Affairs of Susan" which in its first week of release in the St. Francis in San Francisco, equaled the mark made by "Going My Way" for an identical moveover week—and also the gross run up at the Fox in San Francisco on the "Salty O'Rourke" opening.

Activity on the West Coast has increased tremendously with the shift of all war energies of the U. S. to the Pacific. Theatre business, Smith said, has benefited almost everywhere in the area. Pacific Coast business circles are preparing for a huge permanent population increase, especially in the large industrial sections, Smith reported.

He said that he had talked with John W. Hicks, Jr., president of Paramount International Pictures, Inc., overseas distributor of Paramount pictures.

Since 1934, Wolters has been a specialist in foreign sales and distribution. He has traveled around the world for Parra in his capacity as the late Mr. Hicks' executive assistant.

Joins Loew Foreign Staff

Arthur Loew, Loew's International president, has announced the addition of Arthur Pinco to the foreign staff. Pinco will be in charge of radio and phonograph sales for the foreign department and will make his headquarters in New York.

Langford, Supplier Dealer, Dies

Leroy P. Langford, 60, veteran motion picture industry supplier of 40 years standing, died last May 1, president of the Oliver Theatre Supply Co., died last week in Cleveland. The Capitol Theatre Supply Co. of New York had purchased Langford's business a little over a month ago. A widow survives.
Showmen Continue 7th 'Events' Record

Special events activities in connection with the Showmen's Seventh War Loan Drive continue to take place in various sections of the country. The following are typical examples:

Toledo—Every day is Free Movie Day in Toledo, with free admission to bond buyers any day during the war loan period. All radio and radio announcements advertising this campaign. Theatres bond headquarters opened in downtown strong window and public address system, and operated by different the-}

tre each day. Six jeeps being used by theatres, offering free rides to bond purchasers, jeeps carrying signs on special show and bond premi-}

ers. Mammoth outdoor sign atop Palace Theatre, visible day or night for many blocks. Theatres featuring special days for bond sales, such as “Buy a bond for a graduation present.” Large floats in all parades. Theatre representa-

tives covering ball games, night clubs, lunchroom meet-}

gs, etc., with bond sale promotions. These and other activities arranged by committee headed by Jack Lykes, Toledo drive chairman, G. W. Feigley, Mar-}

vin Harris and Ted Teuscher. Providence—Putting up a huge double-faced election banner for the 30th anniversary of his office. Manager, Edward L. Reed didn’t forget to include a plug for the Seventh War Loan. The banner extends from City Hall to the Bil-

mortheam, the Strand Theatre, best location in Providence. Springfield, Ill.—One of the most active committees, Springfield Theatre Association lined up with one of the big events for Sangamon County the appearance of the S.S. Helena band, consisting of 60 musicians, specialty acts, etc., at the convention headquarters hotel. The band is planned as a $500,000 bond sale. Girl who sold most E bonds through local theatres was com-}

partment of Sonny Tufts at a cocktail party and reception and attended a press conference with him. Other special activities reported by C. C. Murray, industry special events director, include air show, art show, retail show, concert, Quiz Kids broadcasts, U. S. Infantry Show.

Portland, Me.—Bond booth in Congress square features various activities. Booth is decorated with pictures of admirals, generals, etc. Chil-

dren’s bond show presented Station WCHS “Recess Time” program for 45 minutes. Special stage presentation by youthful talent and car-

toons were shown on the screen. A brief air show at Portland airport; quarterback huts on display in Monument Square, with bonds sold at 15 and 16-mm film inside; Infantry Show at football stadium.

WB 3-Day Meet Set For N.Y. June 26-28

A three-day conference of Warner district man-

agers and home office executives will be con-}

ducted by Ben Katzenstein, general sales man-

ager, June 26 to 28, at the home office. Dis-

trict managers attending will include Norman Ayers, Cassell, Mo.; M. N. Nelson, Mpls.; Carl}

crich, Central; Harry A. Scud, Midwest; Hall Walsh, Prairie; Ralph L. McCoy, Southeast; Donald Roberts, Southwestern; Henry Herbel, West Coast, and Haskell Mani-

fers, Canadian. Charles Einfeld, vice-president in charge of advertising and publicity, also will take part in the sessions and home office executives participat-

ing, in addition to Kalmenson, will include Joseph Bernhard, Samuel Schoeder, Mort Blum-

enson, Albert Luschen, L. D. Lapidus, Norma H. Moray, I. F. Dolin, Ed

Hinchy, Stanley Hatch, Bernard Goodman, A. C. Bragonier, Charles Bally, Bill Brunbruck, and others.

Showmen's Trade Review

600 Million Servicemen At Cut Prices

An estimated 600 million cut-rate admissions, representing an approximate $5,800,000 voluntary discount to men and women in uniform, have been given out at the nation’s film theatres since July 7, 1941, the date on which reduced-rate and free admission prices went into effect.

A check by Showmen's Trade Review reveals that in the period July 7, 1941 to March 29, 1945, Loew’s 150 theatres admitted 24,555,031 service men and women, representing about $4,800,000 reduction in potential box-office revenue; Warner Bros. theatres admitted about 28 million for a reduction of $2,571,500, times eight; Paramount admitted its company’s 450 theatres; 20th-Fox admitted about 32 million at a cost of about $6,500,000, while RKO Theatres admitted 18 million in 100 odd theatres at a reduction from scale of about $1,500,000.

No bulk figure for the 1500 odd theatres in Paramount partnerships is available, and Leonard Goldenson, Paramount theatre head, refused to estimate the number of reduced-rate admissions to men and women sold by his theatres during the current term of the agreement in effect during the period. However, based on the location of these theatres and index figures for similar situations, it is probable that over 100 million cut-rate admissions have been sold by these theatres to the men and women in uniform.

The 15,000 unaffiliated theatres are estimated to have sold between half a billion and 750 million at the reduced rates. A very conservative estimate, therefore, places the amount of money in potential revenue that has been sacrificed by the country’s theatres via cut-rate prices to service men and women at a total of $75 million, with a figure of $900 million perhaps closer to the actual amount of the contribution by the film theatres.

$7,290,164.57 Is Collected By Industry In 1945 Red Cross War Fund Week Campaign

N. Peter Rathvon, national chairman of the Red Cross War Fund Week Campaign of 1945, reported to the War Activities Committee of the motion picture industry Thursday, that $7,290,164.57 had been collected for the Red Cross. This compares with $6,793,060.04 last year and

$3,067,226.25 in 1943.

Rathvon’s final report was read at a luncheon meeting in the Astor Hotel and in the presence of Basil O’Connor, national president of the Red Cross, Howard Bonham and Joseph Well of the Red Cross. Rathvon estimated that 14,519 theatres participated in the campaign.

Present with Rathvon and participating in the proceedings were Major Leslie E. Thompson, national coordinator; Leon J. Bamberger, national campaign director; S. Barratt McCormick and Harry Mandel, advertising and publicity directors; Arthur Brilant, publicity coordinator; Henderson M. Richel, meeting arrangements chairman; Herman Robins, in charge of trailer-

ners and accessories; John J. O’Connor, chairman of home office collections; Edward N. Belmetier and Bernard M. Kamber, assistant distribution chairmen; William C. Michel, corporate gifts chairman, and John Cassidy, trade paper chairman.

National Screen Service exchanges served 13,534 trailers to theatres.

Rathvon said that the expenses were $457,343.19, not including the cost of the raw stock and printing of trailers which came to $43,758.90. This total of $49,093.09 was well within the budget that had been set up of $100,000 for the campaign expenses.

It was the original intention to publish a book listing collections made by every theatre. As the expense of this book would have come to approximately $3000, it was finally decided that this was non-essential and that the money could be better utilized by the Red Cross.

Along with the financial report turned over to Francis S. Harmon, executive vice-chairman of the War Activities Committee, were campaign record books from every exchange area chair-

man, listing the collections from all theatres as well as donations of theatre management and employees, film exchange employees, corporate gifts, etc. A huge album of trade papers and newspaper publicity was also presented.

Collections and contributions by exchange areas follow (in each instance, the exchange area or state is given, then the number of the exchanges that collected, and then the total of collec-

tions):

- Alaska, 13 theatres, $2,413.62;
- Arizona, 184, $82,-

916.43; Atlanta, 710, $25,212.84; Boston, 409, $160,-

842.36;
- Buffalo, 279, $131,943.13; Charlotte, 570,

$127,809.30; Chicago, 669, $533,812.34; Cleveland, 466, $167,294.58; Clevelend, 412, $204,586.32; Dallas, 681, $139,465.85; Denver, 72, $14,665.38; Detroit, 254, $70,585.46; Des Moines, 139, $94,510.37; Detroit, 533, $286,013.69; Indianapolis, 206, $99,594.94; Kan-

sas City, 492, $128,108.26; Kentucky, 160, $105,188.83; Los Angeles, 852, $490,897.91; Maryland, 211,

$141,411; Memphis, 369, $87,494.18; Minneapolis, 351,

$1,061,635.07; Milwaukee, 792, $162,994.62; New Haven, 192; $67,771.47; New Jersey, 15, $181,-

368.53; New Orleans, 519, $14,925.49; New York,

653, $29,671.11; New York, 2, $127,761.67; Omaha, 319, $61,515.72; Philadelphia, 214, $316,828.76; Pittsburgh, 57, $160,998.85; Portland, 226, $86,973.31; Puerto Rico, 101, $964,913; Rhode Island, 53, $244,

462.91; Salt Lake City, 61, $154,758.74; San Fran-

cisco, 244, $70,215.86; San Francisco, 427, $289,782.92; Seattle, 259, $144,462.61; Virginia, 360, $182,082.46; Washingto

n, 340, $199,027.44.

This makes a total of $6,296,097.57 collected by 14,539 theatres. Grand total of Corporate Gifts before allocations to exchanges and studios was $385,644.91; after allocations, $295,366. Collections from employees during the week of the two New York exchanges totaled $36,-

355; Hollywood contributions totaled $178,374.

‘Scandals’ Trade Show July 2

RKO Radio will hold its New York trade screening of “George White’s Scandals” on July 2, at 2:30 p.m. instead of June 18, as originally scheduled.
A Thousand and One Nights

(Color) Comedy 93 mins.

AUDIENCE SLANT: (Family) A version of the old story of Aladdin and his Lamp that will be remembered by all. A delightful escape from the everyday life of the family, including the box-office. Excellent escape fare.

BOX-OFFICE SLANT: If exhibitors make it clear that this is no ordinary "fairy tale" but a delightfully Technicolor comedy, this should do a land-office business. Cornell Wilde adds to his reputation with "Song to Remember," so be sure to let them know that he's back again.

Cast: Cornell Wilde, Evelyn Keyes, Phil Silvers, Adele Jergens, George Anderson, Dennis Henry, Philip Van Zandt, Gis Schilling, Nestor Paiva, Rex Ingram, Donald Meek, June Ciannelli, Elke Willard. Directed by Alfred E. Green.

Plot: Aladdin, a poor crooner of Bagdad, falls in love with the royal princess. They are discovered and he is condemned to death. He escapes with his friend, Abdullah, and they find the Magic Lamp which transforms Aladdin into a prince. He wins the princess, and the wedding is about to begin when complications arise. However, the beautiful genie comes to their aid and everything ends happily.

Comment: This sounds like it might be another one of those Arabian Nights stories, but in this case there is the difference of the entirely female cast of characters, which makes it a welcome change from the usual Technicolor comedies. A good one to show to kids, especially those who are interested in magic and fairy tales.

Incendiary Blonde

(Color) Comedy 113 mins.

AUDIENCE SLANT: (Family) A fast-moving, top-notch entertainment that will please all types of audiences.

BOX-OFFICE SLANT: Has everything necessary to become one of the top box-office shots-in-the-arm. Marquee names, Technicolor and energetic exploitation added to certain word-of-mouth advertising makes this a sure success, as nearly as any picture can be judged.

up by helping the police capture the real criminal.

**Comment:** The title of this drama-with-songs is entirely misleading, for it sounds like it might be one of those hackneyed de-
linevements that are so commonly seen in the good, suspens
sive mystery-drama above the average in its class. As a program offering, it should be of interest to the most die-hard fans of the genre, for it has an interesting story, one that's con
vincing and logical throughout. There's sus
pense and conflict throughout, and the characters are a
most satisfying lot. The bill in subsequent neighborhoods houses.

Pamela Blake plays the lead role very effec
tively; she is sensitive and engaging. Director Heisler

**Comment:** Able is the director, for he knows how to build
the suspense to a climax.

Able performance, and he has a good feeling for the pale, slow-paced, and the emotions of the characters. He is able to
convince us that the characters are real people, not just
roles, but something seems to reach the heights of dramatic or comedic fare that seem
ingly must have been impossible. He is able to give
more dramatic attention to detail. Isabel Jewell's bit as a crook's girl stands out among the rest. She is a

The Frozen Ghost

Universal Horror 61 mins.

**AUDIENCE SLANT:** (Adult) The hor
ror family will find entertainment.

**BOX-OFFICE SLANT:** Will do as a
supporting feature for double-bill programs. It should do all right if paired with another horror film.

Harold Young. Associate Producer, Will Cowan. Photography, Paul Ivano.

**Plot:** Hypnotist Lon Chaney gives up his theatrical and radio career and breaks his engagement with his assistant, Evelyn Ankers, when one of his clients, the girl he loves, de
lights to murder him. Believing himself to be a mur
der, he starts working as a wax museum, where he is the star attraction of Tala Birell, owner of the museum, and her niece, Elena Verdugo, casts suspicion on him. In despera
tion he calls in Evelyn, puts her in a trance, and finds out the true story of the disappearances.

**Comment:** Fantastic as the story is, it is well enough produced, directed and acted to add a touch of plausibility even though rea
son acknowledges that it just can't be. The horror fans will like it and since they are the audience for whom it was made, it should do all right if paired with another horror film.

Along Came Jones

RKO Radio Comedy-Western 90 mins.

**AUDIENCE SLANT:** (Family) Enter
aining from start to finish, this contains all the elements necessary to satisfy western fans, those who like a love story, and fans of the two stars.

**BOX-OFFICE SLANT:** Gary Cooper and Loretta Young for the marques should be sufficient to bring better than normal business. Treated as a comedy-western, this should do very well.

**Cast:** Gary Cooper, Loretta Young, William Dema
rest, Dan Duryea, Frank Sully, Russell Simpson, Ar
thur Lake, William Farnum, Don Costello, Ray Te
crystal. Credits: A Cinema Artists production. Original
story and scenario by Charles Lederer, directed by

**Plot:** Arriving in a small western town with his pal, George Demarest, Gary Cooper
is mistaken for a tough gunman, Dan Duryea, and extricated from a tough spot
by Loretta Young, known to be Duryea's sweet
heart. Loretta advises the duo to leave town, but Gary, half in love with her, refuses
and changes from a diffident, gun-war
boy to a roaring, revenge man when his pal is shot by Duryea. In a gun duel with the outlaw Cooper is saved from death when Loretta fires from behind him and kills Duryea. The couple clinch at the fadeout.

**Comment:** Although apparently produced with an eye on the budget, Gary Cooper's first venture on his own is pleasant and en
joyable entertainment. Not only for the western fans and admirers of the star and Loretta Young, but also for those who like a love story, this film will hold interest. The process backgrounds detract from the live
action, and the dialog is somewhat wordy for a film with a western setting; but for the most part, thanks to the direction of Stuart Heisler, the performances of the principals and the excellent original story and screen
play of Nunnally Johnson, the picture is thoroughly entertaining from start to finish. Cooper is perfectly cast as the gangling, lazy, young, beautiful, charming and convincing in a role
that demands little of her assured talent. "Along Came Jones" should prove especially satisfying to exhibitors, for it has all the
elements to draw patronage and please them, once they're in. It should do well every
where.

The Lone Texas Ranger

Republic Western 58 mins.

**AUDIENCE SLANT:** (Family) A western with all the entertainment qualities sought by action fans.

**BOX-OFFICE SLANT:** A good offering for the western trade, this has a generous amount of action. A very good release in the "Red Ryder" series.


**Plot:** A Texas Ranger, thus going robbing and with the silver mine is killed by Wild Bill Elliott, in the course of duty, it is discovered that the man was the highly respected sheriff of the town.

**Comment:** "Lone Ranger" is a very good offering in the "Red Ryder" series Revived again from the comic strip. It's a fast-moving picture with a lot of thrills, sus
pense and action, exactly the kind of stuff the kids and other followers of this type of fare enjoy. In a theater showing, it will
be an upturn by the time the film ends, for it cli
maxes with a terrific brawl and the blowing up of a silver mine. As usual, the cast—Wild Bill Elliott, Bobby Blake and Alice Fleming—who by this time have become known as the characters they portray, are capable and turn in satisfactory performances. Direction by Spencer Bennett makes this an all-round good western with all the attributes the trade looks for this type of enter
tainment.

TIME OUT FOR HUMOR. Rosalind Russell, star of Columbia's "Some Call It Love." takes time out between scenes of the film to exchange pleasantries (and this one seems quite humorous) with Director Alexander Hall. Note baton in Hall's hand.
Edwards’ Poetic Appeal to Adults to Keep Kids Quiet: Waggoner Sends Some Items

That was certainly some spring weather we had (or isn’t your theatre in a zone where such spring weather is taking place these days?). Imagine shivering in June! Well, that’s not so unusual when we consider that last March, many of us were shivering when chilly winds blew, we were strolling along Broadway in our white linen suit and open-collared sports shirt. By the time these words appear in print we expect it to be much warmer outside, but as we put them on paper it is still chilly enough to sleep under a woolen blanket. No, we don’t write this material while in bed; but if we could go home right now and go to bed, we would have to keep warm with a woolen blanket. And now that the weather has been adequately taken care of, let’s see what’s brewing on the program front.

Receiving complaints from adults that children were making too much noise in his Ozark Theatre, Tom Edwards of Eldon, Mo., looked through his old calendar programs, resurfaced the following poem, printed it again: “You have sweet children, that we know, and we want you to bring them to the show. Because even though they cry at times, when they’re six they me believe I know they cry from one to three, that’s why I built a big lobby; So when they start to let ‘er go, please don’t let them spoil the show. Just take them to the lobby, buy them a soda, and think of what a noise they made inside. I think that this will hurt their pride. Now don’t fail to bring them when you come, but do your best to keep them mum. It doesn’t bother me a bit, but it does give some of my customers a fit.”

From down Texas way, Ted Waggoner, manager of W. H. Blankenship’s Wallace and Rose theatres, Tahoka, sends us a few of his recent show-selling accessories. He goes in for handlebills of all sizes, some large, some small; and they’ve all attractively gotten up, possessing that sock that hits the patron right between the eyes. On one of them he personally endorsed the advertised show, as follows: “It is our belief that these programs are really good—pictures that will entertain every member of the family. We turn this a pleasant topic of conversation for weeks to come.” Waggoner also puts out a regular monthly program for the two theatres, with the Rose program on one side and the Wallace’s list of features on the other. Patrons who present the calendar at the boxoffice before the month is up gain admission by paying only the Federal tax.

The new small-sized programs for the Granada Theatre, Brooklyn, continue to have that neat, carefully-gotten-up look. Pat Neels is doing a fine job on the double-page spread inside, where much care must be taken in making up the ad for the week’s outstanding attraction.

We found another item from Ted Waggoner which we’d like to include here. When the newsreels came out recently with the German atrocities, Waggoner had a special band of music which played the newsreel synopsis sheet with each print. Headlined “History’s most shocking record,” the music accessory must have brought many extra patrons to the Wallace.

Although the curfew has been lifted, we see no harm in making a return of Saturday-night owl shows on the calendar for Jim Owen’s Owen Theatre, Branson, Mo. Jim has, however, changed his nightly schedule again. This reminds us of one of those Pete Smith Specials in which some guy keeps bobbing up again and again throughout the reel. Well, Waggoner is bobbing up again, so far we found another of his calendar programs we have overlooked. The Joe Kimmel-designed calendar use as “Go to the Theatre Month” and appeals to his patrons in this manner: “Some of the finest pictures ever to come out of Hollywood are coming here for your enjoyment during June. Once a show becomes an attraction after another, with all your favorite stars. Come. See them all . . . in cool comfort.” On the other side of the calendar he urges patrons to bring Father to the theatre on Father’s Day and then writes this paragraph on Cool Comfort: “Thanks to our modern washed air cooling system we are ready with superb indoor climate and enjoyable comfort. Enjoy our fine programs this summer amidst our controlled mountain air and ocean breezes.”

MGM’s Congratulatory Theatre Programs Addition to Company’s Goodwill Policy

Reproduced above is one of the congratulatory programs prepared by MGM to honor the anniversary of an exhibitor. In this particular instance, the theatreman was Lon Vail, owner of the Lyric Theatre, Warren, R.F., and the Paramount, Branson, Mo., who was honored for 35 years of show business in Rhode Island. In the copy on the second page (right) it is pointed out that Mr. Vail’s celebration “happily coincides with the 21st anniversary of MGM pictures.” Only the cover and second page are shown here. The program’s other two pages listed the MGM attractions for the anniversary week.

A comparatively small, but most important addition to the long list of good-will builders essayed by Metro-Goldwyn-Mayer during the years of its existence is the congratulatory program by which the company extends pub lic felicitations to theatre owners of small independent operations. The occasion for the congratulatory program could be any anniversary, including the number of years in business, number of years as owner, or particularly the long years during which the theatre operator has been exhibiting MGM pictures.

Copy for these programs is cleverly con- trived so that the theatre operator is on the receiving end of a strong message of congratu lations from MGM for the anniversary occasion and MGM places itself indirectly in line to take a bow by conducting the congratulatory message with copy similar to the following: “. . . an event which happily coincides with MGM’s twenty-first anniversary and with Mr. Blank’s twenty-first year with MGM pictures. Truly a milestone in the history of entertainment.”

These congratulatory programs have become so popular in small exhibition centers, according to William R. Ferguson, MGM exploitation director, that operators handling chains of several theatres have communicated indirectly with the MGM home office hinting strongly that they would like to be included in the list of theatre personnel for whom the programs are being prepared. So far, this has been turned down by MGM on the ground that only the intimate approach possible in small theatre operation could benefit by this type of goodwill promotion.

Records of MGM pictures sales to the exhibitors in point of years of MGM showings are the basis for the company’s selection of exhibitors to be honored. Communication to the exhibitors must be simple and should be printed by MGM and would include all of his coming attractions ordinarily printed in a theatre program, offers the basis of the number of programs being prepared. For plans by the theatreman for at least a minor celebration of the event on his own part, involving further congratulations by civic officials, local organizations, etc., building the theatreman’s importance in the eyes of his fellow-townsmen.

There is no doubt but that the theatreman is flattered, although MGM’s intention in presenting the congratulatory programs is honestly and sincerely a gesture of goodwill.
'Rhapsody' Rally to Sell Bonds June 26

One of the highlights of unprecedented program of War Loan Art that Warner Bros. is arranging for "Rhapsody in Blue" at the Hollywood Theatre June 27 is a George Gershwin Jubilee Bond Rally to be held June 26 in Times Square from 5 to 8 p.m.

Stars of the screen, stage and radio will participate in honoring the noted American composer and in entertaining the buyers of bonds.

A feature of the Times Square program will be the auctioning of several thousand dollars' worth of wearing apparel, perfumes, radios and other items, which will go to the highest bidders in terms of war bond purchases. Bond buyers also will get passes to "Rhapsody in Blue" at the Hollywood Theatre. Auctioneers for the evening are John B. Kennedy, noted radio commentator, and Ken Roberts, radio master of ceremonies.

Featured along with the stars will be the 54 Waves in Blue, known as the Waves Singing Platoon, who will do an all-Gershwin program. After the ceremonies, the stars will attend the press preview of "Rhapsody" at the Hollywood.

Bond sales will be handled by the American Women's Volunteer Service, with members wearing ribbons reading "George Gershwin Jubilee Bond Day."

A "Rhapsody in Blue" tie-up has been arranged with Saks Fifth Avenue, whereby the store will feature a half-hour George Gershwin musical program in which an announcer will read the story of Gershwin's life as dramatized in the picture.

Program will take place at the store the morning of June 26. Saks never before has presented a narrative comment or any other copy with its musical programs.

Doubleday-Doran bookstore in the Airlines Terminal Building will devote its entire window to books on George Gershwin during the Gershwin Jubilee Week. Window goes on display starting June 24.

30 New York Liggett Stores Set 'Rhapsody in Blue' Windows

Thirty Liggett Stores in New York City will put on window displays dealing with George Gershwin and his music as part of the elaborate campaign being carried out by Warner Bros. for the world premiere of "Rhapsody in Blue" at the Hollywood Theatre on June 27.

Another novel promotion, tied in with the Seventeen War Loan, will be a Gershwin Jubilee Bond Concert in the lobby and windows of the Bonwit Teller store on Fifth Avenue the night of June 27. Salesgirls dressed in "Rhapsody in Blue" uniforms will sell bonds while Gershwin music is played over loudspeakers. Corssages and bonomiers will be given to bond buyers.

School of Industrial Art also conducted a War Bond Drive recently with a portrait of George Gershwin, autographed by Paul Whiteman and other members of the Gershwin Jubilee Week Committee, going to the highest bidder in purchase of bonds.

Only a Few Days Away

Independence Day is only a few days away, but you still have time to make it a money date, provided you get busy right now. See Money Dates for 8 July (STR, June 9, B, 36).

ANOTHER CROWD-STOPPER

Famed for its effective advance lobby displays, Lichtman's Lincoln Theatre, Washington, D. C., comes through with another crowd-stopper, this time on United Artists' "Dark Waters." A giant head and background was cut from the 24-sheet. Enlargements across base and special billing gave "break" to Rex Ingram and Nina Mae McKinney for colorful patronage.

'Where Do We Go' Sketches to Be Sent on Nationwide Tour

All of the original sketches created by 20th Century-Fox designer, Bonnie Cashin, for "Where Do We Go from Here?" were placed on public exhibition at the Brooklyn Museum of Art this week. At the end of three weeks, the sketches, together with others contributed by Miss Cashin and some of the other outstanding Hollywood fashion designers, will be sent on tour throughout the country. When the sketches are returned to the Brooklyn Museum, they will be placed in the permanent collection devoted to period costumes to be used as reference for students and designers. In addition, to the recently acquired sketches from "Where Do We Go from Here?" the library has a sizable collection of other original fashion sketches that had been previously donated by Bonnie Cashin.

Contest Gets Results

Bill Green, MGM's Chicago territory exploiter, is working a swell promotion in a number of situations on "National Velvet." A quiz-and-color contest in which guest tickets are given to the winners involves coloring the sketch of a horse and the naming of five horses in books written by Zane Grey, Burta and Elmer Hader, Mrs. Forrestine Hooker, Doris Folger and Nina Nichol, Anna Sewell and other American authors. Boards of Education, Green says, permit distribution of contest heralds right in school classrooms. Stunt was recently tried out with considerable success at the RKO Victory in Champaign, Ill., with Green assisting Manager Grant Martin.

134 Million Read of Star's Eastern Visit

Final tabulation of the newspaper and magazine space purchased by MGM publicity department for the company's star Margaret O'Brien on her visit to New York last January shows that the eight-year-old screen luminy received what probably ranks as the finest press accorded any one picture star in a concentrated period of time.

The O'Brien lassie arrived in New York on January 3 and from that time until her return to the studios on February 1 just about took all the publicity, as newspaper and magazine reporters and feature writers were concerned. Radio demands for the girl star perhaps exceeded those which arrive at the home offices of the companies when their brightest luminaries visit New York from the studios. But the compilation made by MGM publicity men and forwarded this week to Margaret O'Brien deals only with the publicity in publications. The figures show that readers of newspapers, fan magazines, and other periodicals had a combined circulation of 134,246,941.

The O'Brien visit included several stories over a period of days or weeks between January 3 and February 1. However, MGM in compiling the total space covered each publication only once. The compilation follows:

- New York Times, 805,907 circulation; Herald-Telegram, 584,250; Herald-American, 1,657,930; Mirror, 1,573,526; Sunday News, 4,000,000; Sun, 277,172; World-Telegram, 387,257; Brooklyn Eagle, 97,020; Post, 182,292; PM, 145,573; Women's Wear, 34,518; This Week, 6,185,000; Walter Winchell syndicated, 25,000,000; Cue, 60,000; Life, 3,750,000; Lo, 1,500; The Sign, 14,000; Syndicated Crime, 14,000; Look, 2,077,000; Parade, 2,000,000; Movietone, 300,000; Photoplay, 1,000,000; Motion Picture, 800,000; Screenland, 800,000; Family Circle, 1,675,876; Foe, 60,000; color mats to 12 newspapers, 4,000,000; Colliers, 2,796,000; Cleveland Press, 400,000; Washington Times-Herald, 200,000; Washington Evening Star, 135,000; Washington Post, 120,000; St. Louis Post-Dispatch, 361,000; Detroit Free Press, 377,000 and the Associated Press covering 700 newspapers, 70,000,000.

The publicity campaign was under the direction of Herb Crocker, Eastern publicity head, with William McCormick, Mel Heyman, Ross Doyle, Dorothy Day and Dee Lowrance handling the details.

Premiere of 'Back to Bataan' Set for June 25 in Hawaii

Arrangements have been made to hold a premiere of "Back to Bataan" at the Princess Theatre in Hawaii simultaneously with the Boston opening at the RKO-Orpheum Theatre in Boston on June 25, according to S. Barret McCormick, RKO Radio director of publicity and advertising.

The Hawaii opening will mark the first premiere there of any picture since Pearl Harbor, and while the brownout and ten o'clock curfew are still enforced in the Islands, the Premiere will take place in the color movie. Naval and military officials will be on hand with an elaborate air campaign over station KGMB in Honolulu which is sponsoring the event. The premiere will start at 7 p.m.


**Jungle Captive**

Universal Horror 63 mins.

**AUDIENCE SLANT:** An adult fare—entertainment for audiences who are partial to this type of motion picture.

**BOX-OFFICE SLANT:** Suitable as a supporting feature in double-bill situations. Might draw well if coupled with another horror film.

**Plot:** Otto Kruger, biochemist, succeeds in bringing a rabbit back to life after twelve hours of death and looks for experimentation with higher animal forms. He sends his servant, Rondo Hatton, to take the body of the Ape Woman, recently dead, from the city morgue. Kruger uses his laboratory assistant, Amelia Ward, for blood transfusions and plans to transplant her brain to the ape woman when she is revived.

**Comment:** Neither better or worse than the usual horror picture involving ape women, mad scientists, etc., this will serve suitably as a supporting feature and get good box-office response. The picture is not grossly directed as though the director wanted to complete a disastertful job just as quickly as possible. Good for the more intelligent audiences and will be discerned only by audiences addicted to this form of fantastic fare. The acting is just about as good as the material with which the actors have been provided which certainly is not saying too much. Just fair entertainment, even for the horror fans. Might draw well if coupled with another horror film.

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**Radio in Salute to MOT’s 10th Birthday**

For a full week, WJZ, key station of the American Broadcasting Company, will go all-out in saluting the tenth anniversary of the radio entertainment industry. The observance will begin on March 27, 1945, and will climax on March 30, 1945, in celebration to honor the tenth-year anniversary of the radio industry.
CONTINUES WITH

RKO RADIO PICTURES
SHOWMANSHIP!
RKO IS PROUD

With justifiable pride we of RKO welcome the continuance of our association with William Goetz and Leo Spitz in releasing the distinguished productions of INTERNATIONAL PICTURES whose great stars, producers, directors and writers are proving "Good Entertainment is International"
FIRST of the new group of INTERNATIONAL PICTURES to be released by...

INTERNATIONAL PICTURES presents

GARY COOPER and LORETTA YOUNG in NUNNALLY JOHNSON'S

"Along Came Jones"

with WILLIAM DEMAREST • DAN DURYEA

A Cinema Artists Production
Produced by Gary Cooper
Directed by Stuart Heisler
Screenplay by Nunnally Johnson
Novel by Alan Le May

INTERNATIONAL PICTURES presents

CLAUDETTE • ORSON • GEORGE
COLBERT • WELLES • BRENT

"Tomorrow is Forever"

Directed by Produced by
IRVING PICHÉL • DAVID LEWIS
Screenplay by Lenore Coffee • Novel by Gwen Bristow
INTERNATIONAL PICTURES presents

SONJA HENIE in

Countess of Monte Cristo

with

DENNIS O'KEEFE

Directed by WILLIAM A. SEITER • ASSOCIATE PRODUCER WALTER THOMPSON

Screenplay by Robert Smith • Story by Walter Reisch

IN TECHNICOLOR

INTERNATIONAL PICTURES presents

A NUNNALLY JOHNSON PRODUCTION

Written and produced by the man who created "Woman in the Window" and "Casanova Brown"

RKO RADIO PICTURES

INTERNATIONAL CONTINUES WITH SHOWMANSHIP
Republic Celebrating Past by Planning for Bigger Pictures and Showmanship in Future

Looking ahead rather than backward over the ten years of extraordinary growth marking the decade which Republic Pictures symbolizes with its current 10th Anniversary celebration, the company which was formed in 1935 by Herbert J. Yates, Sr., presently is engaged on plans for one of the most ambitious production programs attempted by any studio in Hollywood.

An indication in terms of dollar expenditures for only one technical phase of production as planned by Republic may be found in the announcement recently by Yates that “during 1945 we will install equipment (consisting largely of lighting, generators, air conditioning) for Technicolor and this equipment will cost $180,000.” This is but an item of the $2 million for studio expansion which has been authorized by Yates.

Republic’s history is pretty much an open book in the film industry. It is recent history, and so the majority of men and women engaged in the industry now are well acquainted with the remarkable progress which followed the organization of Republic in which Yates consolidated Mascot, Liberty, Monogram and Select—all independent producers selling their pictures through states rights exchanges. The first studio is described very graphically by Yates as “a mudhole.” It has been transformed into one of the most efficient in the entire California film colony—and, incidentally, the most attractive architecturally. (Yates, evidently, remembers the sprawling ugliness of the original plant and puts general appearance and landscaping as an important element for contrasting the new with the old.) Also well known is the rare talent for showmanship and vigorous action along those lines exhibited by Yates and the men with whom he surrounded himself in the brave and young new company.

This came to the fore most sensational in the way Republic’s cowboy star, Gene Autry, swiftly rocketed to such popularity as to make even the industry’s leading “star makers” view, not with alarm, but with no little awe and, it is said, with a trace of jealousy. Even more vividly known in the trade is the kind of job Republic did in developing its current “King of the Cowboys,” Roy Rogers, into one of the big money names of the theatre world. Also (and tying in with the smart advertising, publicity and exploitation of Roy Rogers pictures) is it well known how Yates and his Republic Productions put more and more show value into the Roy Rogers westerns and built them up into films in the big feature class.

Yates Charts Republic’s Course

The production at Republic is guided by the company’s two chiefs (see cover), Herbert J. Yates, who is the president of Republic Productions, Inc., and Allen Wilson, studio vice-president, who has been associated with his chief since 1930, when he was manager of the Biograph studios in New York. Yates assigned Wilson to the studio of Republic immediately on formation of the company. Wilson has come up in production through all the essential studio jobs—he was assistant cameraman, electrician, property man, laborer, assistant director at various times in his early days in production, and because of his practical knowledge of the entire production technique commands from producers and directors under his jurisdiction the utmost respect for his directions as well as his suggestion and advice.

Step Up Pictures’ Show Values

Among the pictures to be produced this year will be two in Technicolor. The first is titled “Concerto,” an original story, to be produced and directed by Frank Borzage, now under long term contract to Republic and one of a group of foremost producer-directors recently signed by Yates for his planned expansion of the quality element in Republic pictures. Others in this top bracket classification are Alfred Santell, who is producing and directing a lavish musical, “Mexicana,” starring Constance Moore, Tito Guizar, Estrelita and Leo Carrillo. Another is Joseph Kane, producer of “Flame of Barbary Coast,” the company’s official 10th Anniversary picture (incidentally it stars the same actor who starred in Republic’s first production—John Wayne. Only “Flame of the Barbary Coast” was $50,000 and the first one Wayne worked in for Republic in 1935 cost $37,000.)

There are other pictures of exceptional promise on the fire at the Republic studios under the guidance of well known production executives among whom, in addition to those mentioned above, are included such men as Armand Schaefer, supervisor and associate producer of the Victory group; William J. O’Sullivan, supervisor and associate producer of the Anniversary and Jubilee groups; Production Manager Nate Edwards and Business Manager Howard A. McDonell. These pictures include “The Cheaters,” with Joseph Schildkraut, Eugene Pallette, Billie Burke, Raymond Walburn and Ona Munson; “The Uninvited Guest,” starring Vera Hruba Ralston; “Love, Honor and Goodbye,” produced by Harry Grey and directed by Al Rogell.


In the distribution branch, Republic Pictures has made equal strides during the relatively short career of the company. Originally the films were delivered to franchise holders, since Republic at first was merely an "independent".
(Continued from Preceding Page)

producer. However, franchises were taken over by the company and distribution from that point forward became an activity in which Republic also was to shine. In 1938 James R. Grainger, the president of Republic Pictures Corp., joined the company. He is widely known and as widely popular in the field. Grainger's association with the industry dates back to the salad days of the films. He was a sales manager for the Edison Talks Pictures company before working his way up to a post as general sales manager of Fox Film Corporation. This latter post was assumed by Grainger in 1924.

The present distribution setup, which has been perfected by Grainger, consists of an eight-district division of the country. The men heading these divisions are under the immediate direction of Edward L. Walton, assistant general sales manager, and Walter L. Titus, Jr., in charge of all branch operations. The sales executives who head the divisions are: Maxwell Gills, eastern district; Sam Seplowin, Central; Jack Davis, New England; Nat E. Steinberg, Prairie district; N. J. Colquhoun, Southwestern; Will Baker, Midwestern; Merritt Davis, Southern; Francis Bateman, Western.

In the field of exploitation and promotion of its pictures and stars, Republic has been one of the standout concerns of the industry. Though operating in the past on a scale far more modest than the big companies of the industry, Republic has been increasingly prominent in general magazines, billboards and on the radio. A sample of the backing which this company gives its special pictures and star events is the current campaign for the 10th Anniversary. A budget of $275,000 in advertising, publicity and promotion, concentrating during the drive, May 27 through July 27, on its flagship picture, "Plume of the Barbary Coast," is what Republic is putting behind its present showmanship effort.

Promotion in Pace With Progress

Promotion budgets on important films have increased as production investments were enlarged, and the pattern adopted includes national advertising and publicity in fan and general magazines and newspapers, and concentrated campaigns in branch and key cities, covering newspaper advertising, radio, and special promotion.

Outstanding publicity placement in fan and general magazines reaches the same wide audience, and, coupled with special star promotion, has played an important part in player and picture build-up. National newspaper, syndicate, and radio coverage adds to the effectiveness of Republic campaigns, all of which are geared toward the ultimate box-office goal of bringing the public to the theatre.

Advertisements on Republic films, ranging from two-columns to full-pages, appear in 100 publications each month; while cooperation on theatre advertising expenditure is increasing as box-office returns move less than justify the outlay.

Changes in WB Field Staff Announced by Blumenstock

Transfer of Jack Leewood, who has been Warners' field representative in the Denver-Salt Lake City territories, to the Seattle and Portland exchange areas, and the addition of L. Q. Cross to the field staff to take over Leewood's former duties was announced this week by Mort Blumenstock, advertising and publicity director in the East. Changes take effect in about two weeks.

Cross was a newspaper correspondent, magazine writer and publicity man in the East for 11 years before entering the Army Air Forces in 1942. Before his recent honorable discharge, he was public relations officer at the aviation Cadet Center, San Antonio, with the rank of second lieutenant.

Wilma Freeman Joining Fizdale

Resignation of Wilma Freeman as United Artists promotion manager was announced last week by Barry Buchanan, director of advertising and publicity. Miss Freeman will leave the company on June 22 to join the Fizdale Organization in an important post. She will continue to contact UA home office executives, inasmuch as the Fizdale Organization is handling the campaign on "The Southerner," Loe-Hakim production released through UA.

Jack Hunter Turns Exhibitor

Jack Hunter, for the past 24 years Ontario branch manager for Paramount and one of the most popular men in Canadian film circles, has deserted distribution for exhibition. Hunter resigned from his Paramount post to assume management of the late Morris Milligan's three theatres—the Delta, Queens and Empire—in Hamilton, Ontario.

12 Fairs for Massachusetts

Massachusetts and the Boston area will have at least a dozen fairs again this year, despite gas rationing. The ODT ruling on fairs apparently will permit their staging, and pari-mutuels will be run at all except at Topsfield.
The Biggest Area Premiere Of 'Em All...

RKO Beats RKO as More Than 100 Theatres in New England and New York State are Set for Simultaneous Openings June 26!

- Entire Yankee Network and Additional Powerful Stations Beamed on Millions In Area.
- Hearst Newspapers in Boston Going To Town With Pages and Pages of Promotion!

18,000-Seat Boston Garden Scene of Night of Spectacle, Sunday, June 24...
Hearst-Sponsored Prelude to a Premiere!

- Important International, National and Local Personages at Dozens of Affiliated Affairs!
- Tidal Wave of All Forms of Exploitation Breaking Over Every Inch of Wide Territory.
- Similar Treatment Immediately Following For Area Served by WLW, Cincinnati, "The Nation's Station."

Watch →
The screen’s great drama of how a handful of heroes started the juggernaut that crushed the Japs! It’s the inside story of the invisible army of the Philippines! A thousand-thrilled action show that will make your crowds stand up and cheer!

Back to

Starring

JOHN WAYNE

with ANTHONY QUINN • BEULAH BONDI
FELY FRANQUELLI • LEONARD STRONG

Executive Producer
ROBERT FELLOWS • EDWARD DMYTRYK

Directed by

Screen Play by Ben Barsman and Richard Landau
ERING EPIC and GLORY!

SEE THE MARCH OF DEATH!
JAP BRIDGE OF DEAD!
CABANATUAN PRISON RAID!
BATTLE OF BATAAN!
Bolo KNIVES VS. GUNS!
DARING GUERRILLA RAIDS!
YANK LANDING ON LEYTE!
and more, and MORE, and MORE!

RKO RADIO PICTURES

SPEED TOTAL VICTORY!
THE MIGHTY 7th WAR LOAN
Fred Stein, Fox-Wisconsin executive; Gordon Hewitt, also of Fox-Wisconsin and Bill Parker, Universal branch manager, all broke par recently at the Brynwood Country Club golf course.

Ben Schwenke of the Warner booking office is on vacation.

E. T. Gomersall, Universal assistant sales manager, Manny Gottlieb, district manager and Bill Parker, branch manager, discussed company business here last week.

Booking on Film Row were Eddie Doyle, Deft Circuit; L. T. Burkett, Sparta; Fred Brown, Plymouth; Alfred the Great, Plainfield and F. A. Buerkl, Play Circle, of Wisconsin Union Theatres, Madison. Buerkl was accompanied by Carl Bunee and Jean Larson, projectionists.

Arnold Kovitz’s mother and sister will arrive shortly from Albany to establish residence. Kovitz is National Screen head bookkeeper.

H. N. Brennan, of the Warner Green Bay Circuit, was a recent visitor.

Nick Coston of the Warner Circuit is so wrapped up in his work that he left for lunch last week, walked past his restaurant and was back working before he realized he had had no lunch.

William V. Geenan, assistant to Harold J. Fitzgerald, head of Fox-Wisconsin, has left for New York before making a West Coast trip. He will have a new assignment with National Theatres there.

**VANCOUVER**

The end of the war in Europe brought revision of a number of Canada’s wartime taxes and studies of others with a view to possible reduction, but responsible officials said the Dominion’s 20 per cent amusement tax was not on the list for revision now or in the near future. Exhibitors were hopeful it would be removed.

Dave Griesdorf, PRC Canadian general sales manager, after 10 days in Vancouver, has left for Calgary and points East.

Haskell Masters, the new Warner Dominion head, is here from Toronto, checking with circuit and theatre heads and also looking over his Vancouver film exchanges.

Bill Jones, RKO manager, has recovered from a major operation, and is home resting before going back to business. Jimmy Doyle, booker, is handling RKO’s business in Jones’ absence.

The death of two Dominion film heads in the East this week was a shock to the many friends they had in Vancouver amusement circles. Morris Milligan, former Paramount head, and Al Jeffrey of United Artists, both died in the last few days.

Gordon Brewerton, theatre operator in Southern Alberta, will not open the Park at Watertown Lake summer resort this season, he reports.

The large crowds at election meetings and Victory Gardens cut into local grosses the past several weeks in the Capitol, showing “A Song to Remember,” above par.

Bill Hale, Famous Players’ oldest projectionist, who has literally spent a lifetime at the Wisconsin, has been pensioned by the circuit and retired to his home in Sydney.

Pap Elliott, owner of the Rex, Queens, B. C., will celebrate his 25th year as a projectionist in May.

The amusement interests here are much interested in seeing what the Rank-Nathan combination will do regarding public financing of the Odeon Circuit through Canadian channels.

Howard Booth, Dominion’s division manager, has returned here from an inspection tour of Trail, B. C., and reports business below par, and travel conditions brutal.

In January, in George’s, film magazine publisher, has established an agency here known as “Picture and Stage,” the purpose of which is to promote talent contests in Canadian theatres.

The projectionist members of local 348 are getting ready for the coming of television, and most of the members are attending a class each Sunday at the University of British Columbia held by Professor Brown, the subject matter being electronics and television.

The Odeon circuit has purchased the Fraser here which it has had under lease for the past four years from the Young estate. It is a Vancouver suburban, seating 600.

Prince Rupert and Prince George, both in Northern British Columbia, are over the war boom periods, with business being done since 10,000 troops and war workers have departed. Herb Stevenson, who purchased the two Prince George theatres is going to close the Prince and operate the Carlton, and only, which can handle all the town’s business at present. Stevenson operates theatres in Edson and Lacombe, Alberta, and has left for Lacombe where he will make his home in the future instead of Prince George.

Famous Players Strand here, is now playing first-run pictures. Previously, its policy was to play moveovers from the Capitol and Orpheum theatres, with one first-run “B” picture. Playing first-runs will help break the bottleneck on new product, which has been piling up in the past six months.

Howard Fletcher of the Holybourn, West Vancouver, is a great fish expert, and has an aquarium in his theatre which adds color to the Holybourn. Fletcher even has a tank in the projection room (he is the operator) and spends plenty of time looking after his finny friends between shows.

Fremantle, a new nationwide Canadian distribution organization to handle all the Rank company’s films was announced this week. The new outfit will be able to other British producers, and will also handle French product. Local exhibitors report a let-down in theatre business since V-E day, due to the uncertainty regarding jobs and preparation in stepping up the war against Japan.

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**HARRISBURG**

Free Movie Day, celebrated here as in other parts of the country on D-Day, was well-attended, local managers reported, and continued their participation in the Seventh War Loan.

The first of two scheduled premières was held last week also. The film, "Those Endearing Young Charms," was screened before a capacity house at the Senator on June 8. Listed for a première at Loew’s Regent on June 19, is "The Clock."

Ruth Hussey and Ralph Bellamy, Hollywood stars, were special guests of the War Activities Committee at a dinner in the Penn Harris Hotel when the two visited the city in the Seventh War Loan campaign. Present at the dinner were: Sam Gilman, WAC chairman; Gerry Wollaston, Special Events chairman; Cal Luchs, Jack O’Rear, Francis Deverter, Mark Rubinsky and Bill Belsie, all managers.

Sam Gilman, Loew’s Regent, was appointed a member of the permanent board of directors of the Harrisburg Boys Club, which he helped organize several years ago.

Sergeant Robert Sidman, Port Meadows, Md., former manager of the Senator, and Mrs. Sidman, spent a week in New York City recently.

Arthur Barket, brother of Alex Barket, assistant manager of the Senator, is home from the war front, working for Fort Knox, Ky., where he is camp projectionist.

Harry Chertcoff, who operates a chain of theatres in this area, has announced theatre contracts have been awarded for erection of a modern theatre in nearby Camp Hill. Paul A. Martin, Md. Jv., will supervise the construction, which will cost approximately $15,000. The new house, of brick, stone and marble, will seat 1,000, and will be completely air-conditioned. Paramount, he said, is included for installation of television equipment as soon as it is released publicly.

**MEMPHIS**

James Dunn, film star, appeared on a bond broadcast at the Victory House in Memphis Court Square Saturday, where the motion picture industry and the Elks Fraternal Council is sponsoring the sale of war bonds. Sunday, Dunn appeared at a bond sale at the Dyersburg, Tenn., Armory Air Base, and then returned to Memphis for four days of entertaining in the Kennedy General Hospital and the Naval Hospital.

Norman J. Coleman, Republic Southwestern district manager, is making an inspection trip of the Memphis branch, headed by Tom J. Kirk. Howard Waughs, Warner zone manager, exploited “Pillow to Post” for adults, and slapped the under-16 ban on ticket sales at the boxoffice, resulting in standout lines for the picture the first three days it was shown. Malco Theatres, head by M. A. Lightman, once again broke their "no holdover policy," by playing "A Fast One" for four extra days. "The Clock" at Loew’s State and “Without Love” at Loew’s Palace, proved sufficient box-office for an extra week each.

Col. Cecil Vogel, manager of Loew’s Palace, and Webber Hall of Fox Movietone, attended the Kentucky Derby.

A. Lightman acted as a major donor at a bridge battle last week at the Memphis Variety Club.

Jimmie Gillespie, of 20th Century-Fox, in Memphis for the 7th War Loan drive has, with Ed Williamson of Warner Bros., lined up public
NEWARK

The Essex County Showmen’s Committee for the Seventeenth War Loan, headed by A. Adams, owner of the Paramount and Adams, staged a “Bond Show Salute to Ernie Pyle” Monday night at the Playhouse Theatre, sponsored by Adams for the occasion. The house was sold out to bond purchasers at downtown theatres more than a week in advance.

Harry Rapf, general manager of RKO Proctor’s, is spending a vacation at his summer villa at Lake Hopatcong, where he is entertaining his cousin, C. C. Weiss, of the Army Air Force, home on leave.

Leo Goldberg, manager of the Savoy, youngest Warner manager in the New Jersey zone, is celebrating his twentieth anniversary in show business this month.

Louis Stein, manager of the Branford, is serving on an executive panel of the United States Grand Jury.

Phil R. Manes, manager of the Capitol, is taking some needed rest in the rear of a busy summer season. He is to return to his post after a short vacation for a 29-dayengagement.

Friends of “Handsome Eddie” Force, formerly assistant manager of RKO Proctor’s, have received word that he has completed his basic training as a member of the Army Tank Corps, at Fort Knox, Ky., and, after a furlough to be spent with his wife in California, expects to move into the Pacific area of the war.

Frank Savino and Annette Mervine are new assistant managers at the Capitol. Frank comes to Newark from two-reeler, Bronx, and was formerly with the RKO Fordham. Miss Mervine was formerly with Warner Theatres in Reading, Pa.

The Weasel Theatre has a new executive staff. Edward L. Lindemann, former showman, is manager. Roland Kitting, who formerly directed the main New Jersey circuit, is assistant manager. Miles G. Flotts, formerly of the Radio City Newsreel Theatre, New York, and more recently manager of the Indiana Theatre, Indianapolis.

Lester Waltz, formerly manager of the Circle, Bronx, is the new manager of the Rialto. He takes the place of R. J. Shepherd, who has resigned his charge in rotation picture business in New York.

C. Otto Nelson, formerly manager of the Newsred, who is working for the duration in Paterson defense plant, was married last week to Agnes Minski, former usherette at the theatre.

RKO Proctor’s is having its men’s smoking lounge and floor for the living room completely refurnished and redecorated.

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Warner’s Hawthorne is being completely redecorated and repainted.

The group has suspended all matinees except Saturday and Sunday of this week, while undergoing a complete renovation, including installation of a new rock wool soundproofing treatment.

Fred B. Dressel, manager of the Ritz, held a successful bond rally at his theatre through the cooperation of neighborhood merchants, who donated prizes awarded to the purchasers of large denomination bonds.

Tony Coccia, projectionist of Savoy, has been advised that his son, Lt. James Coccia, pilot of a bomber shot down over Germany last year, has recently been released from a prison camp and will return home shortly.

Joseph Bordi, usher, Branford, reported to Fort Dix for Army training this week.

Louis Gans, assistant manager of the Rialto & Rudin circuit in North Jersey and the Metropolitan area, died Monday from a heart attack.

It is announced at both RKO theatres that the Army Air Corps, for many years New York’s home of traveling burlesque, will be reopened as a vaudeville and picture house in the fall, as its former type of entertainment is frowned upon by the City Commissioners. Several other houses in the circuit which once offered burlesque in Newark have recently been closed and another which last year was the famous Trocadero, in Philadelphia.

CLEVELAND

Harry Schreiber, RKO division manager, is smoking high-priced cigarettes these days. He bid and won a carton at the auction bond preview held last week by the United States Treasury, for the price of a $1,000 war bond.

Sgt. Mike Maglisky, former local shipper for the Monarch of the Sea, now quartermaster of the U.S. Marine, has been honorably discharged from the Army Air Corps, after three-and-a-half years service, is assisting his manager, Miles G. Flotts, formerly of the Radio City Newsreel Theatre, New York, and more recently manager of the Indiana Theatre, Indianapolis.

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SHORT SUBJECTS GET PRIORITY. When sales sessions conducted by Oscar A. Morgan, short subjects sales manager, were held recently at Paramount Hollywood studios, the one- and two-reelers previously pushed back to the background were the new, full-length shorts. Here are the other Paramount executives who met with Morgan. Front row (l-r): Louis Harris, former producer of Musical Parades; George Templeton, who succeeds Harris; Stanton Grifins, chairman of the executive committee, Paramount; Morgan; Y. Frank Freeman, vice-president in charge of studio operations; George Pal, puppeteers producer. Back row (l-r): Al Taylor, Los Angeles branch manager; James Clark, Portland (Ore.) branch manager; Herbert Kaufman, Seattle branch manager; Del Clark, general assistant for the Popular Science, Unusual Occupations and Speaking of Animals one-reel short subjects.

(Continued on Next Page)
REGIONAL—Continued

GI OSCARS PRESENTATION. Jennifer Jones, recipient of the actress award, and General Kirk, surgeon general of the Army, at the presentation in Washington of the GI Oscars—soldiers’ accolade to their favorite actors and actresses. The Selznick star, also an Academy Award winner, and other winners of the GI Oscars received their awards from General Kirk.

WASHINGTON HUDDLE ON PARAMOUNT CELEBRATION. Duke Clark, Paramount district manager of Dallas, Oklahoma City and Memphis exchanges, conducted one of several meetings to set details of Paramount’s “Third of a Century” celebration, at the company’s Washington exchange. Eddie Fontaine, Washington manager; Clark; Earle Sweigert; (standing): Harley Davidson, Benjamin Harp, Jack Bryan, Al Benson, Herbert Thompson, Robert Grace, W. Vincent Dougherty.

nical bonds. In Cleveland, every day of the the 7th War Loan is Free Movie Day in the subsequent-run houses, so it is impossible to estimate what effect the campaign had on a specific day.

The RKO Palace last week held the only downtown bond premiere staged in Cleveland. A bond auction was held in conjunction with the premiere. Both premiere and auction were sponsored by the B’nai B’rith, whose members negotiated for more than 200 articles to be auctioned, and sold the bonds for the special performance. District Manager Harry Schreiber and Palace Manager William Heis closed the theatre at 7 p.m. and reopened at nine for a special showing of “China Sky.” The 2500 people who attended the premiere were admitted only by a bond bought at the Palace, representing $300,000 in “E” bonds. The auction, in the hands of a professional, netted another $200,000, bringing the evening’s sale of bonds to half a million dollars.

Max J. Rosenberg of National Road Shows was in town last week to complete arrangements for the distribution through Film Classics of his “Dr. Terror’s House of Horror” in the territory west of Pittsburgh.

Seaman I/C Gilbert Leighton of the Coast Guard, formerly of Academy Film Service, Inc., distributors of non-theatrical film, was home on a seven-day leave, and has returned to his base for reassignment to Manhattan Beach.

NEW YORK

E. K. O’Shea, MGM Eastern sales manager was in Gloversville last week.

E. W. Aaron, MGM circuit sales manager is on the Coast for three weeks visiting the Los Angeles, San Francisco, Portland and Seattle exchanges.

William F. Rodgers, MGM vice-president and general sales manager, was home last week with a severe cold.

H. M. Richey, MGM exhibitor relations head, has had a minor operation performed on his hand.

Bill Danziger, who was aid to SI Seidler at MGM on special campaigns has left the company to write at his new acquired farm in Maryland.

Wildred Lewis, secretary to Howard Dietz, MGM vice-president and head of advertising, publicity and exploitation, has left the company after 19 years. She is succeeded by Marjorie Wright, formerly of Frank Whitbeck’s studio staff.

William Fadiman, MGM studio story head is in New York looking over the plays.

Vladimir Vetlugun, head of MGM’s story board, has returned to Culver City after 10 days in New York.

Nathan Golden, head of the film department at the Department of Commerce, Washington, attended the ITOA luncheon for J. Arthur Rank here last week.

Hyman Rachmil, retired independent exhibitor, and a charter member of the ITOA was made a life member of that organization by Harry Brandt, president, at the J. Arthur Rank luncheon.

Joe Bavasso, of the Paramount travel auditing department, is back at her desk after having been hospitalized for three weeks.

Jane Harrington of the Paramount Theatres accounting department, and pianist for the Paramount Male Chorus, has left the company to be a housewife.

Edward C. Raftery, United Artists president, has returned to New York from Scranton where he attended his daughter’s graduation.

Mort Magill, UA Philadelphia branch manager, was a home office visitor last week.

Dave Coplan, UA Great Britain manager, is vacationing in Ottawa.

Ralph Ober of the UA publicity staff, is working on his first full-length novel. He hopes to have it published by fall.

Joe Mallett, formerly of the UA advertising department, is in California, having resigned to join his husband who is in the Navy.

Archie Meyers, executive assistant to producer Jules Levey of UA, has offered a $100 War Bond for a suitable title to replace “Trail Town.”

Oscar Morgan, Paramount short subject and News sales editor, was vacationing at his summer home in The Hamptons last week.

E. T. Comersall, Universal’s assistant general sales manager was in Cincinnati, Chicago, Milwaukee and Detroit last week returning to New York on Saturday.

Muriel Zola is handling promotions and tie-ups for the “FRC’s Crime, Inc.,” which opens at the Rialto, June 29. She formerly was with United Artists.

W. Ray Johnston, Monogram president, returned from Hollywood last week.

Marvin H. Schenck, Loew Eastern talent head, will serve as chairman of the producing committee for this year’s Night of Stars on November 13 at Madison Square Garden. The event is on behalf of the United Jewish Appeal of Greater New York.

Bill Ornstein, MGM publicist, has had four industry stories either published or accepted for publication during the past month by various magazines. Sweney published “Movies for the Theatres at War,” “Prairie Schooner’s summer issue is carrying “Future of the Flickers,” “Pagan will carry “Governing the Winds,” in its July issue, and Swen will publish “It’s a Wonderful Thing” in July.

“Youth Follies of 1945” will be presented at the Manhattan College Sept. 14 under the supervision of the editorial staff of the Motion Picture Daily last week. The Livingstons have another child, Barbara Ellen, age four.

Ray Murray, Columbia publicist, was ill at home with an infected throat for three days last week.

JERSEY CITY

Hudson County theatres are cooperating in plans for a Seventh War Loan rally to be staged in Journal Square June 29 from 6 to 12 p.m. The object will be to secure continuous entertainment with stars of the stage, screen and radio. Speakers of local and national importance, secured through the Jersey City Activities Committee, will appear and make appeals for bond purchasing. Nota A. Kommenos, North Jersey zone manager of the Skouras Circuit, chairman of the Hudson County Motion Picture Committee for the Seventh War Loan, heads the committee on arrangements. Journal Square will be closed to traffic during the show.

D. F. Barreca, manager of the Orpheum, was able to substantially augment bond sales credited to his theatre during the War Loan Drive, for the third successive War Loan Drive, of Rose M. Campbell, in charge of personnel and payrolls at the Jersey City Medical Centre, to sell bonds in his lobby.

The State Theatre is installing a new Simplex sound equipment system. Work has been in progress for about a week and is expected to be completed Thursday night. On Friday, the system will be given its first try-out to enable technicians to iron out any details which might develop and have it 100 per cent working order for this week’s Saturday and Sunday performances.

Jack Holder, formerly assistant manager at the Stanley and later house manager at the State, is now manager of the Orient, of the Rosenblatt & Welt Circuit.

Richard Wolff, director at the State since (Continued on Page 33)
ONLY big-time motion picture producer I know who wears black shoes and keeps 'em polished is Herbert J. Yates. His coat matches his trousers and he wears a dark necktie and what I’m trying to get across is the idea that he’s a businessman, making a business of the movies.

Not a bad idea, either, as you shall see:

I thought at first about starting this piece with something about Consolidated Film Industries, largest film laboratory enterprise in the world. I also pondered an introductory paragraph about Republic Studios in Hollywood, where efficiency and flower-beds flourish side-by-side and an owl holds a permanent lease on stage three.

But the best place to begin is at the beginning, when Fatty Arbuckle wanted $80,000 to finance a series of eight two-reelers. He went to Yates, a young man who had demonstrated his flair for business by rising rapidly to the top in the tobacco manufacturing business, but who had yet to reveal the instincts of a gambler. Now he revealed 'em. Arbuckle got his $80,000 on a handshake; Yates got it back with release of the first two-reeler Boy!

That started the saga of Yates in pictures. He organized Republic Laboratories, which eventually became Consolidated, for the processing of Hollywood’s film. He invested in many a major studio, financed many an independent producer.
MAN MAKES MOVIES

by Frederick C. Othman

United Press Correspondent
Hollywood—Washington, D. C.

He owned the American Record Co., and he bought Columbia and Brunswick, only to sell the whole works just before the boom in phonographs. The one thing he kept was a contract with a crooner of cowboy songs, about whom more later.

Wall Streeters called the sale of the record companies, Yates' Polly, Maybe. I'll report here simply that the factory where he once pressed records in Scranton, Pa., is now his Consolidated Molded Products Co., employing more than 1,000 workers and known as one of the 10 largest plastics concerns in America.

Back in Hollywood in 1935 half a dozen independent producers were fighting among themselves, cutting each other's throats—with Yates' money! He'd financed them all and every time one of them beat another to the dotted line, Yates lost.

He fixed that, characteristically, by organizing a production company, Republic Pictures Corp., named after his first laboratory. There he installed his battling movie makers. Now they could fight for him, instead of against him. Only tangible assets of the new company were some western and serial scripts heavy with dust and a lease on a few old sound stages, with use of Mack Sennett's celebrated outdoor bathtub thrown in.

The depression wasn't even beginning to ease, the old-line movie producers were having their troubles, and they agreed to a man that Yates was nuts.

Western pictures at the time were dead; not even the 10-year-olds would go to see them. Serials had gone out years before with the "Perils of Pauline." The stages were undersized and the bathtub, where Sennett once had lolled while supervising the tossing of custard pies, was a definite liability. Somebody might fall in.

Yates had it filled with rich soil and planted calla lilies on top. Then he began cogitating the literature in the script library. It was his idea—his competitors now say it was his inspiration—to salvage those western scenarios by turning them into adult entertainment.

He'd have none of this manufacturing of cliff hangers for the juvenile trade. Yates figured he'd get the mothers in, and the fathers, too, by adding romance and song to the standard action script. All he needed was a cowboy singer and hey! He already had one; that tall young fellow from the record company; name of Autry, Gene. You know what that idea did for Republic; for that matter, what it did for good ole' Gene.

Yates looked over his serial scripts, which put the hero in jeopardy at 14 different chapter endings and gave him the gal in the 15th. They were a total loss, but you think he junked his serial production organization? Not by 14 Yates-worse-than-death he didn't.

He injected comic strip characters into his chapter plays, first with Dick Tracy and then with the Lone Ranger, and thereby made of serials greater money-makers than even in the hey-day of Pearl White.

Yates then did something the rest of the industry never had considered. He discovered sectionalism as an asset and soon was turning out movies featuring such rustic radio heroes as Roy Acuff, Lulubelle and Scotty, "Pappy" Cheshire and the Duke of Paducah. Advertising wouldn't have done these pictures any good on Broadway; in the small towns, where they paid their profits, they didn't need advertising.

The founder of Republic evolved a 10-year plan for his studios, drew up his blueprints for each year and proceeded accordingly with his goal—the making of his company one of the largest in the business at the end of the decade. The record retarded him slightly, but the year 1945 has not yet ended and the Mabel Normand sound stage (perhaps the largest and certainly the most efficient in Hollywood) is booked solidly. So is another vast new stage. The newest structure on the lot was once a cabbage patch is the largest and best equipped music auditorium in the world for scoring and dubbing pictures. Its design includes the most modern developments in architectural acoustics, and its RCA Sound equipment is the last word in the field of sound recording. The entire studio has been so improved that even if his bathtub still were there, Sennett wouldn't recognize it. Yates' most recent moves include the addition of Frank Borzage and Alfred Santell to his production staffs. You know those names and with negotiations now under way for equally important producers, directors, and players, the goal is not far off.

Yates never has believed in genius. He says the only difference between one of these rarities and the average man simply is that the average man needs a break. He has built his organization upon this theory, most of his top executives today once were the average men working hard in one or another of his industries.

He spends much of his time investigating other enterprises to see whether any of their methods can be applied to the movies. He also investigates his own studio. I once bumped into him on stage five, where he'd moved his desk and his secretary and where he'd just discovered that movie cameras never photograph anything higher than 10 feet on an interior set wall. Why, he asked, were the walls 20 feet high? The scenic designer said they'd always been 20 feet. Yates said that from now on they'd be 10 feet. A small thing, perhaps, but the saving on paint, lumber, canvas and man-hours at the end of a year is something that helps turn red ink into black.

The factory-aspect of most movie studios depressed Yates. He presumed the other workers were depressed, too. He substituted green grass for concrete at Republic, cops with smiles for guards with guns and flower boxes for painted-out windows. What he wanted was a friendly atmosphere. He got it.

As of now the head men at Republic are doing considerable senioring and bananas doing. They're going to night school, studying Spanish, which gives you some idea what Yates is currently thinking about. And here I am about to use up all my space when I could have filled this whole book. I must mention that owl, the one thing inherited from the previous owners still on the lot. This bird has a perpetual leasehold on stage three. Sometimes he hoots and sometimes he flies through a high-class drama, thereby causing a retake, but no Republic executive would think of banning him.

It takes a wise man and a calm one, a square-shooter and a go-getter, to equal Yates' achievement. That owl is a symbol.
In the name of the Variety Clubs of America ... an industry organization probably not much older than yourselves and to which so many of our associates belong, I salute you on your Tenth Anniversary. Long may your banners wave. Long may you prosper.

Year by year, we have watched you grow. Year by year the name of Republic has assumed new importance and stature in the records and accomplishments of our great industry.

Like your trade-mark, you stand for vision, courage, independence and accomplishment. So, to Herbert J. Yates, to James R. Grainger, to all your other executives and to each and every man and woman in your international organization, we pay our respects and offer our admiration and good wishes.

It is a privilege and an honor to write these words of congratulation.

R. J. O’DONNELL
Chief Barker
Variety Clubs of America
With humility and pride ........
Republic Pictures offers its appreciation to its men and women in the services of our Country.

Sam Abarbanel
James A. Abee
Franklin Adreon
Frank Arrigo
Louis Asher
Dudley Austin
Gene Autry
Barb Baker
Frederick P. Bayzman
William Beck
Robert Beebe
Wm. Bentley, Jr.
Aaron Bergner
Edna Mae Black
Laurent Bolduc
Richard Boyd
J. H. Bradley
John F. Brewer
Richard Brooks
H. S. Brown, Jr.
Neil Brown
R. L. Brown
Russell I. Brown
Earle Dean Buell
John Burke
Richard Bussey
Donald Candy
James Calahan
Vincent Callahan
Iah Cameron
John Capano
Joseph Cardettino
Thomas G. Carroll
Charles Cashon
Clarence Champagne
M. M. Christensen
W. J. Clemons
Harris Clifton
Aaron Cohen
Verne Cole
Elbert Coleman
Charles Cooper
Stephen Coppola
Irwin Coster
Claude Costin
Vernon Crocker
Robert Dale
Sam Dalzell
Dudley Darnell
Emma De Haven
John Dickinson
L. A. Dicks
Leonard Dimoush
F. Dorman
Steve Dorsey
William Douglas
Marguerite Draper

W. J. Dumas
Robert Eaton
James Ecker
Alric Edens
Harry Eisenhoff
Clifton A. Emerson
John Esch
N. Espar
Norman Essex
Catherine Feder
Cy Feuer
George Feurman
Leonard Fields
Don Fill
Robert Finkel
Robert L. Finlayson
LeRoy Finster
George L. Flax
Charles Forman
Harold Forman
Jane Fowler
Mike Frankovich
Lockwood Frost
Marsh E. Funderburk
Charles Gallenstein
Harold Gauman
Lee Goldman
Harry Gerstad
Edmund Grainger
Paul Grancell
Wilson Grantham
Bud Greggs
Bruce Greiner
Hershel Gruenberg
Paul Gundy
Leiser Haas
Raymond P. Halvorsen
Homer Hamilton
Ralph Hardesty
Fred Hart
Joe Hawk
Harold Hellman
Robert Herrick
Joe Hiatt
George Hill
William M. Hisey
Francis Holland
Russell Edward Holmes
Ralph Hooks, Jr.
Al Horwitz
Bert Humphrey
Edward P. Inderbitzen
Robert Johannes
Marvin Johns
Eugene Jonas
Arthur Jones
William Jones
Sam Kalmanson
Melvin Kane
Paul E. Karanza
R. W. Karges
Gordon Kay
John Kelly
W. Kennett
Charles Killen
William S. Kent
William Kickler
John Knipping
Walter S. Krasniewski
Arthur Mitter
Raoul Kraushaar
Joe LaBella
John LaMar
Albert Land
Bruce Langley
Francis Langton
Ed Lavalle
Robert Leeds
David Lees
James Leppert
James Long
Robert Longcrier
Robert Lynn
Albert Malafronte
Edward Mann
Harry Marcus
Ray Marcus
Dick Marino
Sid Martin
Louise Matthews
Harold May
John McCloud
Herbert Mendelson
Carleton Michens
Ray Middleton
Paul Milburn
Max Miller
Harold Minter
Stewart Moody
Sidney Morris
William Morris
John C. Morrison
Richard Murphy
Dale Nadel
Homer Nelson
Sloan Nibley
Sam Noel
Edward Nossan
Raymond Oberg
R. Eldon Oberg
Betty O'Brien
Edward O'Donnell
Jerry Olson
Howard O'Neill
Les Oreleck
Hayes Page Hill
Marvin Partin
Charles J. Pass
Jerome Pauly
John Pawlow, Jr.
Harold Peck
Daniel C. Penrod
Lee Pickle
Louis Phillippe
Carl Podlasky
Steve Previn
Jack G. Quinn
Henry Rauch
Ed. L. Ray
William Record
Eugene Reed
Thomas Reime
Dean Rendahl
Paul Rendahl
Elmer Rice
Gilbert Rice
Robert Rice
Wilkeson Richards
Mickey Riley
Ben Roberts
Herman Robinson
Eddie Rodriguez
L. G. Roehl
William Rogers
Raymond Rose
G. Rossman
Harold Rossmor
Victor Santomassino
George Santoro
Richard Sawyer
Leonard Schaefer
Dave Schlusinger
Duane Schoebelen
Irving Schoenberg
Earl W. Schroeder
Patricia Schuck
John Scott
Harold Sellers
Frank Sheffield
Rudy Shollenberg
Louis Sheridan
Bill Shirley
Sol Shor
Norman Silverman
Harold E. Smith
Howard Smith
Whilow Smith
Chalmers Snodgrass
George Somma
Francis Soule
Jerome Stanley
Sidney Sternstein
Sydney Stevens
Dale Strickland
Andrew Subbiondo
Joseph Sugar
Jack Swain
Clare Swanson
Albert Thomas
Frank J. Thomas
William Thomas
Kenneth Thompson
William Thompson
Robert L. Tomlinson
Willis R. Tomlinson
Stanley Trembley
Nick Treosti
Lloyd Utterberg
Bruno G. Vascott
Ray Vernon
Bernard Vorhaus
Margaret Waite
Earl Waltman
Justin Ward
William Ware
George Wargo
Clifford Waterman
Robert Wenzel
Harb Wernsrite
Claude White
Lou Wildey
Theodore Wilkins
Allen Wilson
Roger Wilson
John Winton
William Wintey
Harold Wolf
Arnold Woodson
Harrigan Wortsmith
Douglas T. Yates
Claude York
Julian Zimet
Clement Zamel
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SEATTLE, Wash.
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WASHINGTON, D. C.
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AustralíA
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British Empire Films (Pty.) Ltd., 2510 Pitt St., Sydney, Australia
BRAZIL
Republic Pictores de Brasil, Inc., Pia de Janeiro, Brazil
BRITISH WEST INDIES - BRITISH GUIANA - DUTCH GUIANA
Republic Pictures (Trinidad) Ltd., Port of Spain, Trinidad, B. W. I.
CHILE
Cia. Republic Pictures Chile, Inc., Casilla 922, Santiago, Chile
COLOMBIA
Republic Pictures de Colombia, Inc.- Colombia, South America
CUBA
Tropical Films de Cuba, S.A.
ENGLAND
British Lion Film Corp., 78 Wardour Street, London W. I., England
REPUBLIC OF SOUTH AFRICA
M. B. Bittolario, Sr. Mangada House, West End Cinema Compound
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MEXICO
Republic Pictures de Mexico, Inc., Mexico, D.F., Mexico
NORTH AFRICA
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New Zealand
British Empire Films (N.Z.) Ltd., 13 Courtney Pl., Wellington, N. Z.
General Overseas Camp, North Africa
Panama & Central America
Republic Films of C. A., Inc., P. O. Box 382, Colon, Panama
Republic Pictures del Peru, Lima, Peru
PORTUGAL
Sole Levy Jr. & Co., Rua da Conceição 107 2º, Lisbon, Portugal
Puerto Rico - Santo Domingo - Haiti - Virgin Islands
SOUTH AFRICA
UAE
Spain
Sweden
Switzerland
Turkey
Venezuela

Mr. Luis R. Perez, Asesorio a Puente Yanes #203, Caracas, Venezuela

Mr. Luis E. Perez, A. Socorias a Puente Yanes #203, Caracas, Venezuela

Mr. Luis E. Perez, A. Socorias a Puente Yanes #203, Caracas, Venezuela

Mr. Luis E. Perez, A. Socorias a Puente Yanes #203, Caracas, Venezuela

Mr. Luis E. Perez, A. Socorias a Puente Yanes #203, Caracas, Venezuela

Mr. Luis E. Perez, A. Socorias a Puente Yanes #203, Caracas, Venezuela
its opening in 1922, will celebrate his 71st birthday next month. His friends at the theatre are planning a party in his honor.

Nottis A. Kommenos, North Jersey zone manager for Skouras, has reopened his farm at Lebanon, N. J., for the season.

Tommy McNamara, manager of the Tivoli, is on vacation. His place is being filled temporarily by John Blonskis, Skouras North Jersey relief manager.

David Kane, formerly manager of the Cameo, is now manager of the Monticello.

Edward Lendenh, formerly manager of the Monticello, is now manager of the Strand.

Harold Molloy, manager of the State, is leaving for a vacation in West Virginia June 25.

Martin Maher, formerly of the Lincoln, Union City, is now assistant manager at the Stanley.

Mile Rogan, formerly chief of service at the Stanley, has joined the Navy. Edward O’Rourke is new chief of service, and William Bock is his assistant.

Harry Reamick, formerly manager of the Oriental, is now manager of the Alvin, Gutenberg.

PHILADELPHIA

A storeroom in the rear of the West Allegheny Theatre has been damaged by fire last Wednesday. A patrolman saw smoke coming from the building and turned in an alarm.

The bond premiere at the Aldine Theatre on Tuesday night last, under the auspices of the Philadelphia Chapter of Hadassah, grossed over $3 million in bond sales, according to Frank Castello, manager of the house. One of the outstanding stunts of the evening was a short walk by Lt. Commander David Berger, a Philadelphia survivor of the S. S. Franklin. The talk was broadcast over a local radio station.

Ruth Berger of the Warner publicity department, taking an early vacation, is spending her time at Plum Point in New York.

The Earl Theatre just received a confirmation of its booking of the Abbott and Costello personal appearance for the week of August 3.

The State Theatre apparently will hold no more sneak previews, after the experience they had with "Wonder Man." A leak somewhere had informed the whole neighborhood about the picture and when Manager Marty Antisman attempted to hold reserved seats for the exhibitors, it was necessary to call upon the aid of the police to help preserve order. Antisman says that the previews have taken years off his life.

Bucky Harris, RKO exploiter, had his fingers crossed as of Monday. He was expecting to be able to rent a nice home in the suburbs and was waiting on the whims of the real estate agent.

The son of Leon Behal of Capitol Film was promoted to a first lieutenant in San Francisco. Lillian Gimbil is the new cashier at PKC, replacing Mary Scarrilli who resigned.

L. T. Rogers, 20th Century-Fox sales executive, is still in town.

William Hunt, the Wildwood film magnate, was a visitor on the street.

With the acquisition of the Steel Pier in addition to Hamid's, Mark Wilson, summer press agent for Hamid's Pier in Atlantic City, is also publicizing the Steel Pier.

Bucky Harris, RKO exploiter, last week received a letter from a chaplain giving details of the burial and location of the grave of his son, Bud, who was killed in action last August in France.

Universal District Manager Salem Applegate and George Schwartz attended home office conferences in New York last week.

Pete Holman, former Paramount booker now in the Navy, has entered the storekeepers school at Sampson, New York.

Joseph Nevinson, manager of the Uptown Theatre, became a father again when his wife gave birth to a boy in the Jefferson Hospital.

With a postwar building plan in mind, the Warner exchange has acquired a piece of ground at the corner of 13th and Florists Streets, next to the RKO building. A new exchange building will occupy the site when building material is available.

WASHINGTON

Washington Variety Club Tent No. 11 held "open house" June 9 at the Willard Hotel. Hosts were L. S. Burke and Charlie Rosenhalh.

MGM booker Ida Baretsoff attended the Harvard Overseas Club conference in Richmond, Va. She was the Washington delegate of the business and professional division.

Lew Carroll, RKO publicist, was a recent Warner Bros. visitor, conferring with Frank La Falce on "Those Endearing Young Charms," due for an early engagement at the Earle.

A meeting of the theater managers was held June 11, 12 and 13 in Hagerstown, Md., and Staunton, Va., to lay out a campaign on "Corn Is Green." Frank La Falce, George Fishman, Nat Gasser and Charles Grimes attended.

Sol Sorkin, of RKO Keith's has reached the $260,000 mark in bond sales, exceeding his quota of $250,000.

The Takoma Theatre, in cooperation with the George Blossom, student body of Roosevelt High School, held a special bond premiere and stage show which featured top musicians of famous orchestras.

A welcome visitor to the MGM exchange was former booker Seaman 2nd Class, Victor Wallace.

James W. Weekly, manager of Warners' Takoma, and George J. Miller, manager of Lichtenman's Republic, have doubled their bond quotas for the 7th War Loan.

Joel Margoli, manager of Loew's Capitol, has surpassed his quota of $400,000.

Howard Derrick, manager of Lichtenman's Mort, has reached his bond quota of $2,630.

Angie Ratto, manager of Loew's Palace has surpassed his bond quota of $250,000. This brings all three Loew's Theatres to 100 per cent bond sales for the 7th War Loan drive.

Fred McMillan, manager of Warners' Earle, has surpassed his $400,000 quota. So has James Breton, manager of the Booker T. Washington; James Washington, manager of the Rosalia; Julian Lewis, manager of the Beverly; Frank Scott, manager of the Avalon; and Glen Allison, manager of the Kennedy and Walter Cersley, manager of the Uptown.

Bertha Thomson of the Allied office, Harry Rachman and Marge Allen, entertained at dinner for Buddy Hall of MGM, the day before her departure for New Orleans.

INDIANAPOLIS

The Y. & W. Management Corporation has moved its offices from the ninth floor of the Illinois Building to the sixth floor.

Capt. Robert C. Patrick, pilot of a B-17 bomber, who was captured May 14, 1944 when his plane caught fire and exploded near Frankfort, has been liberated from Stalag 7-A in Moosberg, and is now visiting his wife and parents here. He was a former employee of the RCA Victor Company.

Mrs. Richard Frank, wife of the Paramount exchange manager, is a patient in St. Vincent's Hospital here.

L. J. McGinley, Universal exchange manager, has returned from a New York business trip. 

Robert Clark, former manager at Milwaukee, and now operating theatres in Wisconsin, was a Film Row visitor during the week.

Miss Reha Cornett, formerly Universal's chief (Continued on Next Page)
accountant and now a member of the Waves, spent the weekend in Indianapolis. She is now stationed at Quantico, Virginia.

Wayne Shew, manager of Loew’s Majestic, Evansville, is vacationing in Columbus.

Variety Club will hold its annual dinner and golf tournament in Indianapolis, August 27.

Jack and Mrs. "Shu" Tomlison observed their 25th wedding anniversary at the Variety Club rooms, Wednesday. Prior to the reception, their daughter was married at Tabernacle Presbyterian Church. Tomlison is widely known in Indiana theatrical circles.

Ruth Spencer is the new assistant in the contract department of 20th-Fox exchange here. Ward Scott, 20th-Fox district manager, Kansas City, arrived in the city Monday for a special sales meeting.

William Stirling, assistant shipper at RKO, is acting as shipper in place of Horace Spencer, head shipper, who died Monday at his home after a lingering illness. Spencer had been with the company since 1928.

Approximately 350 theatres in the Indianapolis exchange center participated in Free Movie Day, June 6, as part of the national program celebrating Free Movie Day of the Seventh War Loan Drive.

Joe Bommersheim, of National Theatre Supply Company, is idle but he is sticking to his desk.

J. W. Servies, sales promotion department, National Theatre Supply Company, arrived in the city Monday and remained through Wednesday on a business visit.

Jack Dowd, a former booker at the Warner exchange, and now stationed in Germany, is looking forward to an early return to the United States, where he expects to visit his uncle and baby boy, born while Jack was with the Armed Forces.

Visitors on Film Row: John Doerr, Alliance Theatres, Chicago; Mrs. Paul Sanders, Campbell-Kotlar, Indianapolis; Edwin Ouri, an agent, Harrold, Rushville, and Bob Hudson, Richmond.

Melvin E. Cox opened a drive-in theatre here June 15.

Harry H. Thomas, PRC general sales manager, arrived at the local exchange Tuesday for a sales conference.

Max Jacobs, of Imperial Distributors, Cleveland, was on Film Row Thursday on a business trip.

CINCINNATI

Plans have been prepared and a site acquired for a new modern suburban theatre on Blue Ash Avenue, Deer Park, according to an announcement by Joseph W. Nordlie, Horace R. Welsel, managing director, stated that construction will be started as soon as materials are available.

Metro’s Margaret Hill and Betty Korb are vacationing in Florida. Warners’ early summer release, “Pillow to Post,” is set for the RKO Palace. “Conflicting” and “The Corn Is Green” are set for the Albee. The Butler Theatre, Butler, Ky., suffered heavy damage by fire this week.

B. H. Clark, owner of The Clark, Grayson, Ky., has taken over the Gray at Grayson from Mrs. Nan Woman.

The RKO Bond Premiere will feature an auction of war souvenirs from the theatre stage. Visiting celebrities, as not yet announced, will also make personal appearances.

The New Madison Theatre, Covington, owned by the Ernst Realty Company, expects to open early in the fall. The company has received priorities and construction has commenced. Vera Carroll’s birthday was celebrated at the 20th-Fox exchange with a cake.

Joe Oulahan, Paramount, celebrated recently his 25th anniversary with the exchange. Eddy Biljan, secretary to Lev Bugie, 20th-Fox, is taking a week’s vacation.

Ann McKee, Paramount, is back after a two-week trip to Atlantic City.

Warners’ Tony Stern, buyer, and Bill Wasserman, booker, were here from Cleveland.

Jimmy Partlow, branch manager, Universal, Oklahoma City, and Mrs. Partlow, were here while on a visit to see Jim’s brother, Bob, manager of McLooe Theatre, Dayton, Bob, who is at Miami Valley Hospital, Dayton, was operated on for appendicitis.

Letters were received from Paramount’s former booker, Robert Ricknell, now in Germany, and from John Flood, Paramount’s former chief accountant, now in Paris.

Jack Rodman, Paramount’s booking manager, has returned from a vacation at Richmond, Ind.

MINNEAPOLIS

Bad Benjamin, formerly of Warners’ public relations office, Detroit, has been assigned to Minneapolis to replace Ed Johnson, recently resigned. He was introduced at a luncheon attended by Stan Cramer and Lucia Parago of the Chicago office.

Exhibitors on Film Row included Arvid Olson of Reinsburg, Wis.; Fred Solheim of Minneapolis; and J. Hilbert of Heron Lake, Minn., who was accompanied by his wife.

Bond sales promotions in Minneapolis included a special exhibit of Chinese curios at the Hennepin Orpheum Theatre. Manager Bill Sears included a 500-year-old Chinese gong, and purchasers of bonds were not only given free admission to the show but permission to take a dusty swing at the gong. The promotion tied in neatly with the current feature, “China Slices.” Plans are being completed for a children’s bond show at Minnesota Amusement’s State. The show will include a kiddie revue and the feature will be “A Boy, a Girl and a Dog,” produced in Hollywood by Bill Frank, Minneapolis theatre operator.

Major Hal Wilkinson’s Midwest film promotion of the summer will be the world premiere of 20th-Fox’s “State Fair,” which is scheduled for August in Des Moines, Iowa. Hal is presently in Des Moines preparing for the opening are Rodney Bush of New York, Moe Levy, district manager, and Werner Hoffman of Minneapolis.

Bernie Eiteman, of the University of Minnesota football team, will be host to press and radio representatives at a luncheon and street dance in honor of Christy Walsh, associate producer of “Captain Eddie,” life of Eddie Rick-enbacker.

CHICAGO

The Chicago Censor Board during the past month has listed five films for adult trade only. They are, “Kiss and Tell,” Columbia; “Body Searchers,” and “Brighton Stranger,” RKO; “Vampire Ghost” and “Phantom Spree,” Republic. Monogram’s “Diller” is still banned by the police censor despite two reviews of the film by the censor board. Jack Kirsch has been in New York.

Lt. Robert Taylor, USNR, was a Chicago weekend visitor.

Bill Green of MGM’s exploitation department is in St. Louis arranging a tieup with Friskies Dog Food on “Son of Lassie.”

Mrs. Jean Olin, after a visit of the B & K Granada, is celebrating this week because her husband, an Air Forces officer, reported dead, phoned her from Boston after liberation from a Nazi prison camp.

A series of “Young Chicago Telecasts” have been completed by the Admiral Corp. and the B & K television station, WBKB. The purpose was to bring television to Chicago youngsters. Another series is planned for early fall.

The theatre trade is interested in the fire protection engineering course of the Illinois Institute of Technology.

Roger Rapp, an architect, is in LaSalle completing plans for the construction of a 1,200-seat house to be built in the post-war era by L. and P. Theatre Circuit.

Lt. Shirley Busch, USN nurse, is visiting her parents, Mr. and Mrs. Herman Busch. Her father is head of the Paramount exchange projection room.

Seumy Borde, formerly with the RKO country sales department has been named Des Moines manager. He will leave for New York for home office conferences. Jack Goldberg will take Borde’s former job.

Cherence Jalas, Chicago Operators Union assistant business agent, will have charge of the organization of theatre white collar workers including cashiers, doormen and other theatre employees not already given free admission. Zenith Corporation has dedicated a plaque at (Continued on Page 36)
STARRING ALEXIS SMITH and SYDNEY GREENSTREET

With All Your Might! The Mighty 7th War Loan!

HUMPHREY BOGART

THRIU!

The Mighty 7th War Loan!

Will he kiss or will he kill!?

Screen Play by Arthur T. Horman and Dwight Taylor
Based on Original Story by Robert Siodmak and Alfred Neumann
Directed by CURTIS BERNHARDT • WILLIAM JACOBS
Produced by
its Chicago Headquarters to employes who have lost their lives in the service of their country.

Better Films Council closed its season with a final meeting last week, with L. Chester, president, in charge. Postwar plans are underway for organization expansion this fall.

The Chicago Variety Club, Tent No. 26, has added four new members: Clyde E. Elliott, Milton Friedman, Harold Hucbacher and Charles N. Pupp. The club now has 330 members.

Howard Stubbs of the Los Angeles Variety Club was a visitor at the Chicago Club headquarters.

Ted Papas, formerly head of the service department of the Manor Theatre, is in the Navy, as is James McInerney, engineer for the theatre.

Ben Fadlett has been named assistant manager of the Biltmore Theatre.

Owners of 50 independent theatres have organized a Chicago committee to meet weekly and check percentage deals. They will review current releases and place their own value on the films. One of their claims is that two percentage films monthly is too much and that a maximum of 12 annually should be maintained.

Milton Maier, RKO attorney and Frank Smith, Western theatre manager are in St. Paul for a theatre survey.

COLUMBUS

Columbus has been granted an AA-1 priority for film necessary to make the Technicolor picture, "This Is Columbus," to be used by the government to promote the city. Shooting of scenes will start around July 1, Mayor James A. Rhodes reported. Contract for making the picture has been awarded to Eacar Motion Picture Service Inc., Cleveland. Funds to finance it were donated by Columbus businessmen.

Among candidates in Hollywood’s search for an unknown to play the role of Salome in “The Robe,” is Marilyn Rose, 20. She is a graduate of South High School and appeared recently in "Much Ado About Nothing," produced by the Browning Dramatic Society of Ohio State University.

Harry Simons, manager of the Grand, who likes to play the piano at the Variety Club, is now learning how to play the accordion.

Clyde Sells, former Loew’s Broad usher and doorman, who has been appearing in bit roles in Hollywood, is in town visiting his parents.

His stage name is Oren Huntington.

Plans are afoot for the annual family picnic of the Variety Club to be staged in late July at Leo Hazen’s Zoo Park. The club also is hoping to have a golf-and-frolic jamboree at a local country club, open to the public.

Lt. Bob Jaeger, former Loew’s Broad student assistant, is in town on leave.

Tod Roper is substituting for Samuel T.

BOSTON

James Wann, district manager for United Artists has recovered sufficiently from his recent illness to leave the hospital and return home.

Carl Leserman, UA general sales manager was in Boston on company business for a few days this week.

Maynard Sicks is now handling Massachusetts and Rhode Island for Nation Screen Service.

CLOCK STRIKES TEN FOR REPUBLIC. Ten o’clock on the opening day of Republic’s 10th Anniversary Drive found the company’s Boston sales force all set to roll up their meeting records.

Known here is New England District Manager Jack Davis giving the go-ahead to Boston Branch Sales Manager Abe Weiner, Bookers Jack Martin and Doris Werlin, and Salesmen Harry Gold, Al Fecke and Jack Jennings.

TANK PROMOTES BOND SALES. Taking advantage of his friendship with the officers of the Watervliet Arsenal, Lt. Com. Larry Cowen, USNR, publicity director for Fabian Upstate Theatres and co-publicity chairman for the WAC 7th War Loan drive in upstate New York, borrowed a General Sherman tank which he plastered with bond-selling posters and drove in the Decoration Day parade in Troy, N. Y. The tank dropped anchor in front of Proctor’s, where it became bond sales headquarters.

Wilson, Columbus Dispatch theatre editor, while the latter is on his vacation.

World premiere of 20th Century-Fox’s special about the career of Captain Eddie Rickenbacker, titled "Captain Eddie," will be held August 1 at Loew’s Ohio. Columbus is the home town of the World War I ace. The announcement was made recently by Hal Horne, 20th-Fox vice-president, at a luncheon held here by a local committee headed by Congressman John Vorys. Horne indicated that Captain Rickenbacker would attend the premiere and that the stars of the picture, Fred MacMurray and Lynn Bari, would also be asked to attend. Other 20th stars may also appear at the premiere, which is planned to be the biggest cinema event in the city’s history.

OMAHA

Omaha’s territory has broken two records in the Seventh War Loan Drive to date. The Bond Premiere total now stands at 163 as compared with 124 in the Sixth, the Free Movie Days at 240 as compared with 160 and the Children’s Matinee at 26 as compared with 36.

Peggy Hoedover, a veteran employe at the Paramount Theatre, has been promoted to assistant manager.

Maxine Keeover is a new secretary at National Screen.

Meyer Greenberg, shipper at National Screen, is vacationing.

Norman Nielsen, RKO office manager, is vacationing.

Jack Andrews, Jr., son of Jack Andrews, RKO salesman, has entered the Navy and has been sent to Great Lakes, Ill.

Carl Reese, United Artists salesman, had his car stolen here over the weekend. It was returned the next day, he wore, with a broken window and without a full tank of gasoline.

F. A. Van Husen, owner of Western Theatre Supply Company, was in Besteseele, S. D., early in the week.

Joyce Rodda, assistant cashier at MGM, was out several days due to illness.

Carl White, Jr., son of Carl White of Quality Theatre Supply Company, is back from Kemper Military Academy for the summer.

S. S. McFadden, the exchange auditor for Columbia, is visiting the company exchange here.

Eleanor Horwich, Columbia cashier, is back from a trip to Colorado Springs.

Arthur Sklar, MGM auditor, is in town.

A Columbia crew, including branch manager Joe Jacobs and salesmen Paul Fine, Morton Horowitz and Harold Klingman, will attend a sales meeting in Kansas City June 16-17.

William Miskell, state exhibitor chairman, and (Continued on Page 38)
A MOTION PICTURE OF INCOMPARABLE BOX-OFFICE STATURE

From

20th ANNIVERSARY CENTURY-FOX

The Pulitzer Prize Novel Becomes The Greatest Picture of 1945!

John Hersey's

A BELL FOR ADANO

Directed by HENRY KING

Produced by LOUIS D. LIGHTON and LAMAR TROTTI
Screen Play by LAMAR TROTTI and NORMAN REILLY RsrN

World Premiere Soon

RADIO CITY MUSIC HALL
REGIONAL

Continued

M. A. Levy, 20th Century-Fox district manager, was in Des Moines recently arranging for the world premiere of "State Fair" scheduled for Oct. 29. It will be released on that date throughout Iowa and 75 bookings have already been made.

Mrs. Robert Southworth of Des Moines, whose son, Lt. Robert Southworth, was one of the survivors of the USS Franklin, sold war bonds at the Orpheum Theatre.

Gov. Robert Blue believes more adequate training should be provided teachers for the use of films in classrooms and is planning to call a conference of educational leaders in the State to increase the visual education program.

PORTLAND

Oregon's total sales in the Seventh Drive have now climbed to $34,761,370 for 39.9 per cent of the quota, with an increasing amount in the E bond class.

Chris Walsh, associate producer on "Captain Eddie," is covering Pacific Northwest key points, and was guest of honor at a luncheon at the Washington Athletic Club, Seattle.

Manager Robbins of the Music Box, Portland, has announced a third week on "Salty O' Rourke."

Mrs. Charles G. Miller, founder of the Greater Seattle Motion Picture Council, has been elected president of the organization for the fifth term.

"The Clock" has been held over for a third week at the United Artists, Portland.

"Kapers in Khaki," army stage show production at the Paramount, under the sponsorship of Evergreen Theatre and J. L. Parker Theatres, had a "take of $1,600,000 for the Seventh."

"The Great Gildersleeve" (Harold Peary) accompanied by Walter Tetley on a bond tour, stimulated sales at the Victory Center show, Forliad.

Grover Sorey, 56, father of film star Julia Gibson, has died at Lewiston, Idaho.

The Garland, Spokane, under construction for the past few months, will be completed August 1st.

Dan Putnam, Jr., has been named manager of the new theatre at Everett, Wash.

Booking on Seattle Film Row: Al Fernandez, Pysz; Red Thompson, Port Orchard; Joe Rosenfield, Spokane; Paul Volkman, Wapato; Stuart Morris, Port Angeles; Olaf Hansen, Coeur d'Alene; John DeWitt, Pasco; Dave Bocci, Federal Way. 

Kernan Freeman has been granted priorities for the construction of a 600-seat theatre in Bellevue, Wash.

Dorothy Robinson, of the KKO Radio exchange, Seattle, has been named cashier.

Portland's licensed night clubs are putting on an "million dollar" bond show at the Auditorium, headed by Bonnie Baker.

Al Donahue, owner of the "Rhythm in a Top Hat" are opening at Jantzen Beach, Portland.

Max Hadfield, Eastern Washington salesman for Paramount, is in Seattle for conferences.

Ross Nelson of Raymond, Wash., has announced plans for a new theatre to be built at South Bend.

J. and Gene Herberg, are celebrating their ninth wedding anniversary.

Hal and Lou Nave, are vacationing in British Columbia.

PITTSBURGH

Mrs. J. B. Christy, owner and operator of the Tidbittee, Tidbittee, Pa., has taken over the Palace, Connautville, Pa., as of June 1.

Senator Frank J. Harris, president of the Harris Amusement Companies and uncle of John Harris, has been selling for the past several months.

C. C. Kellend, sales manager for 20th Century-Fox, and his wife celebrated their 18th wedding anniversary on June 6th.

Dr. and Mrs. C. E. Herman, who operate four theatres in Carnegie, Pa., have been married the legitimate theatre business since 1900, recently sold the Rialto and State theatres in Beaver Falls, Pa., to the Rialto Theatre Corp.

Dr. J. H. Rankin, Jr., son of the veteran exhibitor who operates the Rankin and Strand, Bridgeville, Pa., has been promoted from captain to major. Major Rankin has been with the Army Medical Corps for the past three years and has been overseas for more than two, being stationed at present with the 20th General Hospital in Paris.

R. A. Allision, who operates a circuit of theatres in Western Pennsylvania, has just undergone an operation at Mayo Clinic in Rochester, Minn., from which, according to latest reports, he is speedily recovering.

Jack Goldstein, Paramount's Cleveland district sales manager was in Detroit for several days this week getting things ready for Paramount's "Third of a Century" Anniversary, August 26 to Sept. 29.

Alice Gorham, publicity director for the Michigan Theatres, had a unique ad running in the local sheets last week on "Enchanted Cottage." A box in the ads urged the patrons to watch for changes on the faces of the stars. Widespread favorable comment resulted.

The Children's Bond Premiere at the Annex set an all time record for child bond selling in Michigan. The theatre sold over 1200 children who sold an aggregate of $70,000 in bonds, all of which were issued through the theatre. As a special incentive the manager took the four leading local television stations with him each day and the 1200, all from McDuiffe school, won for their school the first "E" pennant ever awarded a Michigan educational institution.

DETOIT

PUPILS HONORED FOR SELLING BONDS TOTALING $738,000. In appreciation of their efforts in selling $738,000 in War Bonds for the Seventh War Loan, 1200 pupils of the McDuffee Intermediate School, Detroit, were tendered a Bond Premiere at the Annex Theatre. Principal Irwin Van Tassel was presented with the first 100 per cent War Loan flag received by any school in Michigan. United Detroit Theatres issued bonds in the school tieup. Photographed above is a section of the crowd of youngsters attending the Annex premiere.
A job for seasoned executives—this 7th War Loan! Especially when we’ve got to make 2 war loans total just about as much as all 3 in 1944! Putting this over demands the combined and continued efforts of the "No. 1" men of American industry.

This means marshaling your plant drive to make every payday—from now 'til June 30th—do its share toward the success of the 7th. Directing the drive is not enough. It’s equally important to check to see that your directions are being carried out—intelligently!

For example, has every employee had:
1. an opportunity to see the new Treasury film, "Mr. and Mrs. America"?
2. a copy of "How To Get There," the new Finance Division booklet?
3. a new bond-holding envelope with explanation of its convenience?
4. 7th War Loan posters prominently displayed in his or her department?
5. information on the department quota—and an urgent personal solicitation to do his or her share?

Remember, meeting—and beating—your highest-yet 7th War Loan quota is a task calling for "No. 1" executive ability. Your full cooperation is needed to make a fine showing in the 7th! Do not hesitate to ask your local War Finance Chairman for any desired aid. It will be gladly and promptly given.

The Treasury Department acknowledges with appreciation the publication of this message by

SHOWMEN’S TRADE REVIEW

If you haven’t a copy of this Important booklet, "7th War Loan Company Quotes," get in touch immediately with your local War Finance Chairman.

* This is an official U.S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council *
PRODUCTION NOTES FROM THE STUDIOS

Hedy Lamarr Signed for Leading Role in 'Strange Woman';
Celeste Holm Opposite Dick Haymes in 'The Band Wagon'

John Souther, who appeared in the Broadway stage production of George Abbott's hit comedy about a nite Marine, "Smash," has been signed by Columbia, to recreate his original role of "Mr. Taylor" in the film version. Jack Moss will serve as director and associate producer for Columbia's release. Besides Souther, other members of the stage cast signed for the picture are Erid Markey and George Smith.

Harrison Orrick has checked in at Monogram to prepare the screenplay for "Dime a Dance," from the original magazine story by Cornell Woolrich. Lindsey Parsons will produce the film as one of the early offerings on the 1945-46 program, with Trem Carr as executive director.

Celeste Holm will play the feminine lead opposite Dick Haymes in 20th-Fox's "The Band Wagon," Technicolor musical which Gregory Ratoff will direct and William Perlberg produce.

Nestor Paiva has been signed for the role of Martin, a night club proprietor, in Paramount's "Too Good to Be True," the comedy-drama which stars Ray Milland, Teresa Wright and Brian Donlevy, under the direction of Sidney Lanfield.

John Loder and John Carradine will be costars in "The Wife of Monte Cristo," a Leon Fromkess production for PRC, which is planned as the company's biggest pictures of the season. It will go before the cameras next month.

In what may be his last appearance before the camera before being inducted into the Navy, Carl (Alalfa) Switzer has joined the cast of Columbia's Rosalind Russell starrer, "Some Call It Love," with Al Hall is directing. The one-time Our Gang comedian will be inducted immediately after his 18th birthday next month.

As her first starring vehicle since the recent termination of her contract with MGM, Hedy Lamarr has been signed for the leading role in "Strange Woman." This will be the first of several pictures to be produced for United Artists under the Hunt Stromberg banner in conjunction with Miss Lamarr and Jack Che- rusk, the latter as producer.

Jackie Gleason, New York comedian, has been signed to play the leading comedy role in 20th-Fox's "Doll Face," the musical which will co-star Carole Landis and Perry Como. Lewis Selser has been set to direct and Bryan Foy to produce.

John Carroll reports to MGM to begin his top featured role in "A Letter for Evie," in which he plays opposite Marsha Hunt. Also featured in this romantic comedy are Anne Croney, Pamela Britton, Norman Lloyd, Donald Curtis, Arthur Walsh and Esther Howard. Jules Dassin is directing and William H. Wright producing.

Dusty Anderson, only one of the fifteen Cover Girls who remained at Columbia on an acting contract after appearing in "Cover Girl," was given her first lead when she was cast opposite Warner Baxter in the fifth picture in Columbia's "Crime Doctor" series. Film will be produced by Rudolph Flothow under supervision of Leonard Picker.

Al Santell, producer-director of Republic's "Mexicana," has okayed the special insertion of a medley of songs currently leading the South American hit parade, at the suggestion of Tito Guizar, starring with Constance Moore, Estrella, and Leo Carrillo in the picture. Santell, who left the selection of the songs to Guizar, has been notified by the star that the numbers will be included in the medley—Señor Muzo, Rancho Grande and Guadjelara—all extremely popular currently in Central and South America. Guizar and Cantinflas are second cousins and Guizar hopes some day to co-star in a picture with him.

Charles Bickford has just been signed for the important role of Joan Bennett's husband in the RKO picture "None So Blind." Studio bought the story for Miss Bennett and is giving Val Lewton his first opportunity with an A picture, by letting him handle the directorial reins.

Del Lord checks in at Monogram for the forthcoming musical "Swing Parade," which he will direct and co-produce with Harry Romm. Mr. Romm took a leave of absence from his duties as head of the Theatre Division of General Amusement Corporation, to make his debut as a picture producer.

Roy Rogers' next Republic picture, "Sunset in El Dorado," a high-budget musical western, started shooting this week. Dale Evans is leading lady opposite Rogers in the new film, which will feature George "Gabby" Hayes and the Sons of the Pioneers. Also in the cast are Stanley Price, Hardie Albright and Bob Wilke. Frank McDonald will direct, Lou Gray is associate producer.

Kathryn Grayson, Jimmy Durante, a chorus of eight girls and orchestra will record three new tunes by Sammy Fain and Ralph Freed for MGM's "Two Sisters from Boston." The tunes, written in the style of 1903 for Bowery sequences in the picture, are "Are There Two Sides to Every Girl," "Down by the Ocean" and "The Firemen's Song." Henry Koster directs and Joe Pasternak is producing the new musical.

Louise Randall Pierson, currently in the cinematic literary spotlight as a result of her novel, "Roughly Speaking," and her screenplay for its film version, has been borrowed by RKO from Warner Bros., to write the screenplay of "The Gibson Girl." Ginger Rogers is slated to star in the film, which Bert Granet will produce.

LeRoy Prinz begins work on choreography and staging plans for Cole Porter musical numbers for Warner's Technicolor production "Night and Day," filming of the life of Cole Porter which is scheduled to go before cameras early this month with Gary Grant as Cole Porter, Alexis Smith as his wife. Michael Curtiz will direct, Arthur Schwartz produce for Warners.

CONGRATULATIONS. Trem Carr (left), executive director of Monogram studios, congratulates Sidney (Charlie Chan) Toler upon completion of his latest Chan picture, "The Shanghai Cohra." At the right is James S. Burkett, the film's producer.

WB Production Stepped Up;
Five Films Now Before Cameras

Starting of camera work last week on the new Charles Boyer-Lauren Bacall starrer, "Confidential Agent," makes five productions currently shooting at the Warner Bros. Hollywood studio, with a sixth, "Night and Day," set to roll early next month.

The other four are "A Swivel Life," starring Bette Davis; "Janie Gets Married," follow-up to "Janie"; "The Time, the Place and the Girl," Technicolor musical, and "The Two Mrs. Carroll's," starring Humphrey Bogart and Barbara Stanwyck.

Miss De Mille, Loeffler to London

Agnes De Mille, noted choreographer of Broadway and Hollywood, and Louis Loeffler, 20th Century-Fox cutter, are slated to work for British films in London. Miss De Mille is leaving soon to do the dance sequences for "London Town," now in production at the Denham studios. Loeffler's journey to London is a return trip, for he did the cutting for the first assembling of "Caesar and Cleopatra," and now goes back to make up the final version.

Illness Delays 'Tomorrow'

Illness of Orson Welles, which confined the star to his bed two days, held up completion of photography on the International drama, "Tomorrow Is Forever." Despite nine days lost because of illness of both Welles and Claudette Colbert, Director Irving Pichel will complete the big production on schedule.

Craven in Paramount Film

Frank Craven, veteran New York stage star and writer, has been signed by Paramount to portray the role of Olivia de Havilland's father in "To Each His Own."

New Pacts to Lynn, Coy, Barr

Paramount has awarded new film contracts to Diana Lynn, Johnny Coy and Byron Barr.
Four Players Added to Cast Of MGM's 'Hoodlum Saint'

Preparing to start production shortly on "The Hoodlum Saint," picture based on the real-life story of a Chicago philanthropist who dispensed his charities in the name of Saint Dismas, MGM has added four players, Slim Summerville, Frank McHugh, James Gleason and Rags Ragland, to the cast.

Previously announced were William Powell, to play the title role; Esther Williams, in her first straight dramatic part without being called upon to display her swimming prowess, and Angela Lansbury. Norman Taurog has been assigned as director.

'Never Say Die' to Be Filmed

RKO Radio studios will produce "Never Say Die," an original story about a war veteran and former newspaperman who believes he has only six months to live. Richard Berger has been assigned to produce, with Jack Gross as executive producer. Bess Tafel is writing the screenplay from the original by Alexander Menedel.

Three Leads Set for 'Snaifu'

Three of the four juvenile leads in "Snaifu," Columbia's screen adaptation of the Broadway stage hit, have been filled with the signing of Conrad Baldwin, Jimmy Lloyd and Janet Peters. George Abbott is producing, with Jack Moss serving as director and associate producer.

Wallis Buys Melodrama

Hal Wallis Productions has acquired "Love Lies Bleeding," psychological melodrama by Jack Patrick, young writer under contract to the Wallis organization. The story, which has four principal roles, will be served as a starring vehicle for Elizabeth Scott, Wallis contractee.

'Saint' Series Coming Back

"The Saint" mystery series, once filmed with George Sanders as the adventurer detective by RKO, will come to the screen again under the banner of Bond-Charteris Enterprises, a new producing firm formed by Anson Bond and Leslie Charteris, "The Saint" author.

Hillyer to Direct 'Trail'

Lambert Hillyer has been signed to direct "The Lost Trail," Monogram's next western starring Johnny Mack Brown with Raymond Hatton. Start has been set for June 18, following completion of Brown's current personal-appearance tour of the South.

Phyllis Adair to Columbia

Phyllis Adair, who was last seen in Warners' "Gull Is My Co-Pilot," has been signed to a Columbia contract, and will play the feminine lead in "Burnin' the Trail," which co-stars Charles Starrett and Smiley Burnette. Ray Nazarro is directing, with Colbert Clark producing under the supervision of Jack Pier.

Dick Tracy in Person. Morgan Conway (left) who will portray Dick Tracy in a series of RKO Radio features, is shown here conferring with Chester Gould, creator of the popular comic strip.

Hypnotist as Technical Director

Ormond McGill, professional magician and hypnotist for the past 15 years, has checked into Monogram to serve as technical director on "Gregory," current mystery drama which stars Edmund Lowe in a similar role. McGill is consulting hypnotist of the Institute of Applied Hypnosis, now engaged in the important work of overcoming neuroses of sailors recently returned from the front lines. "Gregory" is being directed by Phil Rosen for producer Louis Berkoff.

Allotment Wives' Cast Additions

Bernard Nedell, Terry Frost, Doris Lloyd, Matty Fain and Teada Loring have been added to the cast of "Allotment Wives," Kay Francis's second Monogram starring vehicle now nearing start of production. William Nigh will direct, and Miss Francis co-produces with Jeffrey Bernerd.

Showgirl Gets Lead

Blonde Myrna Dell, former New York showgirl, has been assigned to play the next-to-top feminine role in "Tomorrow Is Here," RKO Radio's post-war story of medically discharged service men. Barbara Hale has the feminine lead.

Goodwin Opposite de Haviland

Bill Goodwin has been assigned by Paramount to play one of the romantic leads opposite Olivia de Havilland in "To Each His Own" which Mitchell Leisen is directing.

'Double Trouble' to RKO Radio

"Double Trouble," an unpublished original story by Charles Kerr, has been bought by RKO Radio as a possible vehicle for W.C. Fields. It will be produced under the executive supervision of Sid Rogell.

Cantor Western Musical Titled

"Show Business Out West" will be the title of Eddie Cantor's forthcoming western musical to be filmed by RKO Radio. Joan Davis will co-star.

Cast as Newsmen

Two hand-picked actors, Earle S. Dewey and William Dewey, have been signed to play two newspaper roles in the forthcoming Hunt Stromberg production "Young Widow."
**Showmen of Tomorrow** *(Interesting)*

Univ. (9356) Variety View 10 mins.

Al Bennett, teacher of aeronautics, instructs a class of youngsters from 5 to 12 years of age in how easy it is to fly small planes. He takes the kids through ground instruction, and the end of the film shows the young pups actually flying a plane. Interesting short for any type program.

**Californy Er Bust** *(Fair)*

RKO (2319) Walt Disney 7 mins.

A crazier idea than usual about Disney's animal characters, none identified by name, depicts a group en route to California, via covered wagon. They encounter herds of Buffalo in Buffalo, N.Y., Indians of various tribes including Blackfeet, depicted as having enormous black feet and even Cleveland Indians, shown in the baseball uniforms of the team with that name. Just fair. In Technicolor.

**Teen-Age Girls** *(Excellent)*

20th-Fox—March of Time No. 11 17 mins.

This newest March of Time release seeks to disclose just how and why the modern teen-age girl has suddenly become a matter of national interest. Granted that she has been more or less of a mystery to her parents for the past several generations, the reel attempts to explain what the teen-age girl of today is doing and thinking. In a succession of fast-moving scenes the audience sees what youngsters go for and what they frown on—their clothes, their tastes in music and reading matter, their hobbies, how they earn pin-money, how they talk, etc. These scenes, filmed in accordance with the dictates of a group of youngsters who sat in with the producers and acted as an advisory board, are interestingly and amusingly presented.

**Conoy Island Honeymoon** *(Excellent)*

WB (1004) Technicolor Special 20 mins.

Angela Greene waits on the dock at Hoboken for sailor Warren Douglas, returning to America. The couple get married at the famous Little Church Around the Corner and spend their honeymoon at New York's famous Conoy Island. They visit the Steeplechase, Luna Park, ride almost every breath-taker on the Island, have their weights guessed, win armfuls of prizes at various competitive games, swim in the surf and have an all-around good time. The film winds up with Angela and Warren's interpretation of the title song, Conoy Island, against a colorful boardwalk background. Produced by Gordon Hollingshead. Directed by Arnold Albert with photographic production by A. Pam Bluamthall and Andre de La Varre. Exceptionally good musical short for any program.

**Artistry in Rhythm** *(Fair)*

Univ. (9128) Name Band Musical 15 mins.

Stan Kenton and his Orchestra present nine numbers featuring Anita O'Day, Gene Howard and The Tailor Maids in just a fair mix-up of jive and songs that might be much better received if film were run about 10 minutes instead of 15. There is nothing outstanding to set this musical aggregation apart from any other, but the died-in-the-wool hep cats will probably go for the short.

**Newsreel Synopses**

*(Released Wednesday, June 13)*

MOVIENTE (Vol. 27, No. 81)—President Truman regards war against Japan; Yanks break German grip on Okinawa; Himmier kills himself by taking potion; British flame throwers destroy Nazi army camp; Navy cruiser goes on trial; General Patton's home is burned in triumph; Graduation Day at Annapolis and West Point.

PARAMOUNT (82)—Army and Navy Day; Wartime classes; Marines push along on Okinawa for final assault against Japan; Liberation comes to Osaka; Nazi leaders of Norway accept terms; Himmler corpse prepped for official photographing before final burial; Hitler conquers Breslau.

RKO PATHÉ (Vol. 16, No. 84)—Government of Ad minal Dönitz is dissolved by Allies; West Point and Annapolis graduates march for Army Day; Himmler goes on trial for his life; British clean up Nazi horror camp at Belsen; 'Tropic' ships Army men home; Boston welcomes General Patton.

NEWS OF THE DAY (Vol. 16, No. 279)—Truman wants Japs of destruction; Marines in final race of Okinawa battle; Himmier a suicide; Qualing on trial; Nazi Admiral takes own life; General Patton welcomed home; Yanks homebound; West Point and Annapolis graduates largest classes.

UNIVERSAL (Vol. 18, No. 405)—President Truman warns Jap militarists; West Point graduates 870 cadets; Annapolis graduates 149; Himmier takes poison while British troops are examining him after his arrest; Qualing goes on trial for his life; Nazi midget subs; SS Europa intact; Kellett Aircraft Corp. unveils its new helicopter.

ALL-AMERICAN (Vol. 3, No. 138)—Yanks leave Burma on rotation; Dr. Du Bois tells Denver of San Francisco roast; Piche gives up on large scale; Start drive to honor Mrs. Bethune; Bill Willis of Ohio named as Kentuckiana; Chicago welcomes General Clark and 50 GI's; Boys of 92nd Division conduct services in Italy.

*(Released Saturday, June 16)*

MOVIENTE NEWS (Vol. 27, No. 82)—U. S. Forces assault last Jap line on Okinawa; H新征程 of the week: Stalin sees huge May Day Victory Parade in Moscow; Los Angeles gives great ovation to Patton and Doolittle; Beauty parlor for men; Kentucky Derby.

PARAMOUNT (83)—Three-year-olds go to post in Kentucky Derby; Russia parades victory armes; Royal race to climax as American troops sweep Japs on Okinawa; West coast halls Patton and Doolittle.

RKO PATHÉ (Vol. 16, No. 85)—Hoop, Jr. wins Kentucky Derby; Los Angeles halls Patton and Doolittle; Victory parade in Moscow displays vast Red might; Patton and Doolittle hailed; Wedding bells for ensigns and lieutenants at Annapolis and West Point; Bill Sten describes Kentucky Derby.

UNIVERSAL (Vol. 18, No. 406)—Victorious Generals welcomed; Air blows hit Japs on all fronts; RFC chiefs critic its axes; S. Red mark May Day; Ten three-year-olds in 71st run for the Roses.

**What Are Your Needs?**

Joe Hornstein Has It.
### 20TH-FOX

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### SHOWMAN'S TRADE REVIEW

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NEW PICTURES STARTED LAST WEEK

Picture-starting activities at the studios may be hampered somewhat by the strike and other factors, but compared with a year ago, the drop is practically infinitesimal. Last week five pictures got the “go” signal; a year ago last week six started. Nowadays the studios have good excuses for the small number of starters; but you who were starting so few a year ago last week—what have you to say for yourselves? Last week’s starters:

COLUMBIA

Burning the Trail—Principal: Charles Starrett, Smiley Burnette, Phyllis Adair. Director, Ray Nazarro. 


20th CENTURY-FOX

The Spider—Principal: Richard Conte, Faye Marlowe, Ann Savage. Director, Richard Webb.

UNIVERSAL

As It Was Before—Principal: Merle Oberon, Charles Korvin, Jess Barker. Director, William Dieterle.

WARNERS

Confidential Agent—Principal: Charles Boyer, Lauren Bacall, Katina Paxinou, Peter Lorre. Director, Herman Shumlin.

TITLE CHANGES

"The Web" (Reps.) now WOMAN WHO CAME BACK.
is the symbol of progress and preference in trade papers. Motion picture showmen, alert to their need for a complete, concise and comprehensive trade paper as a necessary adjunct to the successful day to day operation of their business are alert to the practical progressiveness of STR. Their unanimous stamp of approval is reflected by the circulation figures, voluntary subscriptions which truly mirror the “preferred” position of STR on the desks of America’s practical showmen. Their preference is for a paper that concentrates on service, square-shooting and hard-hitting showmanship. This constant policy over twelve brief years has earned that preference for the Service Paper of the Industry.
TO THE AMERICAN PEOPLE:

Your sons, husbands and brothers who are standing today upon the battlefronts are fighting for more than victory in war. They are fighting for a new world of freedom and peace.

We, upon whom has been placed the responsibility of leading the American forces, appeal to you with all possible earnestness to invest in War Bonds to the fullest extent of your capacity.

Give us not only the needed implements of war, but the assurance and backing of a united people so necessary to hasten the victory and speed the return of your fighting men.

William A. Dickey

President

Dwight D. Eisenhower

Chief Executive
THIS COULD GO ON FOR EVER!

Los Angeles and Cincinnati confirm the fact that it's one of the greatest audience sensations of all time! Ain't it the truth, folks:

THE BIG ONES COME FROM M-G-M!
A job for seasoned executives—this 7th War Loan! Especially when we’ve got to make 2 war loans total just about as much as all 3 in 1944! Putting this over demands the combined and continued efforts of the "No. 1" men of American industry.

This means marshaling your plant drive to make every payday—from now ‘til June 30th—do its share toward the success of the 7th. Directing the drive is not enough. It’s equally important to check to see that your directions are being carried out—intelligently!

For example, has every employee had:

1. an opportunity to see the new Treasury film, "Mr. and Mrs. America"?
2. a copy of "How To Get There," the new Finance Division booklet?
3. a new bond-holding envelope with explanation of its convenience?
4. 7th War Loan posters prominently displayed in his or her department?
5. information on the department quota—and an urgent personal solicitation to do his or her share?

Remember, meeting—and beating—your highest-yet 7th War Loan quota is a task calling for "No. 1" executive ability. Your full cooperation is needed to make a fine showing in the 7th! Do not hesitate to ask your local War Finance Chairman for any desired aid. It will be gladly and promptly given.

The Treasury Department acknowledges with appreciation the publication of this message by

SHOWMEN’S TRADE REVIEW

* This is an official U.S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council *
"WONDER MAN" IS SUP

★ "No more sprightly screen comedy has come to town for a long time... loaded with laughter!"
   —Howard Barnes, Herald Tribune

★ "'Wonder Man' gives guffaws the best break since the invention of the tickle. The flicker-frolic comes through with a jubilee of mirth!"
   —Walter Winchell, Mirror

★ "Danny Kaye careens through one-man show... he's buoyant, gay and endless!"
   —Alton Cook, World-Telegram

★ "Danny Kaye fans... there are millions of 'em... will eat this one up!"
   —Lee Mortimer, Daily Mirror

★ "'Wonder Man' is bright and fast and brash... it's a loud, lively comedy!"
   —Eileen Creelman, Sun

"Wonder Man"

in first week
at the Astor
beats All-time
record by
$10,000!

It'll reap plenty of Jack at the BOX OFFICE!

LET'S TOP THEM ALL IN THE MIGHTY 7th WAR LOAN
...says New York Press...

★ "He chatters and cracks jokes winningly, races about in mad confusion . . . sings songs like something quite mad . . . Mr. Kaye running joyfully away with the show!"
   —Bosley Crowther, N. Y. Times

★ " . . . 'Wonder Man' a howling success! . . ."
   —Kate Cameron, Daily News

★ "Wonder Man' is quite a guy . . . Danny literally outshines himself!"
   —John McManus, PM

★ "The fun is fast, furious and . . . continuous. Kaye exploits his overflowing bag of tricks with contagious enthusiasm!"
   —Archer Wisten, N. Y. Post

Danny Kaye
in
WONDER MAN
in Technicolor

with
VIRGINIA MAYO • VERA-ELLEN
DONALD WOODS • S.Z. SAKALL
ALLEN JENKINS • EDWARD BROPHY • OTTO KRUGER • STEVE
COCHRAN • VIRGINIA GILMORE and THE GOLDWYN GIRLS
Directed by BRUCE HUMBERSTONE • Screen Play by DON HARTMAN, MELVILLE SHAVELSON and PHILIP RAPP • Released through RKO RADIO PICTURES, INC.
Mr. William Cagney,
Cagney Productions, Inc.,
1041 North Formosa,
Hollywood, Calif.

Dear Mr. Cagney:

Very many thanks for letting me see your picture,

"Blood on the Sun."

It is a very fine picture, most excellent

technically and wonderfully well acted.

We enjoyed it exceedingly.

I think it will be very valuable, as it will
give our people a better insight into the Japanese character.

Personally I am delighted to see a newspaperman
made a hero and not depicted as a punk, as they unfortunately
are so often portrayed in the movies.

Naturally the Press Club would be proud of the
picture and I trust that all good Americans will see the
picture and be duly thrilled by it.

Sincerely,

W.R. Hearst
Straws In The Wind

Great interest attaches to the acceptance by Donald Nelson of the presidency of the Society of Independent Motion Picture Producers. The strengthening of this group through such a move holds many implications.

We have no wish to read into the situation more than the event itself already possesses. But coming hard on the heels of the Warners' withdrawal and the UA notice of resignation from the Hays office, one wonders just "what's cooking"?

There can be little doubt that with a set-up such as the SIMPP offers in its present status, much can be expected from that organization. Whether that "much" will offer parallel activity to the Hays office or, along entirely different lines, remains to be seen.

"Beware Complacency.....

...The drive is still on... we've still a war to win...
...our great fighting men are winning in the South Pacific, but they're still fighting a tough enemy."

The above, or a reasonable facsimile thereof, is Battlin' Sam Pinansi's way of expressing his views on the home stretch drive for the Fighting Seventh War Loan—"The Showmen's Seventh."

We're on the last lap. Our goal is in sight. Only smug complacency and a let-down of your campaign can lick us now. This must not happen, boys and girls, we have too much at stake.

So, get set for a flying finish. You've done it before and you can do it now.

Reporting On Rank

Following our comment on this page late in May we have been watching with keen interest the progress and remarks of J. Arthur Rank, the gentleman from Great Britain who is presently a visitor in our midst.

Summing up our reactions to date we would say that we are impressed by Mr. Rank's manner and approach to the various matters with which he is concerned.

First of all, he is making many friends on this side of the ocean. Second, he appears to be a regular guy and not the "menace" that some of an advance smoke-screen created by conjecture here seemed to indicate. Third, he seems bent on going back to England and making every effort to produce good motion pictures. Good for England, and good for America.

That he will prove to be a good trader, thus living up to the traditions of our English Cousins, goes without saying. So, in his talks and business deals with our producers and distributors they will not find him any kind of a push-over or one who will easily be diverted from his objective by smooth talk or glowing promises.

Undoubtedly, the feeling persists that whatever groundwork Rank lays on his present visit, his growing activities in the world-wide market will be on the fair, though very keenly competitive, side. All his statements to the press along with his remarks at the various gatherings where he was guest of honor definitely uphold these opinions.

Clean, Wholesome Entertainment

The terrific war bond drive that Roy Rogers put over in Chicago again brings to mind the important part our western stars and western films play in the lives of the average American children.

The flush of first-run receipts has made some of our picture companies a bit indifferent about the importance and appeal of western pictures. Witness the reaction to the recent Jimmie Fidler air-spiel about the stopping of the Hopalong Cassidy series and the avalanche of mail being received at the Paramount Studio to which Fidler told his air audience to address their kicks.

Our western stars are nothing short of idols to these millions of youngsters and one hundred per cent of the outdoor pictures are clean, wholesome entertainment, good for the kids and especially good for our industry.

We re-echo Fidler's remarks. Hopalong Cassidy should keep on riding the ranges.

Names In The News.....

Happy indeed was the news announced this week by Ed Raftery of United Artists that Grad Sears will return to full-time activity with that company on July 2nd. Grad's long absence from the Times Square battlefields of the industry left a void the filling of which will make us all happier. It will be nice to see him around again.

President Truman's nomination of Brig. Gen. Edward Peck Curtis to be a Major General, brought another name back into industry news that had been missing for a long time. "Ted" Curtis, for many years motion picture sales manager of Eastman Kodak, has an army of friends in our industry and they all rejoice at this newest honor bestowed upon him by the country he has been serving so well since long before Pearl Harbor.

—"CHICK" LEWIS
'Hard-Headed' Buying Urged by Kuykendall

Exhibitors are in for a "painful squeeze" between sustained high film prices and operating expenses, according to a letter circulating to exhibitors from the other, Ed Kuykendall, president of the MPTOA in a bulletin issued to the membership of his organization this week. "Hard-headed" film buying is an absolute must for the exhibitor now, Kuykendall declares, and he reminds theatremen that while many of them have lost sight of problems and grievances in the presence of a war boom, the basic difficulties still remain. "For example," Kuykendall writes, "the music tax on movie theatres levied and collected by Ascap. Theatres pay it out of their excess profits taxes and think nothing of it. Yet it is just as much an unfair extortion as ever.

The MPTOA head calls attention to the precedents set for film buyers during the war boom and declares that rentals have been established on such levels as to make film buying "plenty tough when the war spending stops." Dismissing the pending anti-trust suit, Kuykendall says that even if the government wins the exhibitor still stands to gain nothing. "Will a final decision," Kuykendall asks, "remove any serious abuses, prevent injustices and give the independent exhibitor a chance to live in the postwar world that is just around the corner? If the present rearrangement will prevent overbuying by a big theatre or circuit theatre to deprive a smaller competitor of product? Will it really stop unreasonable and excessive clearances, reckless cut-rate competition between theatres, oversteating by building promoters, the music tax extortion, trick contract provisions, unfair non-theatrical and itinerant competition, etc."

RKO's Board Re-Elects Rathvon Odlum and 12 Other Directors

N. Peter Rathvon and Floyd B. Odlum were last week re-elected president and chairman of the board of RKO respectively, at the first meeting of the newly-elected board of directors of the company. Other re-elected officials include Ned F. Depinet, vice-president; Malcolm H. Brown, vice-treasurer; George E. Youngman, vice-president and general counsel; John M. Whittaker, vice-president; J. Miller Walker, secretary; Garrett Van Wagner, comptroller; W. W. Dawson, O. W. McElroy, and H. E. Newcomb, assistant treasurers; Kenneth B. Ubbret and William F. Whitman, assistant secretaries.

British Fete Industry Executives

A luncheon for 12 industry executives was given in London this week by the British Film Producers Association, the CEA and the KRS, with four British industry executives included as speakers. The Americans, will be in Paris this week on the first lap of a European tour which closes July 10 at Nice. They toured U. S. and British air force stations in England this past week.

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Big Backlog of Product Ready for Foreign Mart

The opening up of foreign markets in which there has been a war blackout for several years, promises America's动动tive industry something of a windfall, according to a report this week by a leading authority. The product is now able to penetrate many markets abroad. It will give American producers a considerable edge on foreign producers in their own markets, at least for the next year and more.

The man who organized Republic and has built it up to a prominence which is the talk of the business, declared that his company is still just "a little company, despite all the nice things said about Republic in the trade as being very big and important."

He believes there will be a tremendous theatre building boom immediately and labor for such construction becomes available.

Republic, Yates said, will produce at least six films in Mexico City during the next year at new studios being built there. He expects such production will get under way within six months, since it is anticipated that the service studios will under construction in Mexico City will be completed within that time.

August Decision Due in Leader Suit Against 20th, Randforce

No decision is expected before late August in the trial of the Leader Theatre suit against 20th Century-Fox and the Randforce Circuit which ended this week after 10 days in the N. Y. Supreme Court. Briefs on both sides are to be submitted by July 14 and reply briefs by July 21. The Randforce circuit embraces over 1000 pages. Justice Bernard Votem is not expected to decide the action for at least a month.

The suit seeks to test for the first time in the courts, the right of a distributor to take away a franchise from one theatre and give it to another. Andy Smith, 20th-Fox's sales manager testified that a picture follows the customer, this case, in Randforce, and not the theatre. Emile P. Van Sluyt of 20th-Fox's legal department, Ray Moon, Emmanuel Frisch and Samuel Rinler testified for the defendants, while Leonard Storch, who purchased the Leader from Randforce, only to lose the 20th-Fox franchise, was the main witness for the plaintiff, represented by Emil E. Ellis.

5000 at Coast 'Rhapsody' Preview

More than 5000 orchestra leaders, radio stars, producers and writers, recording company executives, trade press and others attended a special preview of 'Rhapsody in Blue' at Warners' 5th St. Theatre last Monday. Invited celebrities included Bing Crosby, Bob Burns, Rudy Vallee, Jack Haley, Joan Davis, Ed Gardner, Judy Canova, Andrews Sisters, Ginny Simms, Frances Langford, Kay Kyser and many more.

3 Films in MGM's 12th Block

Three pictures to be released in July will compete for MGM's 12th block, and the trio will be "Thrill of a Romance," starring Van Johnson with Esther Williams, Lauritz Melchior and Tommy Dorsey and his orchestra. The other two are "Twin Sisters," starring Loretta Young and "Dancing Lady." All three films have been trademarked for exhibitors.

Showbuilder to Dallas Territory

Mark Jenkins, in charge of MGM's Showbuilder, has completed cabling the Oklahoma territory and within the next week will start for Dallas where he will cover 150 towns served by that exchange area.

American Seating Wins Second 'E'

The Army-Navy E award for meritorious services on the production front has been won for the second time by employees of the American Seating Co. at Grand Rapids, Mich.

SHOWMEN'S TRADE REVIEW

June 23, 1945

Showmen's Trade Review, Inc., 1501 Broadway, New York 19, N. Y. Telephone Bryant 9-5036. Charles R. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; James A. Hickey, Business Manager; Michael Mullen, Art Director; Harold Rendell, Equipment Advertising Manager; Wilko G. Campbell, General Manager; Floyd M. Hickey, Eastern Manager; Sydney, B. M. Taylor, West Coast Manager; Roland N. Smith, Managing Editor; Harold C. Black, Eastern Correspondent; Homebush, Sydney, Australia. Member Audit Bureau of Circulations, Inc. Copyright 1945, by Showmen's Trade Review, Inc. Address all correspondence to the New York office. Subscription rates: $2.00 per year in the United States and Canada; Foreign, $5.00. Single copies, ten cents.
Balaban Sees Higher Grosses Continuing

Continued good attendance and high grosses at motion picture theatres is seen as assured for a considerable period after the end of the war by Barney Balaban, Paramount president, as revealed by his annual statement, read this week to stockholders by Austin C. Keough, vice-president and counsel. The Paramount president, who is among the motion picture men visiting Europe under the sponsorship of the government, bases his theory on the record showing the relation of theatre revenues to total consumer expenditures. He points out that there is an estimated $150 billion in savings from 1940-45, the war consumer spending will exceed that of pre-war years.

Paramount's consolidated income for 1944 was $175 million, which does not include a 43 per cent, or $52 million gross of the corporation's non-consolidated subsidiaries.

The Balaban statement highlighted a development in the industry that has been taken into account by the decentralization initiated by Paramount. Stating that the reference was made in reply to a question by a stockholder as to the comparative position of the company now and in the period prior to the 1933-1935 reorganization, Balaban declared that a large, unwieldy group which existed in New York before decentralization had been replaced by experienced local operators on the ground and familiar with the business.

Two other highlights of the statement covered the revenue potential to American producers from opening foreign markets, and television.

The Paramount president pointed out that additional returns would be forthcoming from countries whose markets had been closed to the U.S. for many years, and that new television ventures in Europe have not been shown. He mentioned the possibility of this being offset by a tendency in many of the European countries to nationalize the film industry, and the resulting restrictions on film imports and the development of additional competition.

Regarding new developments, Balaban said that in many of these and in many other ways he has been encouraged to the extent that he is hopeful of increasing domestic and foreign markets for American films. The president also mentioned the progress of the campaign to have the treaty with Mexico ratified by the Senate, and the willingness of the Mexican producers to accept a revision of the present law to permit higher revenues for American productions made in that country.

Paramount Board of Directors Re-elected at Annual Meeting

Present members of the board of directors of Paramount Pictures Inc. were unanimously re-elected at the annual stockholders meeting of the company held Tuesday.


Pathé News Elects Officers

Frederic Ullman, Jr., and N. Peter Rathvon, were elected president and board chairman of Pathé News, Inc., respectively at the first meeting of the board of directors since their election. Other officers elected are Gordon E. Youngman, vice-president and general counsel; Walton C. Burton, treasurer; J. Mitternach, secretary; Garrett Van Wagner, comptroller; James H. Herring, treasurer; William H. Clark, O. R. McAlmon, George Ronan and Kenneth B. Umbreit, assistant secretaries.

HONORED GUEST. Officials and executives played host to Great Britain's J. Arthur Rank at the Union Club, New York, on Friday night, June 15. Shown in the photo above are Mr. Rank, Spyros Skouras, president of 20th-Fox, and The Most Reverend Athenagoras. Mr. Skouras introduced the distinguished industrial leader from England (it was during the blitz) at which Mr. Rank, Skouras said, had arranged a most impressive display of great noises and firework to mark a siren's sounding on the night air, etc. The dinner was attended by a most imposing list of leading figures in the film industry, banking, social and civic circles of New York.

Independent Producers May Be Forced to Enter Exhibition to Survive, Says Cagney

Declaring that the position of the independent producer today is "more desperate" than most realize, William Cagney, at a trade press interview in New York this week, indicated that the Society of Independent Motion Picture Producers may in the future be forced to enter the exhibition field.

"The independent producer," Cagney said, "is today at the cross-roads of his future. The independent cannot, I believe, arrive at a cooperative arrangement with the majors because their problems are completely divergent," he continued, adding that "it may be necessary for independents to set up their own physical distribution system in this country to survive." He also indicated that they may be forced to form their own exchange organization.

The producer asserted that the SIMPP had made Donald Nelson its president to "give us protection and assistance in the foreign markets. Few people seem to realize," Cagney added, "the importance of the foreign market. If grosses revert to 1940 levels after the war—which I expect—we will have to get more out of the foreign market or be reduced to making $900,000 pictures."

SIMPP producers are currently spending $40 million annually on 30 productions which produce a gross of $60 million, according to Cagney, and he expects that in the next two years independents will increase this to 40 pictures for a correspondingly higher production cost and gross.

He said independent producers are not "overly hopeful" of obtaining full potential distribution. For that reason he and other members of the SIMPP, Cagney said, are watching the government suit to force divestiture with special interest. He then declared that, should the government fail to win its case in court, the independents may have to obtain "their own outlets either through purchase or affiliation."

Cagney, whose distribution contract with United Artists has two years to run, plans four productions during the next two years, but is hopeful of being able to increase this to three yearly. His budget is set at $810,000 for the four pictures the first of which is "The Stray Lamb."

Cagney expressed doubt that the independents could settle the studio strike for themselves, since they only rented studio space. The strike, he said, had already cost Hollywood producers $10 million.

Variety Clubs' Humanitarian Award to Be Made August 17

The Variety Clubs' annual Humanitarian Award will be made Aug. 17 during the second day of a three-day 10th national meeting at the Waldorf-Astoria, New York. Discarding custom, the winner of the award will not be publicly named until the night of presentation, it was said by Bob O'Donnell, national chief barker.

Si Fabian and Harry Brandt will be co-chairmen of the affair. Brandt has appointed David Weinstock chairman of arrangements and Harry Kahnine treasurer of the Banquet Committee.

'Connecticut' Tradeshow Set

National tradeshowing of "Christmas in Connecticut," co-starring Barbara Stanwyck and Dennis Morgan, has been set by Warners for July 16.

ARIVES FOR CONFERENCES. Barry Buchanan (left), United Artists director of advertising and publicity, greets William Cagney upon the latter's arrival in New York from Hollywood. Cagney will confer with UA executives on the national release of "Blood on the Sun," which stars James Cagney.

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MGM Shorts Delayed By War Emergencies

The MGM short subject department, far behind schedule in production and release due to a combination of war-emergency circumstances, soon will be delivering some of the featurettes that were announced last fall. Delays imposed by work on government-sponsored films, personnel shortages, but especially raw stock limitations, have impeded the schedule. However, it was said this week by Herb Morgan, Eastern head of MGM shorts subject department, that the three planned series, comprising a total of 36 shorts, will be released during the current season.

The series to be released include 14 cartoons, 12 travelogs and 10 Pete Smith specials. All these can be made with less manpower and without the restrictions which have impeded others.

Last year six Crime Does Not Pay two-reelers, six Passing Parades and 10 Miniatures were made but none of these will be sold this year. Other difficulties hampering production of the three series are jammed laboratories, need of Technicolor for features, recording difficulties and lack of stage space. It is doubtful that the three series will be restored before V-J Day unless a sudden break in raw stock and the manpower situation, not now regarded as likely, occurs.

RKO Theatre Executives to Hold Three Day New York Meetings

RKO's out-of-town theatre executives will hold a three day meeting in New York June 27 to 29, the first of such meetings in several years. Gathering has been called by general manager Sol A. Schwartz.

Among those attending will be division managers, R. H. Groth, Boston; Arthur Frudenfeld, Cincinnati; his assistant, Hardie Meakin; Frank Smith, Chicago; John Redmond, Omaha; Benjumin Domingo, Boston; Milroy A. Amstrong, Los Angeles; Robert P. Corbin, San Francisco; Jay Golden, Rochester; H. H. Unterforth, Syracuse and Harry Schreiber, Cleveland.

$1,031,775 in E Bonds Sold at Roxy War Bond Show

A total of $1,031,775 in E Bonds was sold to a crowd of more than 600 of the theatre people who jammed the Roxy Theatre Tuesday night for its War Bond premiere and all-star stage show. The theatre closed its box-office at 3:00 p.m. but by the show began, there wasn't a single seat available.

Irving Lesser, General Chairman of the New York Motion Picture War Activities Committee and Associate General Manager of the Roxy, declared that the show was one of the most successful in War Bond history.

Report Complete Bond Sell-Out

A complete sell-out was reported by six other large-theater operators New York Area for War Bond premières Wednesday. The theatres were the RKO 81st Street, sknorus Ogden, Crotona, Capitol, and Midway, and Century's Fantasy in Rockville Center. The total number of E Bonds sold was in excess of 11,000, on the basis of one bond for each theatre seat.

Sober Named I.C.4-A President

Pincus Sober of Loew's legal staff has been elected president of the Intercollegiate Association of Amateur Athletes of America (popularly known as the I.C.4-A), the oldest intercollegiate sports body in America. Sober is a former track and field chairman and chairman of the Track & Field Committee of the Metropolitan Association of the A.A.U.

Protests Print Check

A formal protest against a proposed local fire department check on film prints in certain unidentified municipalities was issued here this week by the Motion Picture Producers and Distributors of America. Exchanges in 17 states, RKO general theatre and 110 Army posts handle 60,000 feet of film daily, the MPDPA points out, and states that such a check would only impede Army activity without helping safety in any way, the apparent intention of the examination.

RKO to Appeal Decision Granting Theatre Managers Shorter Hours

Reduction of working hours and retroactive higher pay granted managers and assistants employed by the RKO Service Corp., in 41 theatres in New York and Westchester County, will be appealed by the company, it was said here this week by Morone Goldwater, RKO counsel. The WLB reduced working hours from 62 to 48 weekly, with time and a half for overtime work, and recommended wage increases averaging 90 weekly retroactive to Dec. 8. Also granted was severance pay, and additional vacation time. The Motion Picture Operating Managers and Assistant Managers Guild is the union involved.

If the contract is signed, it will run to June 30, 1946. RKO's feelings in the matter as expressed by Goldwater were: "We shall undoubtedly file objections. We feel that many of the recommendations of the panel are not in the interest of the industry and established principles and we believe that members of the Second Regional Board will not adopt them."

Eastman's Ted Curtis Recommended For Major Generalship by Truman

Edward Peck Curtis, Eastman Kodak motion picture department's general sales manager, now serving as a brigadier general in the Army, has been nominated by President Truman for a major generalship. Curtis, who served in the first war as a major in the AEF Air Force, was granted leave by Eastman in January, 1942, to join the Army as a colonel. He was promoted to brigadier general in June, 1943.

During this war he had been serving overseas as chief of staff for Major General Carl Spaatz and has been involved in his work. During the first war he received the DSC, Croix de Guerre and Order of St. Anne.

Court Divides 'Lynton' Award

The Appellate Division of the New York Supreme Court has awarded Guthrie McClintic, play producer, approximately $35,000 representing half the sum won by Edward Sheldon and Margaret Ayer Barnes in their suit against MGM for the plagiarism of their play, "Dis-honored," in "Sunset Boulevard," The award establishes for the first time the right of a producer of a play to share equally with the authors, the fruits of any plagiarism of the material. The decision reverses a Supreme Court verdict and gives the authors one more chance to appeal to the Court of Appeals.

Cunningham Rejoins Pathe News

Bert Cunningham, recently discharged after 37 years as a member of the Pathe Marines, has rejoined Pathe News to take over the direction of the Pathe News desk as assignment editor and first assistant to Alfred Butterfield. Philip Nichols, who had been in charge temporarily, will return to full duty as Pathe commercial manager.

Recovered From Illness, Sears to Return to UA

Gradwell L. Sears, United Artists vice-president in charge of distribution, will return to full duty on July 2, having fully recovered from his recent illness, Edward C. Kaltrey, president of the company, announced this week.

Sears entered a New York hospital early in February suffering from a heart ailment. He left the hospital several weeks ago and his health has been improving. Upon his return to UA, Sears will devote his full time to problems in connection with distribution.

Sears, one of the oldest and most successful distribution executives in the industry, started his film career in 1911 and since then has held important sales posts with leading major companies. Prior to his UA presidency, Sears was general sales manager for Warner Bros.

Special Festivities Planned for Loew's Mayfair Birthday Party

Introduced by the presentation of a huge birthday cake, adorned with 10 large candles, to Mrs. Louis Leonard, manager of the theatre, the 10th anniversary celebration of Loew's Mayfair in New York will get underway Friday, July 6, and continue for one week. The cake presentation is scheduled for 10 p.m. on the evening of July 6, and 10 service men and women will be honored guests that evening with a group of well-known film and radio celebrities also scheduled to be present.

Each evening during the birthday week the first 10 ladies to enter the Mayfair at 10 p.m. will each receive a corsage. Inaugural attractions will be MGM's "The Clock" and "Gentle Annie."

Col. Capra Leaves Army

Colonel Frank Capra has received his honorable discharge from the Army and has been presented with the Distinguished Service Medal by General George C. Marshall in Washington for his outstanding leadership and training and morale. Capra, for three and a half years head of production for the Army Pictorial Service, introduced the Why We Fight series for the Army.

Waller UA Publicity Manager

Appointment of Tom Waller as United Artists publicity manager, succeeding James C. Dunn, resigned, was announced this week by Barry Buchanan, UA director of advertising and publicity. Waller has been associated with Paramount in charge of syndicate and wire service publicity. Dunn will take a vacation before announcing his new affiliation.

Rites for Mrs. Hornstein

Funeral services were held in New York Wednesday for Mrs. Sophie Hornstein, 90, who died this week. Mrs. Hornstein was the mother of Joelson Susan Hornstein and grandmother of George, Milton and Harold Hornstein.

Krouse of IATSE to Retire

Louis Krouse, IATSE international treasurer for over 20 years, will resign because of ill health. It is reported he will retire under an IA pension provision. Long an active labor movement, Krouse has been ill at his Philadelphia home for months.
Warner Field Men
Meeting June 26-28
First home office meeting of the Warner Bros. field exploitation staff since it was doubled in size during the Depression will be held June 26-28, concurrent with the sales department's meeting of district managers.
First force will receive from Charles Einfeld, vice-president in charge of advertising and publicity, and Mort Blumenstock, director of advertising and publicity in the east, a detailed outline of a 10-point super-campaign mapped out for the handling of "Rhapsody in Blue." Other forthcoming campaigns, including "The Corn Is Green," "Christmas in Connecticut," "Pride of the Marines" and "San Antonio," also will be discussed.
Western representatives Sam Clark and Jack Leewood attended a meeting held last week at the Warner studio by Einfeld before leaving for New York.
Also participating in the home office sessions will be Larry Golob, eastern publicity manager; Charles S. Steinberg, head of the educational and publicity department; Bill Bramberg, manager of the field force; Bob Paikow, in charge of commercial tieups; Will Yolen, head of special events, and Dan Karsch, assistant to Bramberg.

Trailer Available for Paramount Celebration
A special four-minute trailer for theatres in connection with Paramount's "One Third of a Century" Celebration is now in Paramount exchange. It was requested by all theatres playing Paramount pictures, Charles M. Reagan, Paramount vice-president in charge of distribution, announced last weekend.
Produced at the company's Hollywood studios and called the "Paramount Awards trailer," it leads off with the record number of awards that Paramount productions and personalities have won during the past year, and features pictures that Paramount will release during the next several months, and the stars who appear in them.

Designed to do an effective selling job for the theatre, the trailer will be shown in theatres in advance of "A Medal for Benny" and "Out of This World," as these two Paramount pictures are among those prominently covered in the trailer. It also does an entertaining job of pre-selling audiences on such pictures as "Incendiary Blonde," Paramount's "One Third of a Century" Celebration release; the Hal B. Wallis Production, "You Came Along"; "Duffy's Tavern"; the Hal B. Wallis production, "Love Letters," and "Kitty," "Two Years Before the Mast" and "Road to Utopia."

Promotes 30 Record Windows
Thirty outstanding window displays in RCA Victor record shops were promoted by Harry Bosed of the Fox Wisconsin Palace Theatre, Milwaukee, as part of his campaign on Columbia's "A Song to Remember."

A Summer Hypo
The Roger Mahan Theatres, Waterbury, Conn., have started a summer exploitation campaign designed to lessen the natural outdoor seasonal urge with a June "Go to the Theatre Month." The theatre organization is using newspaper advertising, theatre decoration, trailers, etc., to build up summer business. Copy on one of the newspaper ads, placed directly above its grouped attraction advertising reads: "June is "Go-to-the-Theatre Month." We have dedicated this month resolved to make more Theatre goers and less 'Stay-at-Homers.' Just to show you how much you can be entertained at low cost . . . forget your troubles . . . relax and drive dull care away. . . . Be sure to attend regularly during our 'Go-to-the- Theatre Month,' and bring your 'Stay- at-Home' relatives and friends to a Roger Mahan Theatre during the month of June."

(Showmen's Trade Review 12th Anniversary Edition (June 9) contains several additional copy suggestions and ideas for campaigns along the lines of the one essayed by the Mahan organization.)

London Again Launching Big Billboard Campaigns
Big billboard campaigns, absent for the past several years, are being launched again in London, with Max Miller of Warner Bros., now engaged in posting "Hollywood Canteen" throughout the Greater London area.
Two of the biggest signs on the most commanding sites in the West End are already up—one at Piccadilly facing down the Haymarket, the other on top of the highest building in Coventry Square (equivalent to Times Square). Numerous additional sites also have been acquired.

'Joe' Premiere Set
For Columbus Aug. 1
World premiere of the Eureka Production, "Captains of the Main," in Columbus, Ohio, was officially disclosed over the weekend by Hal Horne, 20th Century-Fox advertising-publicity-exploitation director, following conferences with Spyros Stoukas, president, and Tom Connors, vice-president in charge of distribution.
Accompanied by his executive assistant, Jerome Pickman, Horne arrived in Columbus late last week and immediately went into session with a group of leading public officials and business men who had campaigned for letter and long distance telephone for weeks to get the premiere for Columbus, birthplace of Captain Eddie Rickenbacker around whose life the film is based.
On Friday (15) Horne addressed an audience at a luncheon given in his honor, which was attended by Governor Frank J. Lausche of Ohio, Mayor James A. Rhodes of Columbus, Congressman John M. Vorys, newspaper publishers Edgar T. Wolfe of the Ohio State Journal and Ralph Barkholder of the Columbus Citizen, and other outstanding Ohioans.

"The City Fathers," who have formed themselves into a committee, is composed of more than sixty influential citizens representing the public, civic, business and other organizations. It was indicated to Horne that "Captain Eddie" would be the recipient of a demonstration similar to the one to be held this city this week when the World War I ace returned from France in 1919, after shooting down 26 enemy planes, a quarter of a century ago.
Similar tributes in other cities were paid Rickenbacker at the time, and in this connection Horne disclosed that several other cities had attempted to get the premiere just as determinedly as Columbus. Detroit, Omaha, Indianapolis and Atlanta were cited.
Blumenstock, outstanding exploitation manager, traveling from Chicago, joined Horne and Pickman in Columbus for the meetings. Blumenstock will remain for several days and will discuss exploitation plans with the Advertising Council of Columbus, in Chicago he had meetings with Christy Walsh, associate producer of "Captain Eddie," who is in the midst of a 15-city promotion tour.

Tabloids, Newspaper Contest Used By Klingler to Sell 'Crime, Inc.'
Eight thousand tabloids printed in black and red showing highlights from PRC's "Crime, Inc." were inserted in daily newspapers by Paul Klingler, manager of the Loew-Poli Strand, Waterbury, Conn., as part of his campaign on that picture.
With a War Bond as a prize, Klingler arranged a six-day newspaper contest on the question, "Will postwar problems create a new Crime, Inc.?"

The theatre front was covered with scenes from the picture, together with cards to make a very effective display. Campaign was rounded out with radio tieups on the New Haven and Hartford stations.

Junior Shows Combat Delinquency
Decline of teen-age delinquency in Walsenburg, Colo., is attributed by public officials to the weekly Merchant-Junior shows staged by Robert Wilson. Fox city manager.
Veness Program Brings Up Interesting Observation on Public's Taste in Movies

You can probably guess what we’re going to say even before we start. This is June, and you must have known that sooner or later hot and humid weather would be here. Well, brother, it definitely is here—particularly if you live in New York or thereabouts. And it came so suddenly, too. We weren’t really in condition for it. We had been accustomed to cool days and chilly nights—after all, didn’t the weather man give us May weather in March? Summer would be late this year, of that we were reasonably sure. And when we say “summer,” we mean “heat and humidity.” Well, perhaps it was a few days late, but not nearly as late as we’d have liked. Just a few days ago—or less than a week—we were alert and active; now, drained of our energy by the humidity, we amble spiritually along, our once smiling countenance now a per- spirational physiognomy of desolate despair. Even as we type these lines, passing frequently to apply a cloth to our fevered brow, we strike each key slowly and deliberately, more slowly than deliberately. It has been nearly three hours since we wrote those first words a few lines up; many hours will have passed by the time we reach the concluding lines. Such is the toll of humidity on our activity. We read somewhere recently that the reason humidity affects so many people is because it increases the activity of the hyperthyroid gland and thus gives us a case of “nerves.” And they’re not kidding. Until you’ve experienced humidity you don’t know what a hyperthyroid gland is. Slowly but surely now we shall go into our discussion of programs.

It has taken us nearly an hour to get up enough energy to begin typing again since we finished the preceding paragraph. And at least five minutes have passed since we typed the preceding sentence. Such is the toll of humidity. We are in receipt of a calendar from Bob Veness, manager of the Mill City Theatre, Mill City, Ore. Most of our readers know Veness’ program by this time, for we’ve described it previously. But for those who may be reading this department for the first time we shall repeat our description. Size of the program is four and three-quarter inches by eleven inches. Except for the name of theatre and its operating policy at the top, the copy on the calendar is divided into two columns by a rule running down the center. Attractions for the month are listed, one after each other, right down the first column, then down the second. In some cases one-column slug mats are used, while in others the copy is apparently lettered by someone. We note here a few interesting obser- vations:

On one playdate a Warner two-reel featurette, “Behind the Big Top,” gets just as much space as any other second feature. On another, “Gambler’s Choice,” a Paramount picture with Chester Morris and Nancy Kelly, takes top position on the program, supported by another Paramount film, “Hail the Conquering Hero,” featuring a comedian named Eddie Bracken. On still another program a Smiley Burnette western, “The Larac- mie Trail,” is the pièce de résistance, while the second feature is a little opus entitled “I Love a Soldier,” starring Paulette Goddard and Sonny Tufts.

There are good reasons why Veness tops a bill with what might seem a second-rate picture to many others. The week-end visitors to his theatre like plenty of action in their film fare, and since these attractions will be playing on weekends, he puts on top the one which has the chance of drawing the greatest number of people. It used to be the same way back in our old home town. When it came to a week-end book- ing, there had to be a western or an action drama to lure the customers; so-called “big names” made no difference. It’s the same way in Mill City. Of course, patrons will enjoy “I Love a Soldier” once they’re in the theatre, but they’re not likely to come inside unless they know they can see something. This is no reflection on “I Love a Sol- dier” or any other good picture, it’s just the way weekend moviegoers are in a small town. Well, the humidity is probably killing us. We’re perspiring profusely, it’s getting late, we’re hungry, our energy is gone, there are no signs that the weather will change in the immediate future, so we will conclude this dis- cussion at this point and see you again soon. We’re headed home for the shower, where we plan to remain for a long time.

$225,000 Budget Set For ‘Jones’ Promotion

International Pictures has set a budget of $225,000 for magazine, newspaper cooperative advertising and radio exploitation for the Gary Cooper-Cinema Artists production of “Along Came Jones.”

A Roman Rockwell portrait will be the principal element of most advertising for the action- romance and RKO Radio has prepared two types of ads for the purpose; one will feature large, romantic poses of Cooper and Loretta Young, and the other will be a simple presenta- tion for the Rockwell portrait of the film’s credit figure. The radio advertising budget for the film will exceed by 25 per cent any previous radio ex- ploitation budget for an International release.

‘Wilson’ Books Seen Aiding Film’s Popular-Price Release


Twentieth’s New York exploitation depart- ment is presently negotiating with all the pub- lishers for tie-in promotional benefits to aid the new national release of the production, set for a gala return engagement at the Roxy, New York, July 25. Preparations are being made for a new, comprehensive promotion nationally on “Wilson.”

‘Way Ahead’ Newspaper ‘Breaks’ For Opening in New York

Prior to its American debut at the Victoria Theatre, New York, “The Way Ahead,” starring David Niven, a Two-Cities film released in this country by 20th Century-Fox, received a powerful weekend-before-opening press buildup.

The New York publicity department snared almost 1500 lines of feature story-and-picture breaks, despite the stringency in newspaper pub- licity space, in behalf of the Arthur Rank pro- duction.

Co-op Ads Spur ‘Velvet’s’ Take

Larry Levy, manager of Loew’s Colonial, Reading, Pa., stimulated the box-office receipts during the engagement of “National Velvet” by a tie-up with the People’s Drug Chain, and ar- ranged for 6000 photos of Elizabeth Taylor and Mickey Rooney to be given away to customers. A local ad was also used as part of the promo- tion. Another co-op ad was placed with the leading bakery in that city and had a large photograph of Jackie Jenkins. The copy urged parents to have their children eat their bread to look as healthy as “Butch Jenkins.”
MORE than 100 theatres throughout New England and New York State joined in showmanship's most exciting and spectacular simultaneous opening! June 26.

RKO ties in with all stations of gigantic Yankee Network and powerful additional stations to beam the message to concentrated millions!

HEARST newspapers in Boston behind event 100% and blasting pages and pages of promotional publicity throughout campaign!

TREMENDOUS Night of Spectacle sponsored by Hearst at Boston Garden, where 18,000 people will gather Sunday, June 24, for high-spot Prelude to a Premiere!

PROMINENT and popular personages attending all sorts of lunches, meetings, and gatherings of other sorts!

EXPLOITATION campaign of such extent and scope as to leave no person of the many millions in the area uninformed!

To be followed by campaign along same sensational lines for territory covered by WLW, Cincinnati, "The Nation's Station"...
A thundering tribute to the daring and valor of the invisible army of the Philippines—those furious few around whom rallied the spirit of a people! Amazing! Moving! Breathless!... An unforgettable experience in inspiring excitement!

LET'S TOP THEM ALL IN THE MIGHTY 7th WAR LOAN!

SEE

THE MARCH OF DEATH!
JAP BRIDGE OF DEAD!
CABANATUAN PRISON RAID!
BATTLE OF BATAAN!
BOLO KNIVES VS. GUNS!
DARING GUERRILLA RAIDS!
YANK LANDING ON LEYTE!

and more, and MORE, and MORE!

Starring JOHN WAYNE
ANTHONY QUINN - BEULAH BONDI - FELY FRANQUELLI
LEONARD STRONG

Producer, ROBERT FELLOWS • Directed by EDWARD DMYTRYK
Screen Play by Ben Barzman and Richard Landau
Advertising
Campaign of
the Month
May 1945
A MEDAL FOR BENNY
(Paramount)

One of the most unusual advertising campaigns to be presented in Metropolitan newspapers in years is Paramount’s series of displays for John Steinbeck’s Paramount’s new Dorothy Lamour-Arturo de Cordova starer. For general excellence of execution, this campaign has been selected as the Advertising Campaign of the Month for May 1945 by a panel of showmen for SHOWMEN’S TRADE REVIEW.

In analyzing a campaign such as the “Benny” campaign it is hardly necessary to point out the primary appeals which could be stressed. There was a scorching love story—at least on the part of Arturo de Cordova for Dorothy Lamour—and a somewhat reluctant, hesitating affection in the beginning for de Cordova on Lamour’s part.

Dorothy Lamour had been promised to the immortal Benny, however, and she was determined to keep her pledge—until Benny lived. These conflicts have been cleverly played up in the ads, almost all of which focus attention on Benny, who—as everyone knows by now—never appears in the picture, although he is one of the two motivating forces around which the story revolves.

The misery, the squall in which Steinbeck’s “Benny” characters live, has been avoided almost completely. The ads, which use provocative copy from start to finish, are based on the inevitable chase of de Cordova for Lamour, and Lamour eluding the handsome suitor until at the picture’s conclusion she catches him—yes until SHE catches HIM! Illustrations are almost exclusively of the two main characters, in clinch poses.

Teasers Unusual and Effective

The teasers, of which Paramount’s advertising crew under the direction of Stanley Stafford, have prepared five, are perhaps that most unusual element of an entirely unusual campaign. In the first of the teasers—all five of which may be run in any sequence with the same effect—there has been arranged a news-like picture layout with an over-cut line, “The Whole Town’s Talking About Benny.” All of the teasers use the same line and the same layout, featuring a rectangular-shaped illustration. In the first Paramount selection a semi-clinch pose of the two stars with a subhead reading, “Sure I like love, but not with you... I like it with Benny.” The body copy continues the theme of the subhead. “Maybe he isn’t true to me... Maybe he’ll make me big troubles... But Benny’s the man I love. I’m going to wait for Benny!” Yes, Benny’s a guy you’d like to know—John Steinbeck’s most amazing creation—in “A Medal for Benny” coming to the Rivoli May 23rd.

Two of five most unusual teasers (right) are shown here in reduced size. Normally they are 2 columns by about 70 lines. Each ad of this series carries the over-cut line as shown here. The larger display illustrated is typical of a “romance” series of ads in which the “chase” is pointed up, whetting the appetite of readers for more of the same. The framing of the larger display follows a theme used throughout the more conventional series of displays.

Unusual Selling Approaches
Highlight Paramount’s Smart
‘Medal for Benny’ Campaign

subhead clarifies the illustration with this copy, “To know Benny for five minutes is to know him forever!” The body copy continues with “And to think I knew him for three weeks! That’s when he gave me the ring you gave him!” Title and date are given. By this time the reader is beginning to be convinced that the non-existent Benny is quite a guy.

The teaser campaign continues with a further development of Benny’s character with the same type of layout, the same over-cut head, and with an illustration of the volatile Mikhail Rasumny in a characteristic pose, evidently having a verbal battle with Lamour who is shown raging back.

Rasumnny is quoted as saying, “What a fighter is that Benny!” He goes on, “Policemen and sheriffs on all sides. Like tigers they spring on him. Benny hits them. He swings! He crunches! He tears! The air is filled with pieces of policemen!”

Another teaser brings out a different facet in the fabulous Benny’s character. His father, portrayed by J. Carroll Naish is shown with Lamour, both wearing proud grins and the old man says, “Hey, what you think—my Benny is a hero!”...

“From the President of the United States he gets a great big gold medal. Ah, what a one is my boy Benny.”

The final ad in the series of most effective teasers portrays the two stars, with deCordova doing the talking to an indignant Lamour, de Cordova says, “Ah—that Benny! That no-account!”...

“A fellow the police ran out of town! Yet every time I make love to you you talk of nothing but Benny and the kisses you are saving for him.” Copy goes on... “Benny is a guy you’d like to know—John Steinbeck’s most amazing creation—in Paramount’s new romantic surprise—A Medal for Benny.”

As a culmination of this series of teasers, Paramount has prepared a large display of four columns by 175 lines—700 lines in all, in which the copy of the teasers has been changed slightly, or rather adapted, with a framed headline, “Tomorrow the whole town will join the gossip about BENNY.” Over the frame in which this (Continued on Page 17)
380 Radio Stations Honoring 'Rhapsody'

Responding to letters sent out by Paul White- man, as honorary chairman of George Gershwin Jubilee Week which will signal the world premiere of Warners' "Rhapsody in Blue," more than 380 radio stations have already replied that they are putting on special programs and cere monies in honor of the noted American composer and the film based on his life and music. "Rhaps ody" will have its premiere June 27 at the Hollywood Theatre, New York, and Gershwin Jubilee Week is being celebrated June 29-July 5.

A number of stations, including the United Broadcasting Co. chain in Ohio, KCXN in Kansas City, WRDW in Augusta, Ga., and others will devote a full week to Gershwin.

More than 40 leading coast-to-coast commercial programs on the NBC, CBS, American and Mutual networks also have already scheduled Gershwin tributes in the next few weeks. Many of the shows will devote their entire time to Gershwin music and material relating to the film.

Meanwhile, Columbia Recording Corp., subsidiary of the Columbia Broadcasting System, has announced to the trade what it describes as "the greatest motion picture team in the history of the recording industry" in connection with "Rhapsody."

The campaign is based on the vast store of recorded music by George Gershwin, and music dealers throughout the country are being supplied by Columbia with a colorful assortment of lithographs, posters and other display material to be used in window and counter display as well as other promotional activities in connection with local engagements of the film.

Displays will be designed to tie in with theatres playing the picture, jointly exploiting the playdate and the music.

"Rhapsody in Blue" Signs To Dominate Main Stem

"Rhapsody in Blue" signs will dominate the Main Stem for many weeks to come, with three different eye-catching displays set as part of the campaign for a story of George Gershwin which will have its world premiere June 27 at the Hollywood Theatre.

A special vertical sign, the tallest in front of a Broadway theatre, has been designed to go atop the marquee of the Hollywood. This will feature the recreating color lighting effects—mostly shades of blue. A big painted sign is being erected atop the building at 729 Seventh Avenue, where it will tower over the Longacre Square area.

On the corner of the Strand Theatre building at Broadway and 47th Street, also facing Longacre Square, the large electric sign ordinarily devoted to attractions playing the Strand also is being given over to "Rhapsody in Blue."

Screenings for Various Groups Helps Sell Film in Philadelphia

A far-reaching campaign on "Mr. Emmanuel," worked out in Philadelphia by Irving Blumberg, Warner Theatres ad chief; Frank Castello, manager of the Aldine Theatre, and Dave Pol land, United Artists representative, when the picture played the Chestnut Street house.

In this country's possible avenue of publicity and promotion, the picture was screened for several different groups, including the Board of Jewish Hebrew Jewish Ministers, whose mem bership is the leading rabbi of the city; the Philadelphia Jewish Council, a group organized to help fight racial bias; and a select group from the office of British Con sul—PH.

Unusual Approach In Selling 'Benny'

(Continued from Page 16)

COPY has been set apart has draped a pen and ink drawing in miniature of the Congres sional Medal of Honor, a recognition of which to Benny's dad, is an important part of the story. The continuing copy has been set with these subheads—They'll Talk About His Loving—They'll Talk About His Fighting—They'll Talk About His Fanciation—They'll Talk About His Daring—and each of these sub-heads is followed by explanatory and developing copy.

Ads in the most conventional form have con sidered sparkle and appeal and are directed toward arousing speculation about the torrid romance indulged in by the two stars. Four of these in particular are slanted along these lines. For instance, one shows a series of progressively warmer climaxes between Lamour and de Cordova with a headline stating, "The Temperature Is Going Up and Up and Up..." with the word "up" progressively larger until the final delineation of the word shows it having heat waves emanating from it. Below copy in this display reads..."...and de Cordova may be the wrong guy, but he says the right things at the right time to lovely Dorothy Lamour in John Steinbeck's sensational romance. Another of this series shows a clipping from a newspaper indicating that it has been torn from the weather forecast section. Copy reads..."...it IS WARM... with a heat wave coming any sec ond!" The ad is illustrated with the stars in a tight clinch. Body copy is set white on black in a surrounding photos text.

Arturo de Cordova is shown mischievously pleading with skeptical Dorothy Lamour in an illustration for the third ad in the "torrid romance" series with a headline of "The Love Pirate is prowling again... and his beautiful prey this time plays 'Hard to Get!'..." Then across the illustration type matter reads..."He's got IF... and She SAYS MAYBE!" The fourth ad in this group uses the "He's Got It" line as its head and body copy giving a "remember" treatment to de Cordova with copy..."The love pirate of 'Frenchman's Creek' is on the prowl again... and his only rival may be—" The entire ad campaign is cleverly directed toward establishing the mythical Benny as, in the words of the copy "quite a guy," and by so doing places Lamour's screen image as one of love, in a nice way, of course, and who is not sure that Benny is her guy, but readers know that she will be looking at the handkerchief for Cordova very closely.

Other ads in the campaign have been angled toward establishing the timely "conflict" about the girl promised to a serviceman being pursued by a man at home. Some of the headlines serve to establish this angle immediately. For instance, "Joe's singing kisses on her lips... but Benny's on her mind!... sets off one of the displays, illustrated with a hot clinch! Body copy in this one further builds in the mental conflict angle: It reads..."...one man—dreaming of another... Has it ever happened to you?... What's the answer, when the boy you're promised to doesn't write—and the man at home won't wait?" Several ads in the campaign are along these lines.

The complete "A Medal for Benny" advertising campaign accomplishes just what it sets out to do. It establishes the fact that a torrid romance exists between the stars. It indicates a "sensational angle" in itself sells the fabulous story of Benny and his many sided personality as a fighter, nfc-er-do- well, but particularly as a lover. The layouts are of a unique design from the field's well pub lished style and are designed to stand out on competitive newspaper amusements pages.

The campaign represents an impressive effort and worthy of distinction as The Advertising Campaign of the Month.
JOIN LEADING SHOWING THE TIMELINE
PICTURE OF ALL TIME...AT REGULAR
PRICES...DAY-A-N...
Darryl F. Zanuck's
Wilson
In Technicolor
Directed by
Henry King
Written by
Lamar Trotti
The picture of the century from
Century-Fox
Return engagement
Roxy
New York City
Starts
July 25th
D-date Aug. 1st!
Speed total victory! The mighty 7th war loan!
A Bell for Adano
20th Century-Fox Drama 103 mins.

AUDIENCE SLANT: (Family) Thor-oughly entertaining, authentic transference to the screen of the John Hersey Pulitzer Prize novel.

BOX-OFFICE SLANT: If emphasis is given to the fact that this is NOT a picture, but one about people, it can be a top box-office bet. Exploitation should be care-fully directed, without deviation from the 20th-Fox slant.


Plot: Major John Hodiak and his assistant, Sgt. William Bendix take over the civil ad-ministration of Adano, Italy, and immediately are confronted with problems of food, water supply, sanitation, etc., which they find easier to conquer than the"

Comment: Twentieth Century-Fox has come to the screen with an excellent play that has contributed the best in production values and has provided a cast that delivers top drawer performances in its authentic transference of Hersey's novel to the screen. The picture is thoroughly entertaining, indicates understand-ing of its subject and contains not a little of the heart and soul of fine, sensitive direction by Henry King is responsible for capturing the atmosphere and mood of the novel. This is, after all, a play on life and not just entertainment. The screenwriters, by present-ing many facets in the collective lives of people who have been degraded and subjugated by Mussolini's "thieving officials" for more than 20 years, indicate the difficulty confronting American officials of convincing liberated peoples of their intent to kind and above all to be just. John Hodiak's in-terpretation of the American major is a brilli-ant performance. William Bendix as his tough sergeant is equally as good, although not as important. Other parts are well cast, each contributing in small ways to the com-plete picture. In its entirety, the picture should entertain everyone with the possible exception of the really young, to whom whatever is contained, may make very little sense. It should gain a lot of word-of-mouth approval and if carefully exploited can be a top box-office bet.

Bewitched
MGM Drama 65 mins.

AUDIENCE SLANT: (Adult) Intensely interesting, stimulating and entertaining film for discriminating adults. Amateur psy-chologists will have a field day with this but average audiences may not appreciate the depth of the film's basic contention. Not for children.

BOX-OFFICE SLANT: Lack of marquee names may refrigerate this to double-bill situations but the picture can well be one of the top sleepers any year.


Plot: Joan Ellis (Phyllis Thaxter) is torn between her conflicting influences of girl whom normal, pleasant personality and a subcon-scious voice locked in her brain, which urges her to turn her life around. Joan identifies her- self as "Karen" and tells Joan to leave her fa-ience, Bob (Henry H. Daniels, Jr.) and family or she will be haunted for the rest of her life. She deludes her mother, Kathleen, the bell of a one-time bridge to the town carriemen and when this comes to the attention of his superiors he is removed from office, just as the entire town has turned out for a party in his honor.

Comment: Production values are excellent, photography is superb and musical background adds considerably to the picture's dramatic intensity, but primarily whatever success "Bewitched" attains may be laid at the hands of Arch Oboler, whose minute at-tention to detail and deft handling of the cast makes this such an unusual and intensely in-teresting picture. Oboler building of sus-pense and eerie atmosphere attending the plot's development is nothing short of masterful. Its little redicency on the part of even the most discriminating audiences is allayed completely in the picture. When the psychiatrist, played most convinc-ingly by Edmund Gwenn, establishes the certain scientific fact that dual personalities actually exist, his words may be locked in the same body in the same manner that some facts of nature are born with more than two hands, two feet, etc. Thaxter plays Joan as a normal, lovely girl whose personality changes to a lascivious, murder- ing woman, in a manner that marks her for stardom. Others in the cast reflect the intense-ness of purpose instilled by Oboler's han-dling. The entire picture is so unusual, so perfectly handled, directed and acted that it may well turn out to be one of the top sleepers of this or any year.

Legion of Decency Ratings
(For Week Ending June 23)

RHYTHM ROUND-UP
SUITABLE FOR GENERAL PATRONAGE
Three in the Saddle

NAUGHTY NINETIES
One Exciting Night
NICHOLAS NAPOLEON
Rhapsody in Blue

The Kid Sister
PRC Comedy 55 mins.

AUDIENCE SLANT: (Family) A light-weight comedy about the mad antics of a young adolescent that should be enjoyed by the average family.

BOX-OFFICE SLANT: Satisfactory sup-porting role.


Plot: As the younger sister, an attractive girl is kept in the background while her mother tries to find a husband for the older daughter. The girl has different ideas, which lead her into many scatterbrained escapades, but she ends up by capturing the prize husband to her mother and then plans a sister.

Comment: A neat little picture for the sup-porting spot is this zany comedy about the mad antics of a young adolescent out to get a man. Her escapes provide many laughs and the story, though not original, has enough substance to make it interesting and entertaining to the family. Most of the picture is carried by Judy Clark, and she does a good job in the leading role, with Roger Pryor quite as capable as her foil and the man she's after, Frank Jerks. Minerva Urecal and Minerva Urecal as a talkative house-keeper, do their share towards helping the proceedings along. Sam Newfield has the picture moving fast, with plenty of excitement for the spectator.

Story of GI Joe
United Artists Warner Drama 109 mins.

AUDIENCE SLANT: (Adult) Exciting, entertaining, personable and in-fantrypman's part in the conquest of Africa, Sicily and Italy.

BOX-OFFICE SLANT: The popularity of Ernie Pyle's columns and his two books, together with the widespread publicity given the making of the picture assures its success, war or no.


Plot: In the conventional sense the picture has no plot. It simply takes audiences through the trials and tribulations of a group of dirty, tough, battle-scarred infantrymen during their progression from well trained but inexperienced soldiers into a cohesive, effective battle outfit, badly defeated in their first combat at Casserone Pass, but who later win battle after battle in Africa, Sicily and Italy. Ernie Pyle, played by Burgess Mere-dith, is shown participating in the battles as an observer, rather than a participant.

Comment: Every possible production facil-ity seems to have been placed at the disposal of Director William A. Wellman by Producer Lester Cowan to produce this dramatic picture. During the early scenes the sol-diers learn from battle experiences as does Burgess Meredith ("Ernie Pyle") who is seen with an elaborate bed roll and all of the appurtenances designed to make life in the field more livable. Then the troops must grind, with struggle, rain, unbelievable muck and mud, Meredith's equipment dwin-
**Showmen's Trade Review**  
June 23, 1945  

**Western**  
**65 min.**

**AUDIENCE SLANT: (Family) Mystery fans will be very well satisfied with Sherlock Holmes' infallibility. An excellent supporting cast.**

**BOX-OFFICE SLANT: Sherlock Holmes' adventures have a following. Should do well as a supporting feature or even as the top half of a dual mystery program.**

**Cast:** Basil Rathbone, Nigel Bruce, Hillary Brooke, Henry Daniell, Paul Guilfoyle, Wally Sullivan, Eve Arden, Frederick Worlock, Tom Byron, Sally Shepherd, Mary Gordon. **Credits:** Original screenplay by Bertram Millhauser based on characters created by Sir Arthur Conan Doyle. Produced and directed by Roy William Neill. **Photography:** George P. Vultaggio. **Synopsis:**

Audiences will generally agree that the recent screening of *The Devil's Finger* confirmed once more the truth of their笃信的声明, that Basil Rathbone has the timing and the style that make him an ideal Holmes, and that Nigel Bruce, as Watson, is admirably attached to his companion. It is the latest addition to the now considerable series of *Sherlock Holmes* films, and it has the usual elements: mystery, suspense, wit, and some fine acting. The story, adapted from a novel by Sir Arthur Conan Doyle, concerns the search for a lost treasure in the South American jungles. Holmes and Watson are hired by a wealthy businessman to uncover the whereabouts of a valuable diamond that has been stolen from him. They travel to the jungle and encounter various challenges, including a group of villians who are also after the diamond. The adventure is filled with action, plot twists, and clever deductions, and ends with a satisfying resolution. 

**Comment:** The story has been cleverly contrived and has plenty of suspense and a satisfying culmination. It is well produced and directed, and the actors are most expert in conveying the magic of the original stories. Benedict Rathbone and Bruce do very well and Hillary Brooke as a blonde menace is beautiful and convincing. The picture should do well as a supporting or leading feature on a dual mystery program.

**Universal Mystery 76 mins.**

**The Naughty Nineties**

**Universal Comedy 76 mins.**

**AUDIENCE SLANT: (Family) The faithful will take this Abbott and Costello picture with their thumbs up. The best admiring of the comedy team there is much less cause for amusement.**

**BOX-OFFICE SLANT: As strong as the stars—which is quite a little strength for practically every situation in the U. S.**

**Cast:** Bud Abbott, Lou Costello, Alan Curtis, Rita Hayworth, Henry Travers, Louis Calof, Joe Sawyer, Joe Kirk. **Credits:** Original screenplay by_TOP_ nond, Bert I. Haughton and John Grant. **Photography:** George P. Vultaggio. **Synopsis:**

A gentle and promising idea is turned into a movie that is not. Bud and Lou are back and more than ever the inevitable and certain. They are as good as they are. And if they are not better than ever, they are no less than ever. The story is a routine one about the heroes whose ranch is burned down by their arch-enemies. With a sense of humor and a good deal of good riding, they protect their daughter, Al St. John, in order that she may marry a handsome stranger. Lou, however, is in some danger, and Stanley makes a satisfactory villain.

**Plot:** When Captain Henry Travers loses most of the showboat's equity in a crooked card game run by Rita Johnson and Alan Curtis, Bud Abbott and Lou Costello undergo all kinds of manipulations to work back the boat, becoming involved in romance, mystery, and adventure. They arrange to have Rita Johnson and Travers deal one poker hand, winner take the wagon wheel. Then, the captain's change of heart, "cold decks" for Travers to win.

**Comment:** Things keep moving in the typical Abbott and Costello fashion, though in this case it is a full-fledged comedy. The plot runs around very familiar ideas, gags, and situations. It all proves too much like a masterpiece for those. For those who are not enthusiasts for the comedy team, it will have no trouble registering as satisfactory entertainment for the others. "The Naughty Nineties" is well produced and adequately directed comedy. The editing necessary to introduce unrelated comedy episodes distracts from the sentimentality and humbuggery which would be desirable in a movie of this type. Perhaps the best feature is the slutty leading lady, who is well acted and well directed. The audience will probably agree that this film is not one of the best, but it is not a bad comedy. 

**Comment:** The story has been cleverly contrived and has plenty of suspense and a satisfying culmination. It is well produced and directed, and the actors are most expert in conveying the magic of the original stories. Benedict Rathbone and Bruce do very well and Hillary Brooke as a blonde menace is beautiful and convinc ing. The picture should do well as a supporting or leading feature on a dual mystery program.

**Santa Fe Saddlemates**

**Republic Western 55 mins.**

**AUDIENCE SLANT: (Family) This should furnish a howling good time to all the western followers, for it has plenty of action, shooting and flatcuffs.**

**BOX-OFFICE SLANT: A good offering for the western market.**

**Cast:** Sunset Carson, Linda Stirling, Olin Howland, Bud Geary, Kenne Duncan, George Chesebro, Bob Wilke, Doris Lloyd, Frank Jaquet, Jack Carpenter, Rex Lease. **Credits:** Original screening and direction by Samuel Fuller, based on a story by Eric Korngold and photography by Sutton Vint. **Synopsis:**

Sunset Carson, sent to clean up a gang of jewel smugglers, has to assume another name and go up with the all-swing gang. Once in, he learns the name of the head man of the crooks, who turns out to be a respected town official. A female reporter looking for a story, gets mixed up with the crooks, but she ends up helping Carson get them behind bars. The kids will certainly get their share of action from this outdoor opus which also has shooting and a plentiful supply of fighting to keep the Westerning with excitement. Credit for the fast action and other good western ingredients go to Sunset Carson for his production and direction and to Bennett Cohen for the original script.
PORTLAND

Charles Gilmore has announced the start of work on a motion picture theatre at Sandy, Ore. The seating capacity is 600, according to the theatre architect, J. A. DeYoung.

Harry Moyer, operating theatres in Portland, Gresham, Milwaukee, has announced the construction of a new house at Sandy on the Loop, replacing an investment of $45,000.

Capt. Maurice Conn is back in Seattle where 14 years ago he represented Mascot Films.

A film fire in the projection booth at the Majestic Nampa, Idaho, did damage estimated at $2000.

Sgt. Chris Hansen is back from European service and will resume his old position as operator at the Graham, Shelton, Wash.

Jolm Danz, head of the Sterling Theatre circuit, Seattle, announces that his show places at Longview, Wash., will all be improved with projection and sound equipment. William Allen, Jr., has been named manager at Longview.

Ted Wilson, who operated theatres in Leavenworth and Cashmere, Wash., and is now engineer at Boeings, was the guest of Wally Rucker in Seattle Row.

Al Finke, Oregon general manager for Evergreen, has gone to Seattle for a monthly conference.

Al Usher, Paramount district manager, Chicago, is conferring with Del Goodman, Western district manager, in Seattle Row.

Rotus Harvey and Gerald Hardy, theatre executives of San Francisco, are in Seattle for weekend conferences.

Kees Gagnon and Pte. Ira Hayes, two of the six men who raised the flag on Iwo Jima, are making personal appearances at the War Bond preview, Paramount, Seattle.

"A Royal Scandal," Paramount; "God Is My Co-Pilot," Broadway; "The Clock," in its third week at United Artists; "Diamond Horseshoe," Music Box, are more than sufficient to hold theatre takes over normal in Portland.

Bette Mariotta, of the Sterling Theatres publicity department, has announced her marriage to Fred Mattle.

K. C. Harting, recently with Golden State Theatres in San Francisco, has been named manager of B. F. Shearer’s Roxy, Everett.

Frank Harris has become swing-shift manager for the Shaver Theatres in Bremerton, Everett and Seattle.

ST. LOUIS

Floods along the Meramec River through St. Louis County have inundated large sections of Pacific and Valley Parks, while a flood at Neosho, Mo., on a creek flowing through that community cost the lives of four persons. In southwest Missouri, the Black River reached record proportions at Poplar Bluff, affecting some 500 families.

Theatres in the towns affected by the high waters are the Lyric, Neosho, Mo., operated by Mildred Kauth, who also operates the Rita in Rolla, Mo.; the Royal, Pacific, Mo., operated by Leber and Hirth; the Criterion and Jewell, managed by the L. W. Rodgers Circuit; the Strand by G. Carey and the New Broadway, operated by Allied Theatres, all in Poplar Bluff.

Three more films clayquilt bond premières were staged June 16 as follows: St. Louis, "Don Juan Quilligan"; Orpheum, "Counter-Attack" and the Mafisti.

Allied Theatres has recently added the Cozy Theatre, Girard, Kan., to its circuit, which also includes the Lynn, Lynn, Mo., and the Broadway, Poplar Bluff, Mo. It is understood that Mrs. Evelyn Bowers will continue as manager of the Girard, Kan., house.

Television may produce an interesting jurisdictional dispute between the stagehands and members of the International Brotherhood of Electrical Workers. The IATSE will claim control of the theatre industry because of its relation to motion pictures, but the Electrical Workers will approach the problem from the radio and telephone angle.

The St. Louis Film colony was grieved to learn of the death in Belleville, Ill., of Cyril Bloomer, a member of the Bloomer family, owners and operators of the Rex and Ritz theatres in Belleville. His brother Frank was visiting along Film Row when advised by telegraph of his brother’s death. His father, Noah Bloomer, formerly owner of the PRC exchange in St. Louis, and interested in the Belleville Theatres, is now a resident of Los Angeles, Cal. Eddie Oake, Monogram publicity man, is here to work with the Fanchon & Marco publicity department in the exploitation and advertising campaign for "Dillinger" which opened its St. Louis first run at the Fox June 19th.

A daughter, Susan, was born early this week at Sullivan, Ill., to the wife of Lee Norton, owner of the Grand Theatre, Sullivan, and formerly Southeastern Missouri salesman for RKO Radio.

The son of Tommy Williamson, manager of RKO’s exchange, is home on a furlough from Fort Riley, Kan.

Walter Norton, brother of Lee Norton, and interested in the ownership of several nearby Southern Illinois theatres, has received his honorable discharge from the Seabees. He plans to return to his theatre in the Southwest.

Bad weather, coupled with the operations of one or more as yet unarrested individuals who have been terrorizing the women of this community, and the sharp reduction in employment at a number of the local war units, have seriously affected box-office receipts. Business is off some 25 percent, according to Harry C. Arthur, Jr., general manager of Fanchon & Marco.

Many additional theatres in St. Louis plan to hold War Bond Premières this week to stimulate theatre interest. Some have already gone over the top so far as its over-all quota is concerned, but the E bond mark is still below 100 percent.

REGIONAL NEWS INDEX

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STAFF

The Orient, Chinatown, has been purchased by Hy Singer, who will remodel it as a night club.

Harry Cohen, former Warner Calgary manager, is planning to build a suburb in Calgary’s North Hill district.

Len Chatwin, National Film Board’s regional supervisor for B. C., has returned here from Working with the Tlietla, Winnipeg.

Approval of the Canadian Navy Department is expected soon for the RCN production, "Meet the Navy," which will be filmed at the Elstree Studio, near London.

The Warner staff here presented Yvonne McEwan with a lamp and shield for her forthcoming marriage to Ernest Kirkpatrick of Vancouver Motion Pictures.

The B. C. Government here has completed microfilmings of about 1,000,000 births, death and marriage certificates which are expected to last 500 years.

The Namnino Kinsmen Club has presented the Namnino School Board with $394 to pay for a screen and 16-mm projector for use in the school.

Haskell Masters, Warner’s Canadian sales head, has left here for Winnipeg.

Barrie Marrell, Columbia and Danny Buch- nower, PRC, are among new shipper’s here.

Attendance in B.C. theatres has increased 15 percent in three years, attributed to better films and more money for amusement in the pockets of the public, exhibitors say.

Peter Egan, manager of the Palace, Calgary, is a grandfather. The father, Carl, is manager of the Tivoli, Winnipeg.

Douglas White, Warner shipper, is on two weeks vacation in Kimberly, B. C.

Betsy Thomson of 20th-Fox has resigned and gone to Winnipeg. She is succeeded by Mary Cehina.

May Tapping and Doreen Fitzpatrick have joined the 20th-Fox and Columbia film departments, changing from usher and cashier respectively.

BOSTON

Bert Lazarus, former premium distributor in the Boston film district, appeared on a television broadcast at the RCA headquarters in New York. The strain of having to render the chorus of a popular song forced him to leave immediately for his hotel where he tried to relax and forget.

Edward Dobkin, of MGM and commander of the Maculey Post American Legion, has returned home after a visit to Soldier’s Hospital where he underwent treatment for a severe attack of pleurisy.

Corey Richmond, manager of the Hollywood and Liberty, Providence, Rhode Island, has purchased the Columbia there. He will remain as active manager for the Hollywood and Liberty, owned by the Bomes Brothers who are both in the Army, and will operate his own house as well.

Herb Schaefer, brother of Gus Schaefer of RKO, reports that his brother is much improved after a long illness.

Fred Parker, of the Bellingham Open Air, Bellingham, Mass., announced that Raymond C. Metayer has been taken into the new firm. Parker will retain active management of the theatre. New equipment has been installed.

Mrs. Conrie Dervin, MGM cashier and wife of Francis Dervin, Monogram salesman, under-

(Continued on Page 24)
Bogart
Conflict
Narner
Smash!

Humphrey Bogart • Alexis Smith • Sydney "Eagles" Greenstreet in "Conflict"

Produced by William Jacobs
Screenplay by Arthur T. Horner and Dwight Taylor
Directed by Curtis Bernhardt
REGIONAL—Continued

went an operation at Brooks Hospital, Brookline. Irving Mendelshon reports that his brother, David L. Mendelshon, the holder of a double Purple Heart and Bronze Star decorations, is now in the hospital. He was flown home directly from Paris.

Ann Duggan, receptionist at the United Artists, has left for New York this week to enter a convent. The United Artists' staff offered their best wishes and presented her with a gift.

Visitors at the United Artists' office this week included Bob Potts, general sales manager; Edward Schmitzer, home office executive; Ray Wylie, branch manager of the New Haven office, and Matt Sullivan, branch manager of the Buffalo office.

Arthur Marcarielli is now assistant manager at the Dorset Theatre.

Manager A. S. Murch, North Shore, Gloucester, reports publicity on the Seventh War Loan drive has been heavy.

Manager William E. Hartnett, of the Embassy, Waltham, arranged with War Finance chairman G. Harry Scampton and Sup't. of Schools, remained at the Bancroft, to secure approval of all Waltham schools for a bond premiere last week.

Jack Melnoff of the Warner Theatre, Sparkplank-Lawrence, held a "Salvos of 1945" bond show for Seventh War Loan Bond purchasers exclusively at the Warner Theatre recently. Average admission and food week totaled $8,000. Capt. Julian Rifkin, son of Herman Rifkin, vice-president of Monogram is now in McGuire General Hospital. He will have a physical check up soon.

Joe Baxter, former head of the poster department for E. M. Loew, was reported killed in action in the Pacific in May, just served with the infantry for almost a year.

A dinner was held for the Tub Thumpers of America at the Hotel Statler last week. Admission was $.50 and bond and attendance at the dinner was 100 per cent despite the torrent weather in Boston. Entertainment was furnished by Paul Whitney, Georgia Gibbs and others in conjunction with station WCPQ of the Blue Network.

I. H. Rogovin was recently appointed district manager for Columbia. He is now in full charge of both the Boston and New Haven offices for Columbia.

The Committee on Taxation in the Massachusetts State Legislature last week announced that the proposed 10 per cent tax on theatre admissions in Massachusetts be adopted. The vote was 10 in favor of sales of all taxable articles for tickets in Massachusetts. Five members of the commission dissented from the report. Some Boston theatre managers are announcing the action taking place in the legislature on the screen.

Fritz Loew, nephew of E. M. Loew, was reported wounded in action during the Okinawa invasion. He is a private first class and has been overseas about two years.

E. M. Loew is in Miami on business.

The M. A. Shea Massachusetts Corp. will take over the management of the Lawler, Grafton, Aug. 1, it has been announced by Mrs. George Stillson and Carroll J. Lawler, owners. Management of the theatre will be under the supervision of Ray Smith, who acts as field representative for the Shea interests in Amherst and Westfield, Mass., at the present time.

OMAHA

Allen Usher, Paramount Chicago district manager; Hugh Braly, Denver district manager and Bob Blair, exploiter, were present for a sales parade here Wednesday in which plans for the Paramount's month long celebration were formulated.

George Hinton, Paramount salesman here some years ago, was back in Omaha to see old friends while receiving treatment from an eye specialist. Ann Schreiber, Winner exhibitor, has rented an apartment in Omaha.

Rita Hervey is the new telephone girl at Paramount.

E. J. Rubin, Paramount salesman, is back on the job after eight weeks' absence.

Charles Gragert, Warner shipper, is on vacation.

Mrs. Esther Quasa, who heads the Universal insurance department, returned to her job after six weeks' illness.

Otto Nielsen will take over the Rialto, Stronsberg, from C. C. Goodrich.

Leila Kanter, assistant booker at Universal, is spending two weeks in Los Angeles.

Goldie Clements has resigned from the Paramount booking department and will be succeeded by Marjorie Gerlach.

John Kampsjen, MGM branch manager at Milwaukee was here for a weekend visit.

The Variety Club board of directors had another meeting Saturday.

Virginia McLucas, daughter of Don McLucas, United Artists chief, is to marry Omaha Roger McCreary here July 7.

Mollie Case is a new 20th-Fox inspectress.

Mrs. Harold Ironfield, wife of the 20th-Fox salesman, and their daughter, Polly, are spending the summer in New York.

Omaha's second bond premiere at the Paramount was good for $3,800,000 in bond purchases.

The "Knock-Off-O-Kin-Awa" premiere featuring "Without Love" drew another full house, while an estimated 90 per cent of the sales were E bonds.

This territory's record now stands at 164 bond premiers, 246 free movie days and 26 children's matinees. The last two are from the Christensen, RKO stenographer, is engaged to a Walnut, Ia., sailor.

N. N. Galbreath, formerly with Republic here, has joined the RKO staff as a sales manager.

Jimmy Pickett, city manager for Tri-States Theatres Corp., at Hastings, is vacationing.

Nebraska State Fair officials still have plans to hold their annual event despite the recent ODT ban. One scheme if the ban isn't lifted, may be to hold the annual horse races at the same time as the Lincoln County Fair, held in conjunction with the State Fair.

Billy Usher, a graduate of Omaha's Central High School, will make his movie start in "On Stage Everybody:"

Billy Usher, manager of the Lincoln, Lincoln, is giving away a colt to the boy or girl who can write the best essay on "Why I Like Dogs" during the showing of "Storm of Lassiter." The Dorman Frank, Humboldt exhibitor, has received the General Electric agency for that territory. He also will continue to operate the Plaza Theatre.

Omaha theatres also are co-operating in bond sales with the "Here's Your Infantry" show here.

COLUMBUS

Bingo won't be outlawed as gambling at this session of the Ohio legislature, Sen. George G. Shurtz, Republican, Cohocton, conceded last week. He also disclosed that he was in charge over the way the powerful Senate Rules Committee "smothered" his legislation, which stirred up plenty of controversy earlier in the present session.

The Ohio House of Representatives last week passed Senate Bill No. 312, which revised the tax clarifying sales tax definitions. The Senate previously had passed the revised bill, which may save the industry $3 million, it is estimated by D. P. J. J. eggert. The bill now goes to Governor Frank J. Lausche, who is expected to sign it.

Theatres, as well as restaurants, night clubs and retail stores, cannot obtain insurance to protect themselves against suits for violation of the "civil rights" statute, which prohibits discrimination against patrons on the basis of race, color or creed. This was contained in an opinion just handed down by Hugh S. Jenkins, Ohio attorney-general. The opinion states there is no such insurance policy available. The opinion will be a guide to legal counsel who said a company had inquired if it could sell such insurance in Ohio.

In an effort to make the world premiere of 20th Century-Fox's "Captain Eddie," the biggest event in the history of local show business, the premiere will be held August 13 at Loew's Ohio.

A survey of possible sites for location of new state fair grounds is expected to be undertaken this year by a legislative commission.

MILWAUKEE

After numerous postponements due to rain, cold weather and fog, the Reel Fellows outing at the Tuckaway Country Club, sponsored by Ben Dettman, was finally well attended. Among the players were including Bill Baker, Maury Anderson, Eddie Gavin, Frank Fischer, Harold Breccot, Don McFadden, Bill Foley, George Edgerton, Eddie Keough, Bob Allen, Charles Trumbull, N. Prevencher and "Sand-Wedge" Weingarten.

A projection booth fire at the Riviera resulted in $800 damage and drove 14 patrons, mostly children, into the street. Robert Paradis, projectionist was burned, but Marvin Sorensen, controlled the flames and took the stage and directing the exit calmly.

Henry Theis, Alamba projectionist, is at his Rhinelander farm.

Johnny Meltonow, National Screen branch manager and Frank Fischer of the same firm attended the Chicago meeting of NSS recently. Both clubs, including the Wisconsin branch manager, is with his son, Gene, here on furlough from the Army Air Base in Las Vegas.

Billy Pleras, Savoy manager, is on Film Row.

(Continued on Page 26)
Another of those top notch westerns which have made Wild Bill Elliott a bigger attraction with each succeeding picture. Jam-packed with action and ready-made pulling-power!
REGIONAL

Continued

looking films.
Lou Elman, RKO's new branch manager, has
started work.
Gordon Hewitt, Fox-Wisconsin film buyer,
has returned from the Coast.
E. J. Altfrey, owner of the Plainfield, Westfield
and Linen Theater, mother.
Jimmie Coston, Warner Theatre zone man-
ger, has been in conference with Al Kvool and
Max Brahove, local executives.
At the MGM Pep Club party honoring Walter
Bennet's 15 years with the company, G. W.
Haney, of the Granada, Oshkosh, performed
tight trick and Joe Malitis, MGM booker,
cut the cake.
Walter Baier, Fort Atkinson, was here book-
ing films.

NEW YORK

E. K. O'Shea, MGM Eastern sales head, has
returned here from a three-day trip to Albany
and Glensville.
William J. Friedman, MGM studio story head,
had the Coast after two weeks at the
home office.
Henry L. Nathanson, president of Regal
Films, Canada; T. J. Gould, sales manager for
Canada, and Dewey Bloom, in charge of ex-
ploitation, have returned to Toronto after meet-
gings with W. M. Rodgers, Harold Post-
man and other MGM home office executives.
Eddie Mannix, MGM studio executive, spent
a few days at the home office conferring with
Nicholas Schenck before leaving for Europe.
E. W. Aaron, MGM circuit sales head, has
left Los Angeles and is making a tour of San
Francisco, Portland and Seattle.
Bill Ornstein, in addition to the four publica-
tions listed last week, will have another indus-
try article for August. The June issue of
Negro Magazine also carried a story of his,
"Today I'm a Man."
MGM will have three releases in July, the
same as this month, according to William F.
Rodgers, vice-president and general sales
manager. They will be, in the order listed: "Re-
witched," reviewed in this issue; "Thrift of a
Romance" and "Twice Blessed."
Dave Bass, Monogram assistant booker, has
gone to Livingston Manor, N. Y., for a two-
week vacation.
Eli Barkey, Monogram head shipper, has re-
turned from a two-week vacation.
Monogram, having been appointed special
representative, has arrived here from Pittsburgh
to spend a few days with his brother, an Army
flyer, who has just returned from Europe.
Alice Kennedy Donaldson, UA chief telephone
operator, and her husband, returning from
her daughter, who is married to a Canadian
officer. She will return July 5.
S. J. Auerbach, assistant of the UA pressbook
department, is vacationing in Chappaqua, as
the guest of Leverett Gleason, publisher of "The
Scope."
W. J. Youen, Warner special events man, has
been elected president of the Publicity Club
of New York for 1945-46.
Eddie Mannix, MGM home office executive,
has returned here from Montreal and Toronto.
Dave Coplan, UA British manager, has re-
turned to New York from an Ottawa fishing
trip.
Ferrius Harris, Carl Leserman's secretary at
UA, is on vacation.
John Sutherland, UA short subjects producer,
is here from the Coast.
All film companies are preparing to compete in
a newly formed Tennis Club.
The heat last week caused several companies
to let employees out as early as 3:30 p.m.
Rube Jeter, Columbia assistant general sales
manager, has returned here from trips to Kan-
sas City and Minneapolis.
Celia Schmalz, Frank Rosenberg's secretary at
Columbia, is on vacation at New Windsor,
N. Y.
Rhoia Atken, of Hortense Schorr's office at
Columbia, is on vacation.
Paul Walker, Columbia exploiter, has re-
turned from Bolivar, Penn., where he attended
the funeral of his mother.
Jack Shaw, formerly of the Columbia Art
Dept., has joined Stanley Sherwin's art depart-
ment at RKO.
The War Labor Board has approved a new
contract between the Screen Publicists Guild
and Republic, retroactive to Sept. 1944.
G. L. Jordan, assistant general sales manager,
has returned to the Coast from New York.
AMPA has appointed Mel Gold, chairman,
Chester Friedman, Max Stein, Jerome Pickman,
Sally Perle and Ray Gallagher to head a mem-
bership drive committee. New members ap-
proved are Homer S. Harmon, Sally Perle,
Sydney Gross, Jerome Pickman, Paul C. Money
and Walter Marcus.
The 20th Century-Fox Family Club had its
annual boat ride to Bear Mountain June 20.
All employees at the home office and exchange
took part in the event.
Sylvia Galitz, secretary to Rodney Bush
at 20th-Fox, was out of the office for August.
The absence was caused by the return of her husband, Spt. How-
ard Galitz from three years in the Pacific.
Ann Newman, secretary to Bernard Newman
of the 20th-Fox publicity department, is stud-
ying Portuguese preparatory to a South American
trip this summer.
Rose Drucker, secretary to Roger Ferri, edi-
tor of the 20th-Fox house publication, Dynamo,
will take her vacation in Mexico.
Pic. Melville Levin, husband of Paula, who
works for Jerry Pickman at 20th-Fox, has re-
turned to the States after 18 months in Germany.
At Pineview of Paramount's publicity depart-
ment was shaken out of his customary calm with
the arrival of General Ike Eisenhower. Al
has known the general and his family since he
was a young boy.
Rita Kaufman, secretary to Eddie Fay of
Paramount's Eastern production department, is
on vacation.
Rosemarie White, of Paramount International,
was on NBC's "A Veteran Comes Back" tele-
vision show, last week, portraying a Civil War
girl.
Bill Schneider, of Paramount advertising de-
partment, and his wife, Iris, are vacationing in
Connecticut.
Fred Hodgson, of Paramount's publicity de-
partment, is raising 11 daschunds between Con-
necticut and Forest Hills.
Elise Leyendecker, C. N. Odell's secretary at
Paramount's publicity department, is back at
work after a week's illness.
Knox Haddow, J. L. Brown, Frank McGuire
and Al Sikicnanno, Paramount quartet, are in
the finals of a city-wide barber shop quartet
contest.
The Paramount Choral Society of 50 voices
was featured this week at a Bond Rally at the
steps of the Treasury Building by the Treasury
Department.
Newt Thompson of the RKO publicity staff
is vacationing at Cape Cod.
Bob Boebel of RKO's publicity office spends
his weekends at Virginia Beach.
Rutgers Neilson is planning his first vacation
in two years in Ashbury Park. He will leave
in about two weeks.
Harry Blair of RKO's publicity department has
been appointed to handle press relations for
AMPA.
Ralph Pielow, MGM New York branch man-
ger, will leave Soon for San Antonio, Texas,
and recuperate at the Brook General Army Hospital there from
wounds received in the battle of the Belgian
Bulge.
Leon Fronkens, PRC president, is here from
the Coast for a stay until mid-July.

WASHINGTON

Ida Lupino was in Washington Saturday to
participate in war bond work and to attend the
170th anniversary dinner of the U. S. Army
Exchange.
All Washington turned out for General Eisen-
hower, Monday, June 18. A parade, luncheon,
and a special bond-selling day were held in his
honor. Mamie Eisenhower was there, but out
short their working day to permit employees to see "Gen-
eral Ike" go by.
MGM Cashier Mrs. Anna Ridgely has wel-
come home her son, Howard, one of the S. S.
Franklin survivors.
Jack Foxe, manager of Loew's Columbia, re-
ports his house has more than doubled its
$225,000 bond quota, having sold more than
$500,000 worth.
Bob Cosgrave, Warner publicity department, is
the father of a son, Andrew Norman, his first
child.
MGM district manager John Allen is in Cin-
cinnati, on a business visit to the MGM exchange.

CHICAGO

Ben Benjamin, RKO Des Moines manager and
formerly with Grand National, has been ap-
nointed PRC's Chicago branch manager. He
will take over his new duties June 25.
The loop is playing re-issues again, with the
Oriental showings of "Soup Out.
Sam Lamansky, business agent for the Film
Employees Union, stated that film executives are
paying time and a half for Sunday work to mem-
(Continued on Page 25)

When the NBC radio program, "Ein Fas Alley
of the Air," recently sponsored Flight Nurse Lt.
Elsie Leyendecker, the Leaf award was made by the Leaf Gum
Co., sponsor of the program.

TAKE PEEK AT 'JONES.' Photographed
at the recent New York trade-
showing of RKO Radio's "Along Came
Jones," with Gary Cooper as star-pro-
ducer for International, were (l-r) Sam
Goodman, Century Circuit; Charles
Boexberg, RKO Radio, and Harry
Britwatt of Prudential Theatres.
BUSINESS BEYOND BELIEF
HOLDING OVER

WESTERN UNION
A. N. WILLIAMS

JUST FINISHED WEEK REISSUE Imitation Of Life And East Side Of Heaven Business Beyond Belief Holding Over Second Week Audience Reaction Tremendous Looking Forward To Breaking Records With Holdover=

GEORGE H. MACKENNA
LAFAYETTE THEATRE.
330P.

UNPRECEDEDENTED BUSINESS
FOR AN EXTENDED RUN

Z 290CC 94 DL PD S1 NEW YORK NY 51P 11
WM SCULLY, UNIV *PICTURES CORP
DLR 1250 SIXTH AVE RK =

OPENED Imitation Of Life And East Side Of Heaven Missouri Theatre Last Wednesday To The Biggest Day We Have Had In Some Time. Now With 5 Days Total I Am Happy To Inform You That This Attraction Has Not Only Done Unprecedented Business But Has Demonstrated Staying Power For An Extended Run. We Are Holding The Combination For A Second Week At The Missouri And Anticipate Playing It Either A Third There Or A Move Over To The Shubert. Thanks For Reviving This Combination As It Should Get Top Grosses For Theatres Everywhere. Regards =

FANCHON AND MARCO SERVICE CORP.
HARRY ARTHUR
BUFFALO

Pep Talk. Allen Usher, left, is seen addressing members of Paramount's Kansas City exchange in connection with the "one third of a century" celebration to honor Paramount Pictures next month. Comprising the audience are: Arthur H. Cole, branch manager; R. M. Copeland, Marguerite Levy, District Manager R. C. Libeau, Earl Ogan, M. E. Anderson, Robert Carne, Albert Lies, J. H. Satter, A. C. Morris, A. H. Chaffee, James S. Castle. The desk on which Usher is seated is the Paramount Kansas City branch's most treasured museum piece. It was used by the late Sidney R. Kent when he was district manager for Paramount with headquarters in Kansas City.

Newcomers to the union. Monogram recently signed a new contract giving the union a complete roster of all Chicago film exchanges.

Recent visitors at the Chicago Variety Club included P. M. Banker of the Ohio Tent, Charles Johnston and Henry Condron also of Dayton. Leonard Goldberg, Tent 23 and Fred Mindlin, Tent Five, also visited. Recent members include Jack Barry, PRC; Louis Miller, Grand Theatre and Sol Ehrenberg, Globe Poster works.

Sgt. Everett Sorensen, formerly Vincennes city manager for the Alliance Circuit, has been discharged from service and will become special relief manager of the circuit throughout Indiana and Illinois.

Competition for Seventh War Loan sales among theatre operators is intense here, with the Windsor management offering ladies' hose with each $500 bond purchased and chocolate bars and cigarettes offered as inducements in other houses.

Dave Dewey of the Chicago Theatre Supply Co. says business is getting better.

Joseph Newfield, 26-year-old Gateway Theatre supply head, is vacationing in California.

Ben Mendelsohn of the United Artists Theatre, has returned here from a Chicago vacation.

The program at the Balaban, B & K Circuit, has slogged in at Palwau- kee Airport and now wants her own plane.

ALBANY

C.J. Latta, Warner Circuit zone manager and Paramount branch manager Clayton East- man spent the weekend at the Latta's summer camp on Taconic Lake.

The Universal office here gained national prominence and bonus money for everyone, by winning first prize in the company's Bill Scully Testimonial Drive. Branch manager Gene Vogel is doubly happy over the further good news that his brother, Capt. Paul C. Vogel, who was injured while serving with Col. Frank Capra's Army camera men unit, will be in the States soon.

Eddie Hochstein, Columbia sales representa- tive, said that his daughter Elaine's graduation from Hudson high school last week. She will enter Syracuse University in the fall.

Joseph Kennedy, replacing Carl Hart, be- comes Columbia exchange's new booker this week.

Lt. (j.g.) Sandy Miller, son of Joe Miller, has been given his first command, and is fulfilling his Navy duties as skipper somewhere off the At- lantic coast.

Warner's' Ritz manager, Al LaFlamme, put on a smash campaign for "Dillinger" which opened to big business after intensive newspaper and radio advertising.

Announcements are going out now for Columbia's tradeshow of "Thousand and One Nights," to be held at the Delaware, July 10.

Ben Smith, Pano Films, was a happy man on Father's day after a long-distance call from his son, Sonny Smith, stationed in the Canadian Army at Nova Scotia.

Paramount's Duke Clark was in town outlining plans for a sales drive to salesmen and bookers at the Paramount exchange here.

Mrs. Marjorie MacDonald, contract clerk for Paramount, leaves for a vacation stay in the country this week.

Confering with branch managers at Buffalo recently was Max Freedman, Warner circuit booking department head.

Head inspectress at 20th-Fox, Mrs. Kity Annunziata, returned to this city from vacationing at White Plains.

Mrs. Doris Senechal, 20th-Fox booker, re- ceived well wishes from fellow workers on her birthday celebrated this week.

The outing and picnic for the 20th-Fox Family Club was scheduled for July 7 at Crooked Lake.

Tom Barry, 20th-Fox booker, reports an avalanche of dates on all pictures.

MGM booker, Bill Bates, isn't sending V-mail to her brother anymore because he's returned home on discharge after five years of service.

Herman Ripps, MGM district manager, has let to cover the New Haven portion of his ter- ritory.

Exploiter Floyd Fitzsimmons will be plug- ging MGM pictures in Connecticut situations for the next couple of weeks.

Picture buyers at the exchanges this week were: Chris Pope, Schine Circuit; Frank Williams, Benton Circuit; Gorman Woodard, Bert, Lorraine; Henry Tobias, Tom Lodge; Freidel and Grossman, Company, Hudson; and Mrs. Tarbell, Northwood, North Creek.

Booking for his Gaity, Inlet, N. Y., was Morris Schulman, who will open the house on June 28.

Warner Club arrangements for its annual out- ing are tentatively set for June 23 at Totem Lodge. The committee in charge announced that previous policy of welcoming outsiders to the party will hold.

Guy Graves, Fabian's Schenectady city manager, has completely sold out the Bond Kiddie Show at the State, to be held June 30. The program will consist of "Son of Lassie" on the screen, while on the stage Stage WGY will present its popular children's story program.

The next matinée will feature its "$25, with a total of $45,000 for the show.

Saul J. Ullman and Larry Cowan, general manager and publicity director of Fabian Up- per Theatres respectively, attended the exec- utives meeting at the office home recently.

Farker Sherwood of the Strand, Schenectady, returned from his honeymoon in Redondo Beach to take up his duties as manager of the Silver Star. Hicks will remain Fabian upon his dis- charge from the McGuire General Hospital, Richmond.

PHILADELPHIA

Two men rejoined Warner Theatres this week when Everett Callow came back to take up his position as head of the advertising and publicity department after a tour of the west coast in the Marines, and Bernice Abramson returned to the contact office after over four years in the Army. Another man, Harold Hays, was discharged after four years in the Army, most of which time was spent in the South Pacific. He will return to work after taking a short vacation.

Harold was manager of the Diamond Theatre at the time of his induction.

S.I. Freedman, 20th Century-Fox exploiter, who was scheduled to make a change in terri- tory, will remain in town until his younger brother, an army pilot will get married on June 26, to a girl in service who lives in Camden.

The heat became so bad last week that many offices closed at 4 p.m.

More than 400 children were guests at the Lansdale Theatre last week as a reward for their participation in the Seventh War Loan drive. The children sold $125,000 in bonds during the Drive.

Six-and-a-half-year-old David Fishman, son of George Fishman, Warner exploiter, proved one of the champ bond sellers among the city's children, when he sold $85,725 in bonds, during the Drive.

Manager Morris Schwartz of the Lindley peped the kids in his neighborhood up to the point where they were sold out and for every one of the 1,400 seats in his house. The bonds sold were all of the E series and totaled $652. He gave the kids a special show as a reward for their deeds and when the doors opened at 3:40 p.m. last Thursday, it only took

(Continued on Page 30)
DILLINGER SLAUGHTERS San Francisco!

(JUST LIKE NEW YORK, DETROIT, CINCINNATI, PITTSBURGH, MINNEAPOLIS, YOUNGSTOWN, NORFOLK)

BLASTS ALL RECORDS AT TIVOLI AND ESQUIRE THEATRES DAY-AND-DAY!

GROSS FOR 1st WEEK TOPS PREVIOUS RECORD HIGH BY MORE THAN $6,000!

2nd WEEK IS BIGGEST HOLDOVER IN HISTORY! 3rd WEEK TERRIFIC, TOO!

Make way for MONOGRAM!

"DILLINGER" A KING BROTHERS PRODUCTION

featuring Edmund LOWE • Anne JEFFREYS • and introducing LAWRENCE TIERNEY as John Dillinger

with EDUARDO CIANNELLI • MARC LAWRENCE • ELISHA COOK, Jr. • Directed by MAX NOSSECK • Screenplay by PHILIP YORDAN
Regional

Continued

INDIANAPOLIS

Sgt. Daniel C. Penrod, former Republic salesman, and Jean LaRue, were married June 21. Sgt. Penrod, who was injured in Germany, is a patient at Wakeman Hospital, Camp Atterbury, Ind.

Betty Whetstein and Webster McDonald, of Detroit, have announced their wedding date, set for June 23. The ceremony will take place at the Tabernacle Presbyterian Church here. Miss Whetstein is a member of the 20th-Fox office staff.

John Barrett, chief accountant, 20th-Fox exchange, is spending his vacation in Cincinnati. Jack Edward, head shipper at the Paramount exchange will join RKO as head shipper, June 25.

Russell Bruntrager, manager of the RKO exchange, was in Chicago in conference with John Doerr, booker for Alliance Theatre Corp. Carl Shalti, Columbia district manager, held a sales meeting on Monday with the local salesmen and the sales group from the St. Louis exchange.

Walter (Buss) Miller, assistant to Billy Conners of the Marion Theatre Corp. was on Film Row during the week.

Claude McKean, manager of the Warner exchange, was in Chicago in conference with John Doerr, booker for Alliance Theatre Corp. Carl Shalti, Columbia district manager, held a sales meeting on Monday with the local salesmen and the sales group from the St. Louis exchange.

Theresa Toffolo, cashier at the Warner exchange, is vacationing in Chicago.

Joy Phills Moore, contract clerk at Warners, is spending her vacation at Shaffer Lake.

A. C. Zaring, who owns and operates the Zaring Theatre, here, received a money order for $2 from Sgt. E. W. Jones in Germany. In the letter accompanying the money order, Jones said he had his picture taken while at the Zaring while stationed here and he now wishes his small niece and nephew to see as many shows as they can. Ze then doubled the number of tickets, permitting the children to see twenty shows instead of ten.

The 20th-Fox exchange "Flame of Barbary Coast" in connection with the national celebration of the 10th anniversary of Republic.

A proclamation calling on Indianapolis to observe July 4th as a "Republic Day" was issued Monday by Mayor Tyndall. The day previously was set aside by Governor Gates to honor the late war correspondents throughout the state. The world premiere of "Story of GI Joe" will be given in Loew's Theatre that night.

George Hill, who operates the Rialto, Ft. Wayne, has returned from Southern California. Milton Ettinger, Universal salesman, and wife, are spending their vacation visiting relatives and friends in Cincinnati, Terre Haute and Louisville.

Max Meadows, Universal salesman, accompanied by his wife, returned to his post at Evansville, after a vacation spent in Cincinnati. Mr. and Mrs. Fred Dolle, Louisville, on June 12 observed their 25th wedding anniversary. 

Carl Shalti, Missouri and Iowa manager, who was called to Portland, Me, by the illness of his father, has returned to his desk.

The sale of city newspapers is still the only exchange business.

Several salesmen from the Eastern Exchange were in town recently for conferences.

The seven-day Bond drive will exceed the Sixth in premiers, according to Matisses. One of the most active theatremen in the bond sale field is Howard Burkhard, manager of Loew's State, and a member of the Seventh Bond Drive special wrist committee. The Sixth Bond Drive, Burkhard led all theatremen in the country in the number and value of bonds sold. He is making a trip now in the current drive. Last week he added $100,000 to his sales through a cigar store tieup which he made with the Standard Drug Company. He negotiated for 1000 cartons of standard cigars which the Old Arcade unit of the Standard Drug chain sold at $1.38 per carton to purchasers of a $100 bond. The stock was cleaned out within a hour.

Local Variety Club sponsored a floating bond auction on Friday, June 22 aboard the S.S. Theodore Roosevelt. Arrangements were in the hands of co-chairmen Nat Wolf, Warner zone manager, and Morrison Orr, United Artists branch manager.

The Metropolitan Theatre, which played a straight picture policy until last winter when it took a tie at colored stage shows only to return to picture, is back again with a combination policy.

In Akron, Councilman George Aldrich has advocated that all billboard advertising should be conserved only a step from the busing suit advertisements to which he directly objects to motion picture billboard advertising. To date, Councilman Aldrich has found no interested listeners.

A. K. Veatch, manager of the Ohio and State, Uhrichsville, and the Lincoln, Dennison, with his wife, are in the midst of a 6 week vacation in their former hometown, Lexington, Ky.

Julius Laman, manager of Warners' Uptown has reported the sale of 600 war bonds as result of his kiddey bond maternity.

In Chillicothe, Paul Mountavon staged a bond premiere at the Sherman which netted $57,100 enabling the county to go over its quota three weeks ahead of the deadline.

Mort Goodman of Warners' West Coast publicity department was in town.

Harry Thomas, PRC vice-president and general sales manager, was a visitor with branch manager Edwin R. Bergman last week. From Cleveland, Thomas went to Pittsburgh and then on to New York.

Duke Clark, who called Cleveland his home before Paramount transferred him to Dallas came back last weekend in the capacity as co-executive of the Paramount Anniversary Drive. He held a meeting of the local sales and booking force. Saturday, moving on to Cincinnati for a meeting of the local sales offices on June 25 and to Dayton on Wednesday. Next month, Alan Usher, teamed with Clark as head of the drive, will cover this district while Clark takes over the territory recently covered by Usher.

RKO's "Back to Basic" opens in the Southern Ohio territory.

NEW ORLEANS

Highlight of the week here was the MGM dinner at which Rudolph Berger, new southern division manager, and Robert Young met with Seventh War Loan, press, radio and industry representatives. Berger arrived in New Orleans June 14 and left the following Sunday for the five northern offices in his district. He expects to bring his family to New Orleans around the first of August to establish residence here. The dinner was attended by C. J. Brown, New Orleans branch manager; Bill Golden, publicity; Ken Frickert, exploitation; bond representatives Leon Tujaque and Joseph Knecht; radio, Bill Jackson; press, John Lester and Evans Rogers of the New Orleans Item; George McGregor and Martha Aymon of The Times-Picayune; Ted and Mrs. Lizzara and Anne Temple of trade papers; Rodney Toupes, resident manager of Locew's State; Seymour Weiss, managing director of Hotel Roosevelt, and Bob Shaw, of RKO publicity department. Young and Golden left Monday by train for the Coast. Shaw left Sunday for his headquarters in Mobile, where he was slated to embark on a bond tour assignment through Arkansas.

Captain W. B. Devaney, formerly a salesman of the MGM Cincinnati office and at present connected with the Air Transport Command, has been a visitor here on official business.

Boyle, director of the Fox, and Garace Houghland of National Screen in New Orleans, are currently in Chicago for a regional meeting. Pfc. Charles Reil, a peace-time employe of the same office, is now a patient at Lagarde Hospital on the New Orleans lakefront, having

Guest of Honor. Rose Slaten, seated on the couch between Jack Cohn and Joseph Tujague, is on a business trip to Chicago. Miss Slaten was the recipient of honor at a recent office party tendered her on the occasion of her 25th anniversary with the company.

AMIS STILL AT IT. Here's just a section of the crowd outside the Princess Theatre, Lexington, Tenn., on June 6, when Manager Guy B. Amis ran a bond auction which resulted in the sale of $146,300 in E bonds. Amis was one of the 11 national winners of the fan magazine contest in the Sixth War Loan.
been liberated from a Nazi prison camp and flown here via England and New York.

Mrs. Pat Christiansen, Columbia exchange biller, has been away from her office because of the critical illness of her father in Little Rock, Ark. Mrs. Alma Sherman, Ritz Theatres booker, has been out for a tonsillectomy. On the vacation list are: Isabel Gundros, Columbia inspector; Leda Frosina, Joy Theatres, Inc., booker; Ethel Neil, secretary to L. S. Conner, Warner exchange manager; Rosalie Mancudo, general clerk at Universal. Mrs. Helen Davis of the Columbia billing department has taken time off to be with her husband, Seaman 2/C Mer- dith Davis, U. S. Coast Guard, home on furlough.

Plans have been mapped for Paramount’s Third-of-a-Century book drive to be observed August 26 to September 29. Duke Gifford, general manager of the firm’s New York office was here for advance preparations.

C. J. Brian, MGM branch manager, was honored on his 30th anniversary in New Orleans Film Row this past week at a party given by his associates.

HARRISBURG

Finishing touches have been given the Colonial, which was severely damaged by fire last February, and workmen have completed their renovation. Manager Jack O’Rear announced that the lobby and foyer have been painted in a canary yellow shade, pointed out by gray decorations, and full-length mirrors tinted a deep blue. The air conditioning, which was repaired after fire and damage, has been put in working order, and was the first in the city to be operated this season.

Work has been received by Miss Lillian Perkins, Loew’s Regent usherette, that her husband, a former city school teacher, is billeted in a schoolhouse in Germany, where he is serving as Warrant Officer, with the U. S. Forces.

After his honorable discharge from the Army, Max Miller, former employee of the Rubinsky Circuit, returned to this place to become manager of the circuit’s home theatre, the Capitol.

William Pickalavage, manager of the Williamsport Lyric, has been assigned for basic training at Camp Gordon, Ga. He was inducted several weeks ago.

Cal Lieberman, manager of the Senate, reported purchases of bonds amounting to $50,000 for the sell-out premiere of “Those Endearing Young Charms,” the initial venture in the current war loan. Lieberman said the house’s 1204 seats were filled, and standing room was sold several days in advance.

DESMOINES

Box-office receipts although still high compared with pre-war records, dropped off during the final quarter period of 1944, records of the Iowa State Tax Commission show. Collection of the two per cent state sales tax on amusement establishments in Iowa during October, November and December amounted to $92,382 with 10,22 returns filed. The returns compared with 1054 returns and $108,232 during the previous period and 1835 returns and $68,780 collected during October, November and December in 1940. The number of returns filed each quarter during the five-year period has dropped each time with nearly a 25 per cent reduction since the peak figure in 1940, representing the larger number of operators that have been forced to withdraw from business. Although the classification includes all types of amusement places, the largest share are motion picture houses.

Robert W. Johnston has sold his Iowa Theatre, Newton, to V. E. Grant. Johnston, who had operated the Iowa for 16 years, plans to retire.

Allen Uster of Chicago and R. C. Libean of Kansas City, district executives of Paramount, met with members of the Des Moines exchange to plan activities for Paramount Month.

An extensive modernization program has been carried out by the Ames Theatre Company.

NEW STAR. Andy Russell, swoon-crooner discovered by Bob Weitman and featured at the Paramount Theatre, New York, meets Hollywood’s most famous star-maker, Cecil B. De Mille. Russell is now a member of the Paramount studio family—is on the list to be a star following his initial screen opportunity provided by Buddy De Sylva with a role in “Stork Club.”

head by Joe V. Gerbach. The Collegian has been redecorated, new carpet laid, crates and improvements for the sound and projection system added. At the New Ames the lobby, foyer and displays were redecorated, lounge rooms and auditorium modernized along with other improvements. The Capitol received a complete change in color scheme with new sound equipment installed.

The new Ames, Ames, will complete its 1944-45 season on June 17 and will reopen Sept. 15.

Seymour Borde, formerly a salesman in the Chicago office for RKO, has succeeded Lou Elman as branch manager at Des Moines. Elman took over the Milwaukee office on June 18. A farewell party was tendered Elman before he left Des Moines. Borde has been in the Chicago office for the past six years.

G. D. Milford, Republic home office man is now working temporarily in the Des Moines exchange.

Three new shippers have joined National Screen Service at Des Moines. They are James Fortino, Dick Anderson and Peggy Riggins.

CINCINNATI

Sgt. Memy Sochin, brother of 20th-Fox sales manager Irving Sochin, is serving as chaplain on Army Transport. Sgt. Sochin is now visiting with his brother.

Elsun Dodge will be captain for the exhibitors and Jim Abrose for the distributors at the ball game of the Variety Club event, July 2.

The Variety Club’s annual Golf Tournament has been changed from August 3 to August 27.

Bob Burns, Columbus representative, is leading salesman for the first eight weeks in Warner’s Pow Wow. Warner local bookers are in second place for the first nine weeks.

Don Galvin is Warner’s new head booker.

Pete Niland, Columbia, is back at his desk following an operation.

Charles Palmer, who is now convalescing at home, is expected back in about ten days.

Vacationists: MGM’s Jane Yinger; Universal’s Florence Schoenmaier and Warners’ Ruth Kramer and Eleanor Inkrot.

Rudy Mueller, Film Classics booker, was inducted into the service.

Sarah Goldberg, sister of Lee Goldberg, celebrated her birthday last week.

Lee and Mrs. Goldberg left for a month’s vacation at Atlantic City. They have had news from their son, Sgt. Jay Goldberg, now stationed near Berchtesgaden.

Joe Goetz, former assistant to Col. Arthur Frendfeld, RKO Theatres, has been commissioned a lieutenant-colonel.

Exhibitors booking on the Row this week were: James E. How, Carrollton, Ky.; W. B. Shafer, Morehead, Ky.; Joe Lee, Covington, Ohio; Frank Alara, Delhartton, W. Va. and George Tchukas, Middletown, Ohio.

MONTREAL

Charles S. Chaplin, newly appointed Montreal branch manager of United Artists, was feted at Ruby Foo’s and presented with a watch by the Motion Picture Distributors of Canada.

Larry Stephens, manager of the Snowdon, has been appointed publicity and advertising representative for United Artists in Eastern Canada, making his office in Toronto. In the trade for 20 years, he started as exploitation (Continued on Next Page)

We wish to announce that the name of Frank Melford was erroneously omitted from the screen credits at the preview of BLOOD ON THE SUN. We, therefore, take this opportunity to correct this oversight and gratefully acknowledge Mr. Melford’s contribution. The screenplay for BLOOD ON THE SUN was written by Lester Cole, with additional scenes by Nathaniel Curtis. And was from a story by Garrett Fort, based upon an idea by Frank Melford.

WILLIAM CAGNEY PRODUCTIONS
man for the W. S. Butterfield circuit in Michi-
gan. He returned to this country as manager
of His Majesty's Theatre here, later moving
over to United Amusements Corporation.
Trade unions throughout the country are be-
coming increasingly interested in films as a
method of widening their scope. The National
Trade Union Circuit, sponsored by the N.F.B.,
the Canadian Congress of Labor, the Trades and
Labor Congress of Canada and the Worker's
Educational Association are more than pleased
with results from the showing of five selected
films. They deal with rehabilitation of the
armed forces, labor, management, land settle-
ment and a film on the meaning of Democracy
and Labor's contribution to the war effort.

MEMPHIS

Roy Caldwell has been transferred from Dallas
to become accountant in the Paramount office
at Memphis. Exhibitors on Memphis' Film Row this last
week included: Clint Dunn, Fort Smith, Ark.;
Forrest Dunlap, Dallas and Fort Smith; John
Shammon, Punta Gorda, Fla.; Roy Dilard, Wad-
dell, Mo.; Lyle Richmond, Senath, Mo.; Bill
Malin, Augusta, Ark.; Glenn Caldwell, Aurora,
Mo.; L. J. Lenhart of the Commonwealth Cir-
cuit, Kansas City; Rufus and Helen Smith,
Pocahontas, Ark.; Leila Flippen, Cardwell, Mo.;
and W. C. Tipton, Manila, Ark.

Mrs. Earl Day and Nolan Reynolds will
open their new house at Peach Orchard, Ark.,
in about two weeks. Mrs. Ann Hutchins of
Counce will be booker and buyer.

The Memphis Motion Picture Industry wound up
two weeks of terrific exploitation on the
Seventh War Loan Drive here with the two day
showing of the Army's "Airborne Attack" at
Municipal Air Port on Saturday and Sunday,
June 16 and 17. Male employees of all film com-
panies were deputized for the two days and
assisted at the field. The campaign was under
the general direction of Tom W. Young of

DENVER

Three theatres are being planned for Denver
as soon as materials are available. Harry Hoff-
man, city manager for 20th-Fox, plans to build
in East Colfax as part of a retail development;
which will also include stores. The theatre will
be a movie house and television affair and
will seat 1300. P. G. Dikeou, wholesale candy
and tobacco merchant, has bought property on
Welton Street and will build a theatre, with the
total building cost being $250,000. A New York
firm has bought the old courthouse square in
downtown Denver and immediately after the
war will spend from two to three million for build-
ings on the block, and are tentatively planning
a theatre as part of the project.

Edward J. Mapel, owner of the Gem has been
elected president of the Denver city council.

Jerry Banta, formerly in the Navy, but dis-
charged a year ago, has been moved from Des-
Moines to Denver as booker for MGM.

Al Brandon, MGM checking supervisor, has
been made salesman for the Southern territory,

Elmer Hiskey has closed the Princess, Mora,
N.M.

George Mayo has been promoted from head
shipper to booker at the 20th-Fox exchange,
succeeding Howard Metzger, who has joined the

Virginia Morgan Collier, head of the inspec-
tion department at RKO, and daughter of J. J.
Morgan, manager of National Theatre Supply,
was married last week to Pat O'Neill of the
Railway Express Co.

Plans have been made for the bringing to

Denver of some Paramount stars during the
countrywide celebration, Aug. 26 to Sept. 29,
of Paramount's Third of a Century anniversary.
Allen Usher, Paramount executive, spent a day
here to get the ball rolling for the event. In
conjunction with the celebration, it is planned to
premiere "Incendiary Blonde" here Aug. 31.

More than $125,000 in bonds were sold as the
result of a special screening of "Valley of
Decision" at both the 20th-Fox and Paramount
screening rooms. With each room having 50
seats, the requirement for admission was the
purchase of at least $1,000 in war bonds, which
were sold to outstanding Denverites by Mrs.
J. Hlb and Mrs. Philip Miller. The arrange-
ments were made for the industry by Mayer
Monsky, Universal manager, and Henry Friedel,
MGM district manager, and through the coop-
eration of the RKO Orpheum, which will later
show the film.

Bud Briggs won the Screen Club Calcutta
golf tournament with a gross score of 91, which
gave him a net of 61. Mayer Monsky was
second with 99 and 66, with Fred Zeckman third,
with 91 and 68.

NEWARK

The all-soldier show, "Flying Varieties," will
be the third Seventh War Bond Show at the
Adams, donated by Adam A. Adams, owner of
the Paramount and Adams, and chairman of the
Essex County Showmen's Committee for the
Drive.

Morey Schayer, former showman, is the new
manager at the Broad. He comes to Newark from
the Met, New York.

Charles A. Woodruff, owner of the Spring-
field Recreation Bowling Alley, is the new
assistant manager at the Treat.

The Embassy, of the Allied of New Jersey
group, has changed owners.

Walter Jacobs, manager of the Roosevelt, will
take the position of the late Louis Gana, a
metropolitan manager for the Rapl. & Ruden
Circuit, which is in the Warner "pool" in North
Jersey.

Convicted of setting fire to the Luxor last
September, Herman Neuhaus, 21, of South
Orange, has been committed to the Railway
Reformatory.

Adam A. Adams, owner of the Paramount and
Adams, is taking a three-week vacation at
Spring Lake, N. J., commencing July 1.

James F. Sarsfield, veteran newspaperman
and motion picture exploiter, is the new assis-
tant manager at the Plaza.

Alan Dazell, for many years a motion picture
and theatrical publicist in North Jersey, has
received a year's contract from the Theatre
Guild to publicize GI shows in the South
Pacific, and left this week for his new assign-
ment.

NOW WITH GORGEOUS MUSIC AND SOUND EFFECTS

RUDOLPH VALENTINO

"SON OF THE SHEIK"

WEST COAST . . . . Herbert Roseney Co.,
CHICAGO . . . . . Capitol Film Perch, WASHING-
TON . . . . . Wheeler Film Co., NEW ENGLAND . . . . Classic Pierters, Inc.,
NEW YORK . . . . Grayline Films, Inc., OMAHA, DES MOINES, K. C.
. . . Metropolitan Film Co., IOWA, ARKANSAS, MISSOURI, KANSAS,
TEXAS . . . . . . . Jenkins & Bourgeois,
SEVERAL TERRITORIES NOW AVAILABLE

CONTACT—

HERB ELISBURG

66 East Van Buren Street, Chicago 5, Ill.

FERT REMINDERS—7 OF 'EM PRETTY, TOO! Eddie Bracken and seven beauti-
ful Cover Girls remind showmen above that there are only seven more days in the
Mighty Seventh War Bond Drive. Left to right you see: Eileen Young, Betty Cornell,
Jeanne Conrad, Bracken, Pan Leslie, Stasia Linder, Helen Meuller, Vicki Maitzby.
Critics to Approve Script Before 'I Ring Doorbells' Enters Production

The screenplay of Russell Birdwell's "I Ring Doorbells" has been completed for PRC by Dick Irving Hyland and is scheduled for September production.

But before the cameras turn on the picture, which will be budgeted higher than any other PRC production this year, the studio is sending copies of the finished script to 50 motion picture critics throughout the country for their approval of newspaper office atmosphere and the antics of the news reporters.

'Flowers' to Bill Bacher

William Bacher will produce "City of Flowers," a musical in color featuring a background of the national flower festival of Costa Rica, for 20th-Century-Fox. Bacher and John Larkin, who will write the screenplay, leave for Costa Rica this week to select location sites for the Technicolor production, the greater part of which will be filmed in the original setting.

Bickford in 'None So Blind'

Charles Bickford will portray Jean Bennett's husband in RKO's screen version of Michael Hogan's psychological story, "None So Blind," serialized in Collier's and shortly to be published by Simon and Schuster. "None So Blind" is scheduled to go into production August 1, with Val Lewton producing.

Director's Daughter Gets Lead

Dorinda Clifton, 17-year-old daughter of veteran Director Elmer Clifton, will make her screen debut in the top ingenue role—the part of Elorna, heroine of "Girl of the Limberlost," by McClellan. Bacher will direct. At the same time, Columbia borrowed Ruth Nelson from 20th-Century-Fox to portray Miss Clifton's mother in the production.

'Mombasa' Bought by RKO

"Mombasa," a melodrama with an East African background by Gerald Drayson Adams and Harold Channing Wire, has been purchased by RKO Radio. It will be brought to the screen under the executive supervision of Sid Rogell.

Winslow Joins Cast

Dick Winslow has joined the cast of Paramount's "To Each His Own" which Mitchell Leisen is directing with Olivia DeHavilland heading a cast including John Lund, Phillip Terry, Bill Goodwin and Frank Craven.

Muni, Rains Set for 'Angel'

Paul Muni and Claude Rains have been signed for leading roles in the Charles R. Rogers picture, "Angel On My Shoulder," which will be released through United Artists. The picture is a fantasy based on a story by Harry Segall.

Engaged as Technical Advisor

Joe Rosbert has been engaged by Paramount as one of the technical advisors on "Calcutta," adventure film starring Alan Ladd and William Bendix.

PRODUCTION NOTES FROM THE STUDIOS

Charles Coburn Returns to MGM for Role in 'Green Years'; Republic Signs Thiele to Writing and Directing Contract

Charles Coburn, Academy Award winner, draws the prize character role of the year, that of the lovable old grandfather in the MGM picturization of A. J. Cronin's best seller, "The Green Years," which is set for early production with Harold Bucquet directing and Leon Gordon producing.

Paul Kelly and Otto Kruger have been signed to co-star with Kay Francis in Monogram's "Allotment Wives." Gertrude Michael has also been placed under contract to appear in the role of William Nigh directly and Miss Francis, in addition to appearing as the feminine co-produces with Jeffrey Bernerd.

Glen Vernon and Marcy McGuire, young RKO players who were teamed in "Dude-Dude Williams," will again be paired in "Riverboat Rhythm," comedy-musical which has Leon Errol in the major role, with Frankie Carle and his orchestra making their screen debut in this feature, Charles Roberts has completed the screenplay, Leslie Goodwins will direct and Nat Holt produces under the executive supervision of Jack Gross.

Unit Manager Charles Hunt returned from three weeks in Texas where he has been scouting location sites for MGM's "Alley Cowboys," which Roy Rowland will direct and Robert Sisk produce. Picture, which will feature Stephy Homeier and Jackie "Butch" Jenkins, is slated to start early next month.

Elia Mac Morse, the "Cow-Cow Boogie Girl" of radio, was signed for the feminine lead in "How Do You Do?" RKO comedy feature which will star Bert "Mad Russian" Gordon and Harry Von Zell. Produced by Harry Sauber, the picture is set to go into production in July.

Current option in the long-term contract of William Castle, Columbia director, was picked up by the studio simultaneously with start of production on "The Paper Doll Murders," which he is directing. Picture is fifth in Columbia series based on radio's "Crime Doctor." Warner Baxter stars, with Dusty Anderson opposite.

William Thiele was signed by Republic to a long-term writing and directing contract. Thiele is currently co-authoring final script of "Madonna's Secret," with Bradbury Foote, for Associate Producer Stephen Auer, and will direct that production when it goes before cameras in August. A noted film director in Europe, Thiele was active in foreign films in France, Austria and Germany.

Lowell Gilmore has been cast in one of the lead "heavy" screen roles of the year when he was signed by Paramount to appear in "Calcutta," with Alan Ladd and William Bendix. Thiele had written the picture and will direct it, by Barrow from an original script by Producer Scott I. Miller. June Duprez has been cast in one of the two feminine leads and Edith King, Broadway actress, will handle a leading feature role.

Producer Ben Silver recently added Martin Kosleck, Harry Seymour and Charles Tannen to the cast of 20th-Fox's "The Spider," which, directed by Robert Webb, stars Richard Conte and Faye Marlowe, with Ann Savage in a featured feminine role.

Belita has been set to star in the next King Brothers' production for Monogram called "Golden Girl." Shooting will start around August 1st with Alred Zeidler directing the story.

Following her hit as the fiery-tempered Latin in "Weekend at the Waldorf," Lina Romay, soloist and dancer, has been rewarded with her second straight dramatic role, that of Clark Gable's Chiliean girl friend in "This Strange Adventure," which co-stars Greer Garson.

Jess Barker, recently put under a Universal deal, has been set for the role of night club owner in "Alibi in Ermine," co-starring Charles Coburn, Jimmy Simon and Gail Patrick, with George Waggner as producer-director.

Marie "The Body" McDonald was signed by Edward Small for the starring role of "Gertie" in "Getting Gertie's Garter." Marie will co-star in this picture with Dennis O'Keefe, under direction of Allan Dwan.

Seymour Nebenzal has signed Victor McLaglen for one of the important feature roles in George Raft's "Whistle Stop," which went before the cameras this week, with Leonide Moguy directing. As yet no feminine lead has been signed for the film, which is for United Artists release. The screenplay was written by Philip Yordan.

PRC's company making "Detour," Leon Fromm's production, left for Las Vegas to make exterior scenes along the outskirts of the Nevada city. Ann Savage, Tom Neal, Claudia Drake and Edmund MacDonald are featured in the film which Edgar Ulmer directs. Martin Mooney is associate producer.

George Coulouris and Victor Francen have checked into Warner Brothers for important roles in "Confoundable Agent," which co-stars Charles Boyer and Lauren Bacall. Herman Shumlin is directing and Robert Buckner producing.

Kirby Grant was set by Producer-Director Wallace Fox to star in next four western action pictures to be made by Universal. First will be "Down By The Border," an original by Adele Buffington. Production is slated for the latter part of June.

Hope Confers With Executives On Next, 'Monsieur Beaurecair'

Bob Hope checked in at Paramount studio last week to confer with Henry Ginsberg, studio head, and Sol. C. Siegel, who will produce Hope's next film, "Monsieur Beaurecair," adapted from Booth Tarkington's classic by Melvin Frank and Norman Panama. "Monsieur Beaurecair" will start August 1, following Hope's return from another Army camp tour in Europe.
Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

Come on you Fred. MacMurray fans. We're going to meet your heart-throb today in his own picture, "Per- don My Past," which Leslie Fenton and he are pro- ducing for Columbia. He's an actor-producer now, with lots of extra duties to perform, so let's get there as the appointed time, or we might interfere with his schedule.

The scene we are about to witness takes place in the entrance hall of a swanky home belonging to the estate of one of the MacMurrays. There are twin brothers in the story: one is rich and one poor; and both of them are MacMurray, Marguerite Chapman plays the rich man's secretary and Rita Johnson, his wife. Complications have arisen because of the twins—since no one knows anything about their being two of them—and this is one of the scenes that take place between Rita and the man she thinks is her husband.

Camera and everything is set up ready to shoot, with Director Leslie Fenton at the helm. He's checking details while MacMurray and Rita stand there waiting for their cue.

Rita has just come into the house. She's wearing a grey cardigan, mandarin style coat over her shoulders, a smart looking, plain black dress, black gloves and black pumps. The close neckline has a twinkle for choker of pearls and her blonde hair is worn shoulder length.

She has bumped into MacMurray, leaving as she enters, and the forthcoming scene is the result of this meeting. Believing him to be her husband, she's upset by all the happenings, so MacMurray tries to arrange a talk in the library to straighten her out. (Neither one is supposed to know that the other MacMurray is already there, all trusted up.)

At the words "Let's go, roll 'em," the scene starts. MacMurray's opening words are "I would like to have a talk with you before you leave. You're a swell person, etc." For reasons that become known as the rehearsal several times before he decides on a "talk," and then it takes a few of these before —that is to say—

That's our cue to meet MacMurray before he leaves, so our escort takes us over to greet him. The conversa-

Parsons to Produce 'Suspense'

Trem Carr, executive director, has assigned Lindsay Parsons as the producer of "Suspense," Monogram drama series. Pre-screening is being handled by Alfred Zeisler and Dennis Cooper. Start of shooting is scheduled for July 6.

Get Top Roles in 'Snafu'

Two top roles in "Snafu," screen version of the Broadway stage comedy, have been filled with the signing of John Souther and Marcia Mae Jones. George Abbott is producing for Columbia and Jack Moss will act as associate producer and director.

Jackie Gleason Joins 20th-Fox

Jackie Gleason, featured comedian in the Broadway production, "Follow the Girls," has been signed by 20th Century-Fox for a comedy lead in the forthcoming film, "Doll Face," the screen version of "The Naked Genius." Also in the cast are Carole Landis and Perry Como.

Paramount Adds 4 Beauties

Paramount has added four more beauties to its contract list. The newcomers are Dorothy Barrett, who danced in B. G. DeSylva's "Louisiana Purchase" and other leading Broadway shows; Eileen Dixon, who has appeared in several hit New York productions; Jean Marshall, a San Francisco nightclub singer and dancer, and Margot Morgan, a beauty contest winner from Chicago.

Jessel's Contract Renewed

George Jessel, who recently completed "The Dolly Sisters," his first picture as a producer at 20th Century-Fox, has had his contract ex- tended by the company. Betty Grable and June Havner play the roles of the fabulous sisters in this Technicolor production.

Dewe Starkey Promoted

Dewey Starkey, for the past 20 years a mem- ber of RKO Radio's production staff, has been elevated to the post of assistant production man- 

Bert Kalmar Dons Makeup

Bert Kalmar, noted songwriter and screen scribe, dons makeup for the first time to play a magician in Warners' "Confidential Agent," Charles Boyer-Lauren Bacall starrer. Kalmar will turn over his actor's pay to the Motion Picture Relief Fund.

Furnish Cockney Comedy

Cockney comedy in "To Each His Own" which Mitchell Leisen is directing will be provided by two character specialists, Doris Lloyd and Clyde Cook.

Grant to Vocalize in Film

Cary Grant will do his first regular screen vocalizing in Warners' "Night and Day," based on the life of composer Cole Porter. In addi-

Harvey as District Attorney

Paul Harvey has been signed by Pine-Thomas to play the part of the district attorney in "They Made Me a Killer," forthcoming Paramount action drama starring Robert Lowery and Bar- bara Britton.

A REAL MONEY SHOW

Ask Any Exhibitor That Has Played It

A Streamlined Feature

MRS. SHOWMAN GOES STUDIO STROLLING

Dear Mr. Exhibitor's Wife:

Come on you Fred. MacMurray fans. We're going to meet your heart-throb today in his own picture, "Per-

Showmen's Trade Review

June 23, 1945

A0 Real Money Show

Ask Any Exhibitor That Has Played It

A Streamlined Feature

DANNY KAYE

"The Birth of a Star"

Directed by Bud Pollard

Book it NOW!

A00 Pictures of course!

San Francisco—Astor

New Orleans—Astor

New York—Astor

Philadelphia—Capitol

Pittsburgh—Capitol

Cleveland—Imperial

St. Louis—Dietz

Boston—Imperial

Hollywood—Astor

San Francisco—Astor

Baltimore—Astor

Denver—Commercial

Los Angeles—Astor

Minneapolis—Film Classics

Milwaukee—Astor

New Haven—Emmy

A00 Money Show

Atlanta—Astor

Boston—Emmy

Buffalo—Pam-O

Chicago—Capitol

Charlotte—Astor

Cincinnati—Popular

Dallas—Astor

DANIEL MACMURRAY

THE THINKERS. John Wayne and Robert Montgomery, as a pair of PT boat commanders, relax aboard one of the high-powered craft between scenes of "They Were Expendable." Montgomery makes his screen return after four years of Navy duty in MGM's picturization of the W. L. White best-seller. Commander John Ford directs.

In the Stilly of the Night. Arthur Schwartz is producing and Michael Curtiz directing.

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Can't Get It?

Joe Hornstein Has It
News in a Nutshell
Are You Planning to Build?
Advisory Council Report No. 4
Projection Clinic No. 12
Postwar Pattern No. 4
Renovation Problem No. 3
Maintenance Calendar
YOUR RCA THEATRE SUPPLY DEALER HAS

Sterilamp Conditioning

Kills air-borne bacteria—sanitizes the air

WESTINGHOUSE STERILAMPS

★ **IN AIR-CONDITIONING SYSTEMS** — installed in ducts and chambers, Sterilamps kill 98% of the bacteria in the air... protect patrons from air-borne infection.

★ **IN AUDITORIUMS** — Sterilamps mounted in attractive fixtures, on sidewalls, provide the same benefits in non-air-conditioned interiors.

★ **IN THE LOUNGE** — the soft blue glow of the Sterilamp signifies clean, bacteria-free air to your patrons, invites relaxation.

★ **IN REST ROOMS** — Sterilamps generate small amounts of ozone which neutralizes odors, kills bacteria.

Sterilamp Conditioning in your theatre will ensure continuing patronage during seasons of colds or epidemics. See your RCA Theatre Supply Dealer for complete information on Sterilamps and other theatre supplies or equipment.

BUY WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.
**THE NEWS IN A NUTSHELL**

**Admiral Cites Projector Equipment—New Theatre Jobs Ready for Green Light**

During the past few weeks we have watched the wraps come off many of Broadway's pre-blackout—brownout signs. Largest of these is the one on the RKO Palace Theatre which was covered over when the lights went dim. They're renovating it, adding some new trimmings and readying the animation which covers an area larger than the average motion picture screen and is made up of thousands of globes. Another observation worth noting is the increasing number of architects' plans (front elevations) for new suburban theatres appearing in the newspapers across the nation. Cincinnati, Ohio, papers carried four new theatre announcements in as many weeks. It is fairly certain that there will be a building wave of considerable proportions as soon as materials become available.

On the equipment front, RCA has just prepared and is supplying to interested parties a very attractive booklet on Drive In Theatres. National Theatre Supply has a similar brochure almost ready. Forest Manufacturing Corporation has just announced availability of their new postwar model lamps which are now available in limited numbers. The Staub Manufacturing Co., St. Louis, announced plans for the production of a large-capacity, wholesale-type popcorn unit. This new kettle-style popper, which will be built along the lines of the company's present "Jumbo Unit" will feature a number of time saving features which is reported.

The WPB announced a limited relaxation of construction controls under amended Order L-41 shortly after this section went to press last month. In brief the new regulations permit construction work or maintenance repairs on theatres without WPB authorization in amounts up to a total of $5000 in one year on any one building. Earth moving operations such as excavation can be undertaken without WPB authorization as long as no materials other than drainage pipe are required. The cost of such excavation is not limited but it is pointed out that the reason for the ruling is to permit preliminary work for future construction when materials and manpower become available. No special priority consideration will be granted for building materials however on the basis of expenditures for such grading. This phase of the ruling might apply, theatrically, to the open air Drive-In movie.

In announcing the $5000 limitation on construction ceiling, the WPB pointed out that: "In any year, the present amount on repairs (Continued on Page 57)

**Meet the Members of the STR Advisory Council**

Ernest E. Cleveland, superintendent of maintenance for Western Massachusetts Theatres, Inc., with headquarters in Springfield, Mass., knows plenty about buildings and what makes them tick and what it takes to keep them ticking. He should, for in 1900 he graduated from the Massachusetts Institute of Technology, having majored in mechanical engineering and applied in practice the things he learned for the past 36 years. Of course the process of acquiring knowledge is never complete and over the years, Cleveland has been busy trying to keep informed on the rapid advances that are being made in the mechanical and structural field. Born and raised in Northfield, Mass., his first connection after finishing at MIT was with the Morgan Construction Co. With this organization he gained the first hand knowledge obtainable only on the job, that is climbing over forms and scaffolding. He later served with the General Electric Company and the Ordnance Department of the U.S. Army.

Just prior to joining the theatre circuit headed by Nathan E. Goldstein, Cleveland held the responsible post of State Inspector of Public Buildings in the Massachusetts Department of Public Safety. In that capacity he was charged with duties requiring a complete understanding of technical problems in assessing the plans for new construction as regards compliance with building codes and the determination of corrective measures under the statutes where precautions for public safety in public buildings are involved. With Western Mass. Theatres, he is in charge of all maintenance and construction which, in the vernacular, is right down his alley. As a member of the STR Advisory Council his opinions are very helpful.

W. B. Armstrong, purchasing agent for the Golden State Theatre and Realty Corp., found attraction in the glamour of the theatre at the tender age of 12. He left a hand of the local theatre after school and worked as a "printers devil" in the mornings before school. Report has it that he enjoyed little sleep in those days. His youthful experiences led him to tackle every phase of theatre operation, including playing parts in road shows, but eventual becoming a pit musician. Born in Corning, Iowa, Armstrong, at 19 headed west to Portland, Ore., in 1905.

Liking the west he became a charter member of Motion Picture Operators' Union, Local 159 and member of I.A.T.S.E. Local 28, retaining both memberships until 1941 when he honorably withdrew to take over the management, maintenance and construction for the Peoples Amusement Co. which was developing a circuit of Oregon theatres. When the flu epidemic closed theatres during World War I and being over age for the draft he helped build ships. In 1919 he became superintendent of the Edwin H. Flagg Scenic Company in Los Angeles and in '24 opened his own studio to supply stage and theatre equipment to theatres and scenic effects for the Hollywood studios. As an inventor of mechanical devices for the theatre, Armstrong developed and introduced the double angle guide counterweight system which is widely used in loading theatres. His electrically controlled screen which enables the projectionist to change the picture area on the screen during the running of the show from the booth has found much favor in deluxe theatres. He joined the Golden State Theatres in San Francisco in 1934 as General Purchasing Agent for this circuit of 100 theatres.

C. B. Akers, former showman-member of the STR Advisory Council, entered theatre business via the acts—that is as a youthful sign writer with an itch to get into management. Born in Murray, Iowa, 1903, Akers got his chance at showbusiness in Miami, Oklahoma, in 1917. Ten years later he joined the Griffith Amusement Company as sign writer and house manager at Borger, Texas. Subsequent managerial assignments were at Semi-Neck, Wink and Showme. He managed Pampa, Texas, theatres from 1928 to '32 when he was placed in charge of the theatres in Lubbock, Texas. His talent for management brought him promotion in 1934 to the post of division manager with offices in Oklahoma City and in 1939 he became assistant general manager of Griffith Theatres in charge of operations. He has since been charged with the responsibility of planning of construction, maintenance and public relations.

Aside from his multiple duties with Griffith Theatres, Akers is Vice President of The Theatre Owners of Oklahoma, Inc. and chairman of that organization's Legislative Committee. He is serving as Special Events Director of the Okla. War Finance Committee and co-chairman of the WAC of Oklahoma with Mr. Griffith, having previously served as State Exhibitor Chairman in the 4th and 5th War Loan Drives, and National Campaign Director of the 3rd War Loan for the industry. Akers is a director of the Variety Club, Ten No. 22, and is a National Representative of the Variety Clubs of America. His extensive, ground-up experience with all phases of theatre operation make his opinions very valuable to the working theatremen. His contributions to the Advisory Council will throw continuing light on the problems confronting showmen.
Are You Planning to Build?

Constructing a New Theatre is An Adventure
Calling for Consideration of Many Factors

No. 1 Selecting The Site

So many written requests for information on the proper approach to new theatre planning have been received in recent months that we deem it about time to set forth in detail our opinions and findings as a result of considerable research on this subject.

Many of those seeking information are STR readers presently in the Armed Forces, from Electric Theatre commission officers who have salved a nest egg toward the V-Day construction of an attractive little theatre in their home town. All of them have had theatre experience and some requests have come from men presently operating small theatres or small circuits of theatres. Each, no doubt, has a location for his postwar theatre. They all seem pretty specific as to the number of seats they will need. Beyond this point they are all wide open for suggestions. Many appear to be seeking a sort of Sears Roebuck Catalog of small theatre plans (500 seat average).

Each community has its own exclusively peculiar problems, each plot of land offers certain limitations, each state has its own building code restrictions which must be met for plans to pass muster, each prospective builder has personal likes and dislikes in the matter of layout, design, seating, etc. In short, there are so many variables to be considered that little short of a heart to heart talk with an architect will suffice. For months now, we have been gathering the best available opinion from the theatre trained members of the STR staff, technical experts, architects and fellow circuit and independent showmen who live this business on a twenty-four hour day basis. As we have tangled with this subject from every angle we have been laying the foundation for this series of articles in the form of feature stories which have appeared in this section since the first of the year.

The continuing series of features labeled "Postwar Pattern" and "Renovation and Repairs" plus the discussions by the members of the Advisory Council are all developing important information for the postwar theatre planners. The theatres analyzed in our "Postwar Pattern" series are outstanding examples of advanced thinking and planning in the prewar years and each possesses certain proved features worthy of consideration in any new project. While all have been large or medium sized houses, there is no reason why their best points cannot be incorporated into the smaller theatres with gratifying results.

The features recently undertaken under the heading "Renovation and Repairs" will continue with interior decorative schemes and are equally adaptable to new theatres as well as older houses. Both of these features are geared to supply ideas and inspiration to theatremen, to help them see what others have done and what still others may do, to aid by providing visual evidence which the showman may use to convey his desires to his architect, to provide a starting point in postwar planning. In the interest of putting first things first, let us tackle the number one item in theatre planning, the matter of location.

Where Shall I Build?

As we have said, many theatre planners have a specific location in mind and to them all must be directed a few sage words of caution. Year in and year out, before the war, hundreds of men and some enterprising women have undertaken the construction of new theatres. Some have built in communities with existing theatres on the basis that more seats were warranted in an area which they considered capable of supporting such added amusement facilities. Some have built in theatreless towns in the belief that the town could support one. Some located new theatres on the outskirts of large cities in anticipation of expansion of local housing facilities and others built to take advantage of a scattered trade area (drawing on several small communities incapable of individually supporting a theatre) by offering good parking and transportation facilities.

Prominent among this group of theatre builders were men inexperienced in the motion picture field, a grocery store owner, an ex-Mayor, a clothing merchant, auto dealer, etc. These men saw in the theatre a good investment and with the restrictions which have retarded new construction artificially during the war the ranks of prospective new builders have been swollen additionally by investment seekers who have observed the consistency of this business through depression and war boom years. They are attracted by the promise of a return above that offered by present day stock or bond investments. Perhaps most prominent are the real estate men who see in the postwar theatre a means of developing an entire community business center with store and parking facility rentals offsetting much of the theatre overhead. Such planning is sound where adequate financing is available for in a competitive tug-of-war of the theatre with the lower overhead can outdistance its rival.

Some of these prewar theatre builders have been tremendously successful because they (Continued on Page 52)
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Less Reels per Can Will Ease Handling
Prominent Projectionist Cites Long Experience in Film Handling In Retort to Carrier Assertions

By IRL GORDON
(THREAD THEATRE, AKRON, OHIO)

With the announcement that some manufacturing controls will be eased and the production of metal products started, it is hoped that before long, film shipping cases will go into production. So now is the time to again plead with those responsible, to investigate the problem of proper shipping cases and prevent the conditions that lead up to the destruction of the reels, film and cases.

Some time ago, in STR, a Mr. Clint Weyer, Secretary of National Film Carriers, Inc., took a sly poke at theaters and projectionists about shipping case destruction. To make the film carriers look important he cleverly planted the idea that all film carriers handled the film like cases of eggs, while the big had theaters and projectionists dropped Lana Turner forty floors to see if she would bounce. It is strange why Mr. Weyer's vision stopped at the theatre lobby door. He should have turned around and focused on his bosses, the exchanges. For after all, when you boil it all down, the guy who orders the film cases for shipping, is the guy who should reap the thorns. His poor shipping cases wouldn't get treated so rough if they were the right size and type.

For instance, why does anyone drop a film case? Because it's too heavy. A projectionist is no Atlas, he doesn't have bulging muscles like a freight handler, his exercise is very limited. A good many of the craft are "up" in years, too. And a whale of a lot of them are suffering from hernia. Now suppose you had to lug a shipping case containing four or five reels, down flights of steps, fire-escapes or rickety ladders. One slip or jerk results in a nice rupture (I'm a victim of years ago) and no exchange pays the doctor bill. A modern show means a double feature plus a few other cans and even if a kid usher carries them all down it's still too heavy a load. Even the illustrations of Weyer's article featured greater danger on four reel cans. Not so long ago I got a can from Warners with five reels weighing 75 lbs. I wonder if Mr. Weyer would carry that down like a crate of eggs. Well, he could be truthful and mean a crate of powdered eggs which would allow him some leeway in handling the can, after all he didn't say fresh eggs.

A number of years ago I ask a film exchange employ on the coast why they didn't look into this shipping weight more fully, pointing out a few difficulties with heavy cans. His answer was illuminating..."Hell, film costs only a half cent a foot, easy to replace...Besides, too many cans would get lost in shipping (film (Continued on Page 48)
The corner of a square, box-shaped auditorium, with severe corners defining the stage, can be completely altered in appearance by the simple device of installing the pergola-like decorative unit shown above. A. F. Kessler has developed this device in such a way that it can be adapted to meet several types of interior conditions. Many very narrow theatres have no exit doors down in front of the stage line and in the past it has become customary to place a panel or grille on the narrow area of wall surface between the proscenium and the corners on either side. Today the trend of interior decoration is away from fabric wall panels, which break up the solid areas into small units with overall mural or massive plane surfaces taking their place to create the impression of a room.

Where no exits exist, this curved unit, composed of a base, two sets of pillars and a decorative cap or corner, can be built into the corners as shown in the floor plan sketched at the lower right of artist Eugene Zakine's illustration above. The back of the unit extends diagonally across the corner and is covered with a rich drapery of adequate fullness secured to the back of the cap and masking the entire area between the extreme columns. An ornamental motif can be placed on top of the cap and any desired form of white plaster statuary can be centered in the arch on the top of the base. This decoration can be spotlighted from the rear of the twin columns nearest the audience. Such lighting units may be plugged into the booth so as to be controlled on dimmers if they are available.

When exit doors are located in this area there is usually more room on either side of the stage and in such cases the decorative unit can be set away from the wall far enough to meet legal exit area requirements. If this is done, a half-round column will have to be placed against the wall with a small base block to floor level and the cap returned to the wall. The curtain covering the rear of the unit can be tabled draped to permit easy access to the exits. The choice of materials will have to be governed by local and state fire law requirements in individual theatres but a good theatrical decorator or architect will be able to solve and minor problems.

I have a small theatre with narrow auditoriums. I wish to remodel the walls are paneled in fabric. I am tired of looking at those same empty corners on either side of the stage. How can I change the appearance of my auditorium without too large an expenditure?

Mr. A. F. Kessler, Novelty Scene Studios, New York, tackles the problem in the Know How that has made him organization leader in the art of interior decoration.
The Thermo Couple as a Producer of an Electromotive Force. This device consists of two pieces of dissimilar metals brought into firm contact with each other and the junction protected against losing or absorbing any heat from external sources. The junction is made in such a manner as to prevent either inductive or capacitive effects. Suppose we arrange the junction in the form of the letter “X.” (See illustration.) The lower points of the “X” will be the terminals of an electrical connection. The upper points of the letter “X” will be where we connect a sensitive volt or amperemeter. Each diagonal of the “X” is a solid piece of metal firmly in contact with each other at the cross-over. The current enters the lower left-hand point and emerges from the lower right-hand point. A small temperature rise occurs at the point of contact (or junction) due to the resistance of the connection. Since we are using two dissimilar metals and their specific resistances differ there will be a greater electronic activity in one metal than in the other and we will have a difference of potential between the two upper points of the “X.”

Our meter connected at these points will indicate this potential difference. The meter will be calibrated in amperes. The meter is used as a direct current instrument and will read in direct current values regardless of the nature of the current flowing in the lower branch of the “X.” Since there is no inductive or capacitive effects in the junction the meter will indicate accurate values even at very high Radio Frequencies where the usual meters lose their accuracy and sensitivity.

Since an Alternating Current Volt or Ampere are said to be equal to a Direct Current Volt or Ampere when they both develop the same amount of heat when causing current to flow through equal resistances, and since this heat will develop the same amount of potential difference across the junction the “Thermo-Couple” Meters read either Direct Current or Alternating Current from lower frequencies up to and including Radio Frequencies. Since the amount of heat that is developed in the couple will be proportional to the square of the current flowing through the junction this meter is often referred to as a current-squared meter. However the meter scale is calibrated in amperes. The usual Ammeter shunts are used whenever it is desired to read currents of considerable value.

The Thermo-Couple itself must be protected against temperature changes otherwise its calibration will be affected. You could easily produce enough current from the couple by subjecting it to the heat from the flame of a match or the contact of a heated soldering iron. Therefore these couples are usually sealed in a compound that does not easily liberate its temperature or absorb temperature from the surrounding air. The couple, when used, should be placed in such a position as to be free from the heat liberated from such devices as transformers, vacuum tubes and resistors.

**Photo-Electric Action**

Photo-Electric Action as a source of Electromotive Energy. There are many different types of Photo-Cells. In this session we will consider only two of them as they are used in the theatre. The first to be considered is called the Photo-Voltaic tube. In this tube an actual voltage is created between the elements of the cell whenever light is permitted to fall on one of its elements or electrodes. The Photo-Voltaic Cell depends upon an oxide or an electrolyte of certain composition in order to develop an EMF (Electromotive Force) within the Cell. This EMF is developed by the light falling on the oxide or electrolyte surface and causing an electronic disturbance that is greater on one surface than on the other. Just as the difference in sensation of sunlight falling on one side of our body causing us to feel warmer on that side than on the other. Certain oxides are more active in this respect than others and needless to say those that are most active are the ones selected.

The Weston Photronic Cell is an excellent example. This consists of an iron electrode coated with Iron Selenide over which is spread a thin film of metallic substance that will pass light to a generous degree. A thin metallic frame is brought into contact with the metallic film and serves as one electrode of the cell and the iron base serving as the other electrode. (See Fig. 1.) To these two electrodes a sensitive meter is connected and the current developed by the cell flows through the meter and deflects the pointer. This deflection will be in proportion to the sensitivity of the Cell, the amount of the light and the sensitivity of the meter. As the light strikes the Iron-Selenide an

(Continued on Page 54)
In a 45,000-ton battleship of the Iowa Class, there are 3,058,000 pounds of copper...1,529 tons of it!

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The Blueprints Can Provide for Economical Maintenance

Fourth in a Series of Outstanding Prewar Theatres Analyzed From the Postwar Viewpoint

Sound Planning Pays Dividends to Sioux Falls Theatre Owners

When a showman like Joe Floyd, director of the Hollywood Theatre, Sioux Falls, S. Dakota, says, "I want you to know that we are very happy theatre owners," then you have found a man who has planned well, built well and is enjoying a prosperous business venture.

The Hollywood, views of which appear on these pages was built in the 1939-40 period and we have chosen it as another excellent example of advanced planning in the prewar years. Its most obvious asset is the creative designing for ease-of-maintenance. Harold Spitznagel, architect with offices in Sioux Falls, planned this theatre and is deserving of much credit for the streamlined modernism achieved without sacrificing warmth and comfort atmospherically.

Floyd's observations as a manager who has lived with a theatre
through the trying war years are of interest to all showmen contemplating construction or renovation. "We are extremely pleased with this theatre, particularly because of its durability, simplicity and its contour, which is of definite advantage in handling patrons easily and simply. There is the inclination toward smooth traffic flow stimulated by the design of the round foyer and curved stairways." As far as durability is concerned, Floyd states, "With the exception of changing the floor covering of the stairway from carpet to asphalt tile there have been no other repairs. The rubber tile and wall treatment have worn excellently. The photo mural decorations have held up well and have saved considerable in painting surface."

In analyzing the Hollywood, with an eye to postwar advantages of design and construction, let us start with the facade. No attempt was made by Mr. Spitznagel to over-glamorize the face of the building. Buff colored faced brick with Virginia Serpentine black base and slate coping were used. The brick carries over from the theatre front to the four stores which are included in the building. The facade of the theatre under the marquee is treated in blue gray porcelain which tends to emphasize the box-office at the right of the entrance doors, the display frames and the curved sweep accentuating the doors which are set several feet back from the building line. The upright sign furnishes the principal architectural feature and while some neon tubing is used both in the upright and marquee, incandescent bulbs provide the main lighting.

In postwar theatres, fluorescent tube lighting will undoubtedly replace masses of bulbs, reduce current consumption and further add to the streamlining of theatre fronts.

In the lobby, the blue gray of the porcelain out front is repeated in similarly colored rubber floor covering with pink rubber matting supplying the oomph. The wainscot of eggplant colored rubber runs from the floor to the base.

(Continued on Page 48)
No. 4 — A Continuing Series of Reports by Experts on Problems of Vital Importance

The old saw about an ounce of prevention being worth a pound of cure should mean a great deal to the theatre owner and the theatre manager also. If there were any need to emphasize that point, the actual incident recited by one of our Council members during the latest meeting of our board of experts should serve very nicely, indeed. Here’s what happened:

Two days after the member referred to had informed the manager of a theatre, he had attended as a patron, that the roof of the theatre no doubt had developed a leak, an area of plaster twenty by twenty feet crashed to the auditorium floor. The accident to the theatre (a small independently-operated house) cost the box-office income for three days—in addition to the more costly final repair than that which could have been made before the crash. Fortunately the theatre was closed when the plaster broke loose.

Problems of theatre operation related to the incident cited above form the basis of this meeting’s discussion, dealing with managerial responsibility for maintenance and house inspection.

Some of our Council members indicate that since many managers shun responsibility they may as well be relieved of it. However, the other opinion is that a manager who is incapable of shouldering complete responsibility isn’t worth his salt.

Also brought to the fore at this session are some pointers that, if followed, can help to erase that apprehensive look which many theatre-attendants wear when away from their houses during operating hours as they worry lest some accident may occur to a patron or employee.

In the handling of a law suit the defense attorney will automatically strive to anticipate the claims and strategy of the prosecution in preparing the case for his client. He will play up every proof of precautions taken prior to an accident to counteract charges of negligence. If theatre owners were to think of the dangers prevalent in handling thousands of people in terms of a potential law suit for every minor accident occurring in the theatre he would immediately recognize the need to prepare a good case—just in case. Instead of planned preparedness, many exhibitors spend quaking hours rectifying from their theatres worrying for fear something will happen to patrons in their theatres. Sure they’re insured—but the more accidents the higher go the insurance rates, so the cost is inevitably shouldered by the theatre.

Procedure for Proper Inspection

We asked the Council what procedure could be recommended to insure proper inspection and functioning of safety equipment. While members were almost unanimous in urging that theatre-mayors seek the cooperation of local fire department officials in making periodic inspection of safety devices, one in particular hit the nail on the head—but emphatically.

“It has always been my policy,” he stated, “to enlist the services and invite the supervision and cooperation of local authorities responsible for checking all these matters and to cooperate with them 100 per cent in complying with their suggestions. In this manner, an owner could never be charged with criminal responsibility in case of a panic or failure in any of the safety devices.”

By following such procedure the theatre owner not only places himself in a position of having a sound case with expert witnesses enlisted in advance, of accident trouble but he is better able to sleep nights and is emphasizing the importance of safety precautions in the eyes of his managers.

Several members suggest monthly inspection by local authorities. Others advocate quarterly inspection, but the Council unanimously urge daily inspection by the house manager of panic bolts, exits and their visibility, exit and aisle lighting, booth condition, carpet in aisles and on stairways or ramps, etc. A member in assessing the value of local fire department inspection said, “You usually gain two objectives in such an arrangement. First, it gives them the feeling that you are willing to cooperate to the fullest extent and they are not so apt to be picking on minor items which sometimes arise in theatre operation. Second, it saves paying for inspection or minor adjustments that might be needed for there is seldom any charge for such cooperation. The courtesy of a few pases, of course, is always appreciated.”

A member suggests paying the projectionist a separate weekly fee for inspection and maintenance of all safety equipment in hours when the theatre is closed. Under this set-up the man feels the responsibility and an occasional personal check by the house manager will keep him on the alert as to his responsibilities. Another member points out that fire extinguishers should be tagged for date to be refilled, fire hose should be tested at least once each year, film containers should never be opened outside the projection room and that film should be returned to the film cabinet as soon as it has been removed from the projector and rewound.

One of the functions of various insurance companies is to supply experienced men to make plant inspections. A member offers this advice: “If I were an independent theatre operator with maybe one or two theatres to look after I would arrange with a reputable insurance company to check my boilers and heating plant four times each year and have the same agency check the air conditioning system. Beyond that I would try to train my managers or assistant managers in such a manner that they would become perfectly familiar with the proper operation of the mechanical equipment in the theatre.”

This opinion goes to the root of the next question we asked: "What degree of responsibility would you delegate to the house manager in regard to equipment and plant inspection and what degree of authority should he be permitted to correct conditions requiring attention?" Most members will agree that this is the sixty-
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Postwar Pattern - -

of the photo murals, which start about one foot above the door trim and cover the entire wall surface from that point to the vaulted ceiling. Sharp, dust-catching corners have been eliminated by curving the walls to heighten the streamlined effect.

The foyer, or rotunda as it might be termed, has been designed with classic modern functional simplicity. Off this circular area, two square arched runways lead directly into the two aisles of the auditorium, a curved stairway leads to the basement lounge rooms and the bank of lobby doors enter the foyer from the other side of the circle. The waist high wainscot carrying through into the stair rail is finished in natural selected white birch veneer. Sidewalls and ceiling are of plaster in maroon and gray with solid colored floor carpeting in circular inlays of pink, gray and blue. The semi-circular built-in seat adds warmth and comfort, upholstered in lemon yellow fabric.

Walls Accentuate Spaciousness

The spacious effect of the auditorium is accentuated by stepped down walls undecorated with hir-clad-brac. The steps provide recesses for concealed lighting while additional illumination is supplied from recessed ceiling fixtures and downlighting on the vertical drapes flanking the proscenium. These drapes serve a twofold purpose. As a decorative media they seemingly add width to the stage and are practical in absorbing stray screen light which might otherwise be reflected into the eyes of the audience from a flat surface. The sidewalks are finished in the tan shades of acoustic plaster with the rear walls covered in maroon process board. The ceiling is plaster painted in wine color which complements the heavy aisle carpeting in soft pink with white borders. These borders have the advantage of expediting traffic flow in the aisles while the show is on.

The Hollywood seats 786 on one floor. Chair backs upholstered in gray and the seats in terra cotta fabric. Arm rests are of natural birch.

In the light of Mr. Floyd's comment, it is easy to see why this theatre measures up to near perfection from the standpoint of wearability and ease of maintenance.

Mr. Spitznagel, Mr. Floyd and the Hollywood owners planned it that way—prewar.

Less Reels Per Can Will Ease Handling

(Continued from Page 40)

carriers please note). The exhibitor would squawk at shipping charges on extra cans . . . . etc.” I pointed out that a single reel can always seem bashed in at the sides and why didn’t they reinforce them more. “Larger cans for singles would cost us too much” was the reply. I stressed the hazard of the strain involved in lifting heavy cases and the bright answer was to the effect that if operators were so puny they should shut it off on ushers, etc.

Later, some projectionists tried to campaign for splitting up feature shipments and a few of the better studios did split reels into two and three reel cans. From my observations at different places in sections of the country, these cans fare a lot better than the old heavy 4 reel cans or even the singles.

So it seems that the place for the real blame lays more upon the shoulders of those who persist in buying these heavy cans. It is only natural that when the folly of heavy cans began to show up and no replacements were in sight, something had to be done and Mr. Weyer let loose a blast at the guy down under instead of the fellow higher up.

It is hoped that when production is again started, the average shipping case will be for three double reels. Thus a five reel feature will come in a three reel and two reel case. A four reel epic will arrive in two, two reel cases and a single reel will show up in a two reel case with a special insert. If real conservation of film and materials is to be the aim, let the shipping cases be stronger and hold less reels. Mr. Weyer, in his position could present good arguments to the exchanges and do a real favor to all of us, including his own organization’s affiliates and their employees.

Enthusiastic theatremen everywhere say they’re glad they have

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Check date tags on all fire extinguishers regularly so that refills are not neglected. Check all safety equipment daily and secure cooperation of local fire dept. officials for periodic inspection.

Check back stage area, dressing rooms, prop room, supply room for rubbish, accumulation. Keep clean and tidy as precaution against fire.

Have stores and offices in theatre building cleaned and if necessary painted as soon as they become vacant so as to improve rentability. Post “For Rent” signs promptly.

Check access to roof from interior of building and familiarize staff members with quickest way of reaching it so that they may direct firemen if necessary.

Check on the cleaning staff. Are they turning out house lights as soon as show ends and using work lights for cleaning theatre?

Check rubber matting for dangerous breaks, curled ends, loose metal binding which may trip patrons. Make sure cleaners handle mats with care when moving them to clean.

**Showmanship Dates**


July 1: Dominion Day in Canada.

July 4: Independence Day.

First road test of auto, 1894.

First Rodeo held in America at Prescott, Ariz., 1888.

Calvin Coolidge (30th Prm.) born, 1872.

July 7: Japan invades China, 1937.

July 10: Howard Hughes started fastest round-the-world flight from Brooklyn, 1938.

July 11: John Quincy Adams (6th Pres.) born, 1767.

July 14: Bastille Day, first celebrated in U. S. in 1834.

First World’s Fair in U. S., 1853.

July 15: St. Swithin’s Day.

July 16: District of Columbia established, 1790.


*Remind operators to change projection machine belts every thirty days and allow oil soaked belts to dry before reusing.*

Have projectionist check and oil the ventilating fan in equipment room. Fresh air circulation is vital.

Check bulbs, bulb sockets and clips in bulb type reflectors. Have projectionist remove rough surfaces monthly for solid contacts.

Have projectionist check retaining clips on lamp house mirrors for proper tension adjustment. If too tight, the expansion may crack mirror.

Have projectionist check condition of lamp house mirrors. If too badly pitted they should be replaced to maintain proper light on screen.

See that projection room control panels are cleaned monthly. Have switches, fuse holders checked, nuts and bolts tightened. Inspect wiring connections.

Have the oil bearings of motor generators flushed out and refiled with fresh oil every six months. Check oil supply on bearings monthly.

Samuel Goldwyn’s flashy front on “Wonder Man” is attracting plenty of attention on the Great White Way. The Astor Theatre front, which has always been a high spot for spectacular motion picture display advertising is being utilized from sidewalk to skyline. The figure of Danny Kaye is about three stories high and silhouetted by back lighting. Letters are in colored flectglass.

**RENTAL MAINTENANCE CALENDAR 1945**

**JUNE**

24

Check stage carpets to make certain they are securely fastened to avoid accident and preserve life of carpet. Reverse or shift to reduce spotty wear.

25

Check and clean lighting fixtures under balcony. Have chandelier lowered for cleaning and in so doing, inspect cable, fastenings and retap.

26

Prepare house for holiday business. Are flag displays clean? Discuss special holiday screen lighting effects with projectionists. Check show schedule.

27

Wash house temperature where air conditioning is involved. Check thermometers around theatre during the week. Watch sound volume to maintain proper level. Have staff keep floors neat and clean.

**JULY**

1

Check stair carpets to make certain they are securely fastened to avoid accident and preserve life of carpet. Reverse or shift to reduce spotty wear.

2

Check and clean lighting fixtures under balcony. Have chandelier lowered for cleaning and in so doing, inspect cable, fastenings and retap.

3

Prepare house for holiday business. Are flag displays clean? Discuss special holiday screen lighting effects with projectionists. Check show schedule.

4

Wash house temperature where air conditioning is involved. Check thermometers around theatre during the week. Watch sound volume to maintain proper level. Have staff keep floors neat and clean.

5

Check the appearance of the box-office. Remove old papers, magazines, lost and found items, etc. Insist on tidiness and courtesy on the part of cashiers.

6

Check your screen light and sound to make certain both are equalized on your projectors. Discuss general booth problems with projectionists.

7

Are signal system or house phones between booth, stage and office in good working order? Where signal system is used, do employees know how to notify booths so as to sound volume?

8

Have projectionists check condition of lenses, focus, screen masking and condition of screen. Insist on clean changeovers and regular film inspection before running first show.

9

Check light globes in shadow boxes and indirect lighting channels. Have dead lamps replaced and see that cleaners wash or dust chandeliers for better illumination.

10

Hold periodic fire drills with an official of local fire department as observer or instructor. Keep new employees posted on the use of equipment and procedure.

11

If you are using seat covers, rotate them from the more frequently occupied areas to the less used parts of the theatre to distribute wear. Keep covers clean.

12

Check urinal flushing devices to make certain they are operating properly. Conserve water where possible to shut off automatic flushers when theatre is closed.

13

Make a thorough check of roof condition. Look for leaks particularly where stand pipes, ventilators, supports, etc., enter roof. Make repairs promptly.

14

Have the cooling system checked by an expert on regular schedule for refrigerant leaks, motor brushes, bearings, belts, etc.

15

Have projectionists check condition of lamp house mirrors. If too badly pitted they should be replaced to maintain proper light on screen.

16

Have projectionist check retaining clips on lamp house mirrors for proper tension adjustment. If too tight, the expansion may crack mirror.

17

Have projectionists check condition of lamp house mirrors. If too badly pitted they should be replaced to maintain proper light on screen.

18

See that projection room control panels are cleaned monthly. Have switches, fuse holders checked, nuts and bolts tightened. Inspect wiring connections.

19

Have the oil bearings of motor generators flushed out and refilled with fresh oil every six months. Check oil supply on bearings monthly.

20

Have the oil bearings of motor generators flushed out and refilled with fresh oil every six months. Check oil supply on bearings monthly.

21

Have projectionists check condition of lamp house mirrors. If too badly pitted they should be replaced to maintain proper light on screen.

**The FRONT of the MONTH**
Again Forest's ingenuity and foresight comes to the foreground. Only a LIMITED QUANTITY IS AVAILABLE and ready for immediate delivery. Forest's lamps have long been recognized for their unparalleled superiority, exceeding the exacting requirements of the most critical technicians and exhibitors—the finest in projection efficiency—the finest in contemporary engineering. Orders will be filled in rotation to their receipt. After this limited quantity is sold there will be no others for some time to come. We urgently recommend that you place your order NOW!

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Gentlemen: Please advise me the name of your representative in my locality whom I may contact.

Name
Theatre...
Are you Manager?... Projectionist?
Address...
City...
State...
Advisory Council Report — No. 4

(Continued from Page 46)

four dollar question and their opinions are widely divergent. Nevertheless, in the consensus, we find common ground which can be expressed simply: “All the responsibility that he (the manager) is capable of handling.”

Much emphasis has been placed upon the need to train managers in the workings of theatre equipment and general plant maintenance. Revealing the two schools of opinion one member avers, “The average manager has no mechanical ability nor does he care for the responsibility.” Another says: “There is no point to hiring a manager unless you can give him full responsibility to correct or supervise every detail.”

Many members feel that managerial responsibility should be limited to the inspection and correction of elementary defects. Major repairs, replacements, decorative painting, additions to property or improvements in the form of new equipment should always be discussed with and authorized by persons having proper authority. Managers should be charged only to make expenditures for general plant maintenance. Back of this varying opinion is the basic theory of maintenance, ably expressed by a Council member as follows: “Good theatre maintenance, of course, is just the question of being a good housekeeper and the basis of being a good housekeeper is being cleanly. A clean machine

is usually an efficient machine. A clean piece of carpet or a clean set of theatre chairs are usually good carpet and good chairs.”

To conclude this session of the Council, let us cite an example of faulty managerial handling of what could have been a simple maintenance problem. It was brought up in this meeting by a member who has plenty of evidence in the ability of managers to assume responsibility, in fact he is an advocate of the delegation of authority and also maintains that even managers require some supervision by their superiors. Here is the incident or object lesson in his own words:

“While attending a theatre in a small community some months ago,” he relates, “I felt water dripping on my shoulder and arm. It was raining before I entered the theatre so it immediately occurred to me that the water coming through the plaster ceiling was due to a roof leak. I reported the condition to the manager (which is more than the average patron would do) and he informed me that he was aware of the condition as it had existed for quite some time and that he was planning on having the roof repaired within the next couple of days.

“I later learned that two days after my having been in the theatre an area of 20 x 20 feet of the plaster ceiling fell down at night—fortunately after closing time. The theatre was closed for three days.

“If proper periodical inspection of this roof had never been made or had the manager taken prompt action when this condition first became apparent, repairs could have been made for a few dollars and the lives of patrons would not have been jeopardized. Roof leaks should never be tolerated in a theatre, they are very dangerous and equally costly if neglected.”

We can, and at a later date propose to, report other instances of maintenance neglect cited by members from their personal observations. One can always profit by the experience of others. Many circuits, in line with impressing the importance of inspection upon their managers, have prepared very helpful check lists as an aid to plant and equipment conservation during the war and also to improve safety procedures. We will reproduce one such list prepared by Council Member Jules S. Wolfe, supervisor of purchasing and construction for Famous Players Canadian Corp., Ltd., which could well be worthy of preservation in the office of every theatre manager as a constant guide for successful management. (Watch for it in July 21 issue.)

If industry awards were given for Seating Comfort today’s winner would be the NEW AMERICAN Bodiform BESTFUL CHAIRS the world’s finest theatre chairs

A MERICAN Seating Company’s New Bodiform is the finest value ever achieved in theatre chairs. Tested by the most rigorous methods, built to the very highest standards, they lead all others in beauty, comfort, long service, and housekeeping economy. If you are planning to build or remodel, consult our specialized seating engineers now regarding the latest advances in scientific seating arrangement.

Are You Planning To Build a Theatre? (Continued from Page 38) planned well. Others have lost out because they failed to assess the possibilities of the chosen location. It is from these failures that we must draw our lesson in order that such mistakes may not be repeated in a highly competitive postwar building boom when money for new theatres is plentiful and construction restrictions are totally relaxed.

Before expending a dime for land, plans or materials, here are three primary considerations which must all be answerable in the affirmative: 1. Can the area you propose to serve support enough added seating (where other theatres are operating or enough seats.) (when no adjacent theatre exists) to warrant the construction of a theatre? 2. Is product available in sufficient quantity on the basis of an adequate run (behind
or ahead of neighboring theatres) to warrant construction? 3. Are the incomes and inclination for theatre patronage of the people in your proposed trading area sufficient to support a theatre consistently.

**Survey Available Patronage**

To ascertain the answer to the first question a thorough personal survey is necessary involving contacts with business men, civic groups, city officials, population research, school registration, etc. If other theatres exist in relatively close proximity it is important to check their patronage over a considerable period of time under varying conditions of good and bad product, good and bad weather, and the average manner of management. Often a theatre can enjoy A-1 location and still lack patronage due to the laxity in the management in matters of maintenance or use of product. It is important to bear in mind that one full house is better than two half empty houses. And by the same token one theatre enjoying overflow business does not necessarily mean that another is warranted. The prospective builder must be certain that popular support and patronage in sufficient numbers is available before going on to question number two.

The second and equally important issue is that of product availability particularly in a competitive situation. Here your natural point of contact is the film exchange executives and salesmen who are familiar with local product problems. It is only fair to caution a prospective builder in a competitive situation that in discussing a matter of this sort he will have to maintain a certain degree of secrecy as to his plans where the discussions are not undertaken on a strict basis of personal friendship and confidence.

The third item that of available patronage can only be ascertained by studying local employment conditions, prewar and at the present, and thorough discussion with local employers as to their plans and prospects postwar. People who work hard have their hands are inclined to spend a considerable portion of their earnings in good times and bad for entertainment, but such areas are often prone to suffer most severely during slack periods of employment. White collar workers are more consistent patrons, but a lower percentage of them attend movies regularly since their resources and interests make possible participation and attendance of the more varied forms of amusement. They also are more exacting in their entertainment tastes. In larger cities, theatres expressly planned to cater to this so called 'carriage trade' have been very successful, but theatre location is most important to this type of operation.

**Study Transportation Factor**

In choosing a location, that is the precise plot or site of the project there are other issues to be decided:

1. If your prospective trade area can best be served by a central city business district area is adequate land, transportation and parking space available? Postwar it is anticipated that more privately owned cars will be in use, and while a central location provides extra transient patronage your night patrons will not be satisfied to ride busses and trolleys as frequently as at present. Parking facilities will be a most important consideration no matter where the theatre is located.

2. If your area calls for a suburban site, then you will have to weigh the advantage of an already established community business center against a location enjoying highway and inter-

section transportation advantages perhaps more centrally located in the area where a new business block can be built into the plan. In such cases it is sometimes possible to secure special zoning concessions in the heart of a large residential development which will make store room rentals attractive to substantial merchants where the property owner is in a position to offer exclusive commercial privileges in specific lines. In such a development the theatre builder is also able, if he so desires, to branch out into other amusement lines such as bowling, dancing, roller skating, etc., by incorporating these other enterprises into the integral plan with plenty of parking space for all the businesses involved.

3. If central business locations, whether suburban or downtown, are determined upon it will be wise to profit by many past mistakes made by showmen who tried back street or side street locations rather than pay higher land costs in superior locations. What happened in most of these situations was that penny wise and pound foolish exhibitors wound up with white elephants after the first flush of newness had worn off. This sort of experience places further emphasis on the importance of location. The right spot, even though it may cost more, will prove worth the difference in the long run. Where you are locating for transient business, a corner site where your marquee and displays permit four-way vision to pedestrian and vehicular traffic approach may be worth the difference in property value.

(The second article of this series will follow in the next Theatre Equipment and Maintenance issue of July 21.)
electronic unbalance takes place at the surface of the Selenide and the metallic film. This unbalance of electronic activity causes a current to flow through the meter circuit.

The main use for the Photo-Voltaic Cell is as an exposure meter and is used by cameramen and photographers. They measure the incident light falling on the subject to be photographed and adjust their camera diaphragm openings and shutter speeds accordingly. This type of cell is not suitable for the indication of rapid changes in light intensity, however, so we must consider the other type of Cell which is termed The Photo-Emissive or Photo-Electric Cell (PEC).

The Photo-Electric type of cell used in the sound heads of our projectors is constructed differently and is used mainly as a relay tube. (Figure 2 shows the construction and Fig. 3 an explanatory of one circuit.) All photo-electric action depends upon the phenomenon that certain alkali metals are affected by light from any source falling upon their surface. This affect is an electronic one and is referred to as "Emission of Electrons from Solid Bodies." These metals include Sodium, Potassium, Lithium, Rubidium and Caesium. Some of these metals have a greater activity than others. The sound heads at one time used cells coated with potassium but this metal proved to be unsatisfactory when there were different colored lights flashed upon the surface. Caesium proved better and is in wide use today.

Under ordinary conditions such as in air these metals do not show their true emitting abilities because of the atomic content of the surrounding air. However, when the metals are sealed into an evacuated glass bulb and the light is focused on the surface of the metal the emitting activity is greatly enhanced. It may further increase the activity of the Photo-Cell by placing within the evacuated bulb a small amount of Gas such as Argon, Neon or Helium. These gases when exposed to bombardment by the electrons liberated, say from the Caesium, are ionized due to the atoms of the gas being struck by the emitted electrons. Electrons are then liberated from the gas atoms and in this fashion the activity of the cell is increased. Now, when we connect a positive voltage to the anode of the cell the liberated electrons from the cathode and those liberated through electronic bombardment are attracted to the anode and we have thus established an electronic flow from the cathode to the anode within the tube.

The Hydrides and Oxides of the above mentioned metals are more sensitive to light rays than are the metals themselves and these Hydrides and Oxides are the chemicals that are used. The Potassium type Cell is more sensitive to blue light and the Caesium type cell is more sensitive to red light. Since, in sound reproduction, we are using Mazda Lamps as our light source and since these lamps have a high content of red light we can easily understand...
just why the Caesium type cell is preferred
When there is no light falling on the cathode there is no liberation of electrons hence no electron flow. Once light falls on the cathode electrons are liberated or emitted and these electrons being negative charges of electricity will be attracted to the anode since it is positively charged by the battery. This will then establish an electrical current through which the electron flow can continue through the cell so long as there is light falling on the cathode of the cell. The strength of this electronic current will be measured in millivolts of an ampere (micro-amperes). The path pursued by the electrons will be from the cathode through the cell to the anode through the battery and then through the load resistor and back to the cathode thus completing the external circuit.

We have learned from previous sessions that, whenever a current flows through a resistor, there will always be a voltage drop across the resistor. Consequently there will be a difference of potential between the ends of the load resistor. Placing a load of some kind in the PEC circuit is the only way in which we can utilize the photoelectricity of the Photo Cell. Now, if we connect a sensitive Voltmeter across the load resistor we would notice the voltage drop across the resistor whenever we cause light to strike the cathode. The reason for the curvature of the cathode is to give it a focal length so that whenever electrons are emitted all of these will leave the surface of the cathode in such a direction as to approach a predetermined spot at which point we place our anode spike to take advantage of as many emitted electrons as possible, thus increasing the available electronic current and increasing the voltage drop across the resistor, since the greater the current, the greater the voltage drop.

Route of Electron Movement
Let us trace the electronic flow of current around the circuit shown in Fig. 2. Suppose we assume light to be falling on the cathode. Electrons will be emitted from the cathode and attracted to the anode. As electrons leave the cathode more will move through the chemical to the surface of the cathode to be available for later emission. This movement will draw electrons from the connecting wire of the cathode also from the resistor which will in turn draw electrons from the battery and the battery will draw them from the anode which has drawn electrons from the cathode across the vacuum of the Cell. This completes the circuit of electron flow.

While electrons are flowing from the battery through the resistor to the cathode there will be a voltage drop across the resistor due to the resistance of the resistor which will be in proportion to the amount of current times the resistance. Since the electrons are being withdrawn from the resistor at the cathode end, there will be a deficiency of electrons at this point and since the electrons are being forced into the resistor from the battery end, there will be a surplus of electrons at this end. We have agreed that at any point where there is a deficiency of electrons, that point is considered to be positive, and at any point where there is a surplus of electrons, that point is considered to be negative. Since these two points occur at either end of a resistance and as a resistance impedes the flow of electrons we can then say that the different of charge at either end of the resistance, one end being positive and the other end being negative.

The normal Load Resistor for a PEC is one million ohms or one megohm and the normal current permissible for the usual PE Cell is between one and ten micro-amperes depending upon the voltage of the battery and the amount of light falling on the cathode. Now by multiplying the current by the resistance we will have the values of 0.000001 amperes times 1,000,000 ohms or one volt. If the current is increased to 10 micro-amperes we will then have the values of 0.000001 amperes x 1,000,000 ohms or 10 volts. By changing the value of the voltage of the battery we can effect a change in voltage drop across the resistor. It is much more convenient, however, to permit the value of the battery voltage to remain constant and to change the amount of light that is falling on the cathode. We can then accomplish a voltage drop across the load resistor by simply changing the amount of light that enters the PE Cell. Should we prevent any light from entering our Cell we will of course have no voltage drop across the resistor at all since there will not be any current flowing through the cell. Considering this voltage drop we will notice that we are developing a fluctuating Direct Current Voltage.

Considering that we place our film sound track between a source of light of constant intensity and the cell and as the film recording moves between the light source and the Cell, the film will cause the intensity of the light entering the cell to change; thus varying the amount of current flowing in the cell circuit. (These cells can respond to light changes up to 20,000 times a second). The frequency of the light and dark recordings on the film establish the frequency of the current changes. The area of the light to dark spaces determine value of

(Continued on Next Page)
fit any standard ladder rails...

Guarantee additional safety, prevent slipping! Shoe is instantly converted by a flip of the hand or foot for either inside use of treads or outdoor use of spike toes. Shoe or base is made of #16 gauge and the side plates are of #13 gauge steel. Section grip treads are renewable. Lock nuts and spring washers insure proper adjustment. Easy to install.

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BRAND NEW PRE-WAR BLOWERS COMPLETE WITH DRIVES

Still available for IMMEDIATE shipment.
Pre-war heavy gauge steel. The ideal blower for all year 'round air conditioning. First come—first served. To avoid delay mark order priority "AAM" MRO CMPS" and enclose 50% deposit. Specify freight or express. Cel- ling price allowed if no motor wanted. Save time—wire or phone your order!

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HERE IS FLAVOR and ECONOMY
Special blend of pure vegetable oils refined and colored for use in well or dry poppers. Also popping oil, salt, corn Oil, tacks.
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STANDS for SERVICE TO IT'S READERS
SHOWMEN'S TRADE REVIEW—THE SERVICE PAPER OF THE INDUSTRY

Projection Clinic (Continued from Page 55)

the voltage developed across the load resistor in variable area recording and in variable density recording it is the varying opacity of the recording that determines the value of the voltage developed across the load resistor.

These Direct Current fluctuations in voltage must be converted into alternating current voltages and we make use of the Vacuum tube in accomplishing this conversion. We will study this problem in later sessions after we have covered the preliminary theory to the study of the Vacuum tube.

Now, we have considered only two types of Photo-Sensitive tubes. There are many tubes that have different characteristics of operation but in projection practice and in sound reproduction the two types mentioned will suffice for our purpose. The Photovoltaic type of cell actually develops a voltage from the light that is falling upon its sensitized surface and the Photo-Electric type tube is in reality a relay type tube in that it effects a change in current that is flowing through a resistor which has as a reservoir of electrons supplied by a polarizing battery. The Photo-Voltaic cell will not respond to rapid changes in light intensity so it is suitable as a light measuring instrument or an on and off control now used in large buildings for the control of heating systems that are desired to come on at sun-down and shut off at sunrise or vice-versa depending upon the setting of the controls. For instance the street lights of our cities could be controlled by these cells automatically. Lighting engineers also use these cells for measuring the light in school rooms in order to determine the amount of light required to eliminate eye fatigue, in factories and projection engineers use these cells in order to measure the light on our theatre screens. It is also important to see that the corners of our screens are as nearly as possible equal in brilliancy to that of the center of the screen. Measuring the light on the screen from each projector will possibly disclose misalignment of the optical system of one machine.

STRONG REFLECTORS

Precision reflectors for replacement in all types and makes of projection arc lamps.

For sale by most independent theatre supply dealers

THE STRONG ELECTRIC CORPORATION
87 City Park Ave. Toledo 2, Ohio
The World's Largest Manufacturer of Projection Arc Lamps
News In A Nutshell

(Continued from Page 37)

on such structures may not exceed 20 cents for each square foot of gross floor area. In addition, the owner may use part or all of his $5000 exemption for repairs, but the allowance for new construction must be reduced accordingly. Repair and maintenance work costing above the permitted amount requires WPR authorization.

Projector Cited by U. S. Navy

The International Projector Corporation, manufacturers of the Simplex projection equipment and National Theatre Supply who distribute Simplex, received a citation from Rear Admiral Woodward, U. S. Navy, which has made both executives and plant personnel rather proud of their share in the war effort. We have all read a great deal of the heroic exploits of the aircraft carrier, U. S. Franklin, and her officers and crew—but here is the text of the telegram which speaks for itself:

"One of your portable sound projectors is cited as an important factor in the high morale shown by the heroic crew of the U.S.S. Franklin, which Jap bomb hits recently left ablaze and exploding off Kyushu, belying the Jap claim of her sinking.

"The Franklin's men not only kept her aloft but got her home 12,000 miles under her own power. Your sound projector has been an enrolling source of entertainment and relaxation to the carrier's personnel during the entire period when she logged 102,000 miles on extensive war missions, including two invasions and several strikes against Japan, Formosa and the Bonina.

"All of you may take deep satisfaction that your motion picture equipment helped to maintain the spirit and fighting efficiency of the men of this gallant ship.

(>igned)

C. H. Woodward, Rear Admiral, USN"

New York Logical Television Center

Ralph Austrian, executive vice president of RKO Television Corporation, told the motion picture trade press on his return from the Coast that it is his belief that New York will be the production center for television program production for a number of years. Accordingly, his organization will be expanded in the East and plans for the production of shorts on film for use by commercial advertisers will be expedited. Austrian addressed the recent SMPTE Conference which was attended by over 200 interested studio and theatre technicians. He also spoke to the television committee of the research council of the Academy of Motion Picture Arts and Sciences.

Austrian found the heads of the various major film companies, with whom he discussed the future of television in relation to the motion picture industry, alert to the immediacy of the new art but undecided as to just how they were going to fit into the picture. His observation that New York was the logical center for television production is based upon lower costs in the East vs. West Coast. It was pointed out that tele-technique does not want, nor does it need the elaborate production familiar to Hollywood. The scope of pictures to be projected by television are limited by screen size which will in turn limit photography for television to close-ups and semi long shots. Austrian cited as factors also favoring the East: density of population for television station support, home office location of advertising agencies, film and radio companies, available studio facilities for less expensive film production, etc. It is expected that permission will be granted for the manufacture of television receivers and broadcast equipment around October 1. Black and white projection and reception will be delivered as at present with color in the rather unpredictable future.

FREE!

NEW RCA BOOK ON THEATRE TELEVISION

RCA, pioneer in 20 years in the field of electronics, brought television to the New York World's Fair in 1939, and to the theatre in 1941 at a large screen showing. With a realization of the great interest created by this new great potential entertainment medium, RCA Service Company has prepared a booklet of especial interest to members of the theatre industry. The RCA Television Handbook for Projectionists will help you prepare for TV day through a thorough understanding of what makes TV tick.

Written essentially for the projectionist, The Cover

Dramatizing the care necessary in inspecting and handling motion picture film as discussed in this section by projectionist Irl Gordon of Akron, Ohio, we have chosen for the cover an official U. S. Navy photo titled "Film for the Fleet." Lieut. Edward A. Kimpel, Jr., and his assistant, Gregory S. Vojse, storekeeper first class—both in the movie business in the days before the war—inspect an entertainment film before it is sent aboard a ship for the crew's entertainment. After a film is returned to the movie sub-exchange on the Naval Operating Base in Norfolk, it is carefully looked over for breaks and damage before it is loaned to the next ship. Lieutenant Kimpel was assistant general manager of a chain of 13 movie theatres in Baltimore and Storekeeper Vojse was office manager and booker for the Columbia Pictures Corporation in Cleveland.
SIGHT ALONE or  
SIGHT and SOUND  

★ New type—positive action, perfectly synchronized Strong Changeovers are now available in three standard models—Strong Special changeover for porthole installation, Strong Zipper picture changeover for projector-head mounting, and the new Strong Dual-Purpose Zipper changeover for sight & sound. Essannay Electric Manufacturing Co., 1438 N. Clark St., Chicago 10.

Strong's Zipper Changeovers  
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Now Available

Another Wenzel development for SMOOTH BURNING operation is this SLIP-IN type gate designed with an adjustment to compensate for wear between gate holder and center frame. Only one of the many items illustrated in our new parts catalog.

Send for yours today. Mention name of dealer who serves you.

WENZEL PROJECTOR COMPANY  
2505 N. 5th STREET  
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Keep on investing in War Bonds

Forest Gets Green Light for Postwar Model Lamp Sales

Production of a limited quantity of postwar model Forest Projection Lamps has been announced by the Forest Manufacturing Corporation of Belleville, N. J. This company, which has been devoting its entire facilities to the manufacture of intricate technical equipment and projection lamps requiring skillful engineering and craftsmanship for the war effort, has secured WPB approval of a limited production schedule of projection lamps without interfering with continuing war production requirements. The lamps to be delivered to theatres on a first-come-first served basis are the large Universal Trim Model, with 14 inch reflector, simplified high intensity and the smaller one kilowatt model with 10% inch reflector which is reported to offer the advantage of extremely economical operation.

The Forest organization are very proud of this first postwar product to be made available through normal sales channels. The lamps are said to combine excellence of design and performance. These new Forest Projection Lamps will be marketed through regular Forest sales representatives whose names and addresses can be obtained by writing to the Forest Sales Department at the corporation's offices in Belleville.

RCA Victor Will Distribute New Westinghouse Rectifier

The RCA Victor Division will distribute to the theatre trade the new "Rectox" copper oxide rectifier developed by the Westinghouse Electric and Manufacturing Co., it was announced by Homer S. Snook, sales manager of RCA's Theatre Equipment Section.

Mr. Snook said maintenance costs on the new rectifier which includes numerous improvements will be extremely low. In operation it is said to be less expensive for its years of service than the tube type rectifier.

Westinghouse, which for some years has manufactured copper oxide stacks and other components for other manufacturers of copper oxide rectifiers, will start production on the new rectifier as soon as wartime conditions permit. In the domestic field, Mr. Snook said, RCA will distribute the rectifier through the independent RCA theatre supply dealers in leading cities throughout the United States.
THAT SERVICE MAN WANTS TO HEAR FROM YOU!

Write today and write often.

Give him a lift with a cheerful note.

Frequent letters from home, no matter how short, are better builders of morale than long, infrequent letters.

USE V-MAIL

It always goes by plane, saves precious cargo space, and is safest, surest, fastest in all weather, under all conditions and to all points.

Get V-Mail stationery at your stationers, drug, department or dime store. Obtainable free, two forms at a time, at your post office.

V ...- MAIL
MOVIETONE (Vol. 27, No. 84)—General Eisenhower given welcome home reception through London—General de Gaulle bestows highest decoration of France—Washington welcomes the General with wild reception.

PARAMOUNT (85)—Nation's capital extends the thanks of its people to General Eisenhowe in Washington's national liberation—President Truman presents an Oak Leaf Cluster to General Devers.

RKO PATHÉ (Vol. 16, No. 87)—Visors over Nazi halls in three Allied capitals; Eisenhowe bids heartfelt farewell to the people he has visited, and to the same soldiers shown to the American soldiers. He arrives in Washington by plane and is greeted by life guards.


UNIVERSAL (Vol. 18, No. 488)—At the Manhattan. Hotel in London, England, they English crowds for kindness to Americans and Churchill pays tribute—General Devers bestows upon him the highest decoration of France. The Pres. of the liberation—Washington welcomes the General as thousands shout the country's affection.

(Released Saturday, June 23)

MOVIE-TONE (Vol. 27, No. 87)—President Truman reports his views on Hopkins and Davies: Big Four Gen. agrees to come to Germany: Former Hitler's mountain hideout in Berchusagaden; General Bradley comes home to Mobery, Missouri; Airfield revealed as British military, to be used for war; Battle reports from the Philippines: Col. Johnn asks civilians tovacation at home: GI's relax in Venice: Wedding bells for air hero.

PARAMOUNT (No. 84)—President Truman announced three meeting session; Vacation advice is to stay home and speed victory; Japs yield to broadcast; Big Four Gen. agrees to come to Germany: Occasaneous and suspected war criminals are taken into investigation: Five of bombed apartment houses in Hitler's mountain retreat; GI's name movie favorites.

RKO PATHÉ (Vol. 16, No. 85)—Representatives of Big Four meet in Berlin: Hopkins, Davies report to Truman; British device鉴定 airfield fog: Secretary winGI ages; Agreement reached in Tristre; Hitler's home becomes GI mos; Col. Johnson speaks on war travel.

NEWSPAPER OF THE DAY (Vol. 16, No. 281)—Allied chief of the Central of Germany: Bad news for the P.O.'s; Triumph to heroic dead; First films of Tristre crisis; Northern Europe: General Devers in Asia and Korea; War with President Truman: War miracle revealed; Col. Johns plans to give service men right-of-way across continent: Parka families fund.

UNIVERSAL (Vol. 18, No. 407)—Big Four in Berlin; Thousands of vacationing GI's sworn over Hitler's home in Germany: Kunen: George,.hh. Hopkins and Joseph Davies to the White House: William's fog lifier; Vacation home for GI's may be moved to Pacific; Freedom in Norway; GI's enjoy sights of Venice.

ALL-AMERICAN (Vol. 3, No. 130)—First Lt. is on point system; Holy hour is conducted in Soldier Field, Chicago: Rev. Hill a candidate for Governor and Eisenhowe makes stirring address in Washington.

(Released Wednesday, June 20)

MOVIE-TONE (Vol. 27, No. 83)—President Truman reports his views on Hopkins and Davies: Big Four Gen. agrees to come to Germany: Former Hitler's mountain hideout in Berchusagaden; General Bradley comes home to Mobery, Missouri; Airfield revealed as British military, to be used for war; Battle reports from the Philippines: Col. Johnn asks civilians tovacation at home: GI's relax in Venice: Wedding bells for air hero.

PARAMOUNT (No. 84)—President Truman announced three meeting session; Vacation advice is to stay home and speed victory; Japs yield to broadcast; Big Four Gen. agrees to come to Germany: Occasaneous and suspected war criminals are taken into investigation: Five of bombed apartment houses in Hitler's mountain retreat; GI's name movie favorites.

RKO PATHÉ (Vol. 16, No. 85)—Representatives of Big Four meet in Berlin: Hopkins, Davies report to Truman; British device鉴定 airfield fog: Secretary winGI ages; Agreement reached in Tristre; Hitler's home becomes GI mos; Col. Johnson speaks on war travel.

NEWS OF THE DAY (Vol. 16, No. 281)—Allied chief of the Central of Germany: Bad news for the P.O.'s; Triumph to heroic dead; First films of Tristre crisis; Northern Europe: General Devers in Asia and Korea; War with President Truman: War miracle revealed; Col. Johns plans to give service men right-of-way across continent: Parka families fund.

UNIVERSAL (Vol. 18, No. 407)—Big Four in Berlin; Thousands of vacationing GI's sworn over Hitler's home in Germany: Kunen: George,.hh. Hopkins and Joseph Davies to the White House: William's fog lifier; Vacation home for GI's may be moved to Pacific; Freedom in Norway; GI's enjoy sights of Venice.

ALL-AMERICAN (Vol. 3, No. 130)—First Lt. is on point system; Holy hour is conducted in Soldier Field, Chicago: Rev. Hill a candidate for Governor and Eisenhowe makes stirring address in Washington.

Plan 'Breakfast' in August


RKO Signs Two Screen Writers

RKO Radio has signed Edith Sommer and Clarence Upson Young as script writers. Miss Sommer, New York radio writer, will adapt the David Tutufo story, "Dai Gentile," and Young will do the film play of "Badman's Territory."
NEW PICTURES STARTED LAST WEEK

Just when the weather becomes most unbearable, we are called upon to explain why only some pictures are started during the week. We must remember that the weather, just as long as it continues, chances are that last year's starting records will continue ahead of those of this year. The seven pictures which began rolling last week are as follows:

**COLUMBIA**

**MONORAM**
- All That Wins—Principals: Paul Francis, Paul Kelly, Addin Kruger, Director, William Nigh.

**REPUBLIC**

**UNITED ARTISTS**
- Getting Gertie's Garter—Principals: Dennis O'Keefe, Marie McDonald, Bonnie Barns, Barry Sullivan, Director, Allan A. D. WARNER BROS.
- Night and Day—Principals: Cary Grant, Alexis Smith, Jane Wyman, Monty Woolley, Director, Michael Curtiz.

**TITLE CHANGES**
- "Rusty" (Col) now FOR THE LOVE OF RUSTY.
- "Some Call It Love" (Col) now SHE WOULDN'T SAY YES.
- "For Better Or For Worse" (MGM) now JOHN AND MARY.
- "Sunbonnet Sue" (MGM) now THE GAY NINETIES.
- "Too Good To Be True" (Para) now THE TROUBLE WITH WOMEN.
- "The Most Dangerous Game" (RKO) now A GAME OF DEATH.
COLUMBIA

| SERIALS |
|-----------------|------------------|------------------|
|                | Running         | Reviewed |
| 6120 Black Arrow | 15 Chas.        |        |
| 6140 Brenda Starr, Reporter... | 15 Chas.        |        |
| 6166 Monster and the Ace... | 15 Chas.        |        |

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<td>W-706 Big Hoot of the</td>
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<td>W-710 Pinocchio's</td>
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| MINIATURES (16) |
|-----------------|------------------|------------------|
| M-200 Little White Lie | 10 Chas.        |        |
| M-201 Why Geppetto? | 10 Chas.        |        |

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<td>T-322 Wandering Here and There</td>
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| PARAMOUNT |
| CLASSICS CARTOONS (Tech.) (4) |
|-----------------|------------------|------------------|
| C-40 Mickey and | 7 Chas.        |        |
| C-41 Kite in the | 7 Chas.        |        |
| C-42 Little | 7 Chas.        |        |
| C-43 Snubbed by a | 7 Chas.        |        |

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| NOVELTIES |
|-----------------|------------------|------------------|
| P-45 A Lamb in a Zm | 9 Chas.        |        |
| P-46 A Self-Made Model | 9 Chas.        |        |
| P-43 When | 9 Chas.        |        |
| P-41 Yankee Doodle | 9 Chas.        |        |

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| POPEYE |
|-----------------|------------------|------------------|
| E-45 For Better or | 9 Chas.        |        |
| E-44 Pop-Top Ala Mode | 9 Chas.        |        |
| E-43 She-Sick | 9 Chas.        |        |
| E-42 Taps in the Big | 9 Chas.        |        |

| REPUBLIC |
|-----------------|------------------|------------------|
| I-1215 Number One | 9 Chas.        |        |
| I-1214 Number Two | 9 Chas.        |        |
| I-1213 Number Three... | 9 Chas.        |        |
| I-1212 Number Four | 9 Chas.        |        |
| I-1211 Number Five | 9 Chas.        |        |
| I-1210 Number Six | 9 Chas.        |        |

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| SPORTS |
|-----------------|------------------|------------------|
| R-4-5 Blue Winners | 9 Chas.        |        |
| R-4-4 Red and Blue | 9 Chas.        |        |
| R-4-3 Long Shots | 9 Chas.        |        |
| R-4-2 Out of | 9 Chas.        |        |
| R-4-1 Rhythm on Wheels | 9 Chas.        |        |
| R-4-7 White Rhino | 9 Chas.        |        |

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| RKO RADIO |
| DISNEY CARTOONS (16) (Tech.) |
|-----------------|------------------|------------------|
| 54110 African Diary | 7 Chas.        | 4/4/45 |
| 54107 Clock Work | 7 Chas.        | 4/4/45 |
| 54111 Donald's Crime | 7 Chas.        | 4/4/45 |
| 54105 Donald's Off Day | 7 Chas.        | 4/4/45 |
| 54104 Duck Pictures | 7 Chas.        | 4/4/45 |
| 54108 Eyes Have It | 7 Chas.        | 4/4/45 |
| 54106 First Alibi | 7 Chas.        | 4/4/45 |

EDGAR KENNEDY

| 53724 Grampy's Calendar | 8 Chas.        | 12/9/45 |
| 53723 Grampy's Calendar | 8 Chas.        | 12/9/45 |
| 53725 Grampy's Calendar | 8 Chas.        | 12/9/45 |

HEADLINER REVIEWS

| 53726 Song of the | 8 Chas.        | 12/9/45 |
| 53727 Song of the | 8 Chas.        | 12/9/45 |

LEON EROLH

| 53729 Birthday Show | Average | 12/9/45 |
| 53728 Let's Go Shopping | 12/9/45 |
| 53727 Triangle Trouble | 12/9/45 |

| SPORTS |
|-----------------|------------------|------------------|
| 54347 Winter Sports | 8 Chas.        | 12/9/45 |
| 54346 Winter Sports | 8 Chas.        | 12/9/45 |
| 54345 Winter Sports | 8 Chas.        | 12/9/45 |
| 54344 Winter Sports | 8 Chas.        | 12/9/45 |

THIS IS AMERICA

| 53724 Battle of Good and Evil | 12 Chas.        | 12/9/45 |
| 53723 Big Head | 12 Chas.        | 12/9/45 |
| 53722 Inventor (Tech.) | 12 Chas.        | 12/9/45 |
| 53721 In the News (Tech.) | 12 Chas.        | 12/9/45 |

REPUBLIC

| Federal Operator 99 | 12 Chas.        | 12/9/45 |
| 53720 Main Street | 12 Chas.        | 12/9/45 |
| 53721 Main Street | 12 Chas.        | 12/9/45 |
| 53720 Main Street | 12 Chas.        | 12/9/45 |
DON'T WAIT!

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SOUND and PROJECTION EQUIPMENT

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DIRECT FROM FIVE GREAT WEEKS AT THE CAPITOL, N. Y.

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TOMMY DORSEY

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NO. 1
"For extra playing time!"
—SHOWMEN'S TRADE REVIEW

NO. 2
"It's a sleeper!"
—VARIETY

M-G-M's THRILLER!

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Darling of society!
Cruel love-killer!

SHE LIVED TWO
AMAZING LIVES!

AN EXPLOITATION NATURAL!

With PHYLLIS THAXTER, sweetheart of "30 Seconds Over Tokyo" • Edmund Gwenn • Henry H. Daniels, Jr. • Horace McNally • Minor Watson • Adapted for the Screen by Arch Oboler; from his original story "Alter Ego"
Directed by Arch Oboler • Produced by Jerry Bresler
An M-G-M Picture

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"For all types of audiences!"
—THE EXHIBITOR

M-G-M's BOMBSHELL!

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Flaming youth has its fling!

A SUMMER SHOW FOR SHOWMEN!

With Preston Foster • Gail Patrick • and presenting
THE WILDE TWINS (Lee and Lyn) • Richard Gaines • Jean Porter • Marshall Thompson • Jimmy Lydon • Gloria Hope • Ethel Smith at the Organ • Screen Play by Ethel Hill • Based on a Story by Mort Lraus and Michel Kraike • Directed by Harry Beaumont • Produced by Arthur L. Field • An M-G-M Picture

With all your might! Mighty War Loan!
One of the fastest solid-bookings in advance ever chalked up on a Warners' pic has just resulted on "Conflict," which goes into general release June 30.

Picture was tradeshown Monday and within 24 hours every print had been booked for the week of release, with the majority of openings scheduled over the July 4 holiday.

The Humphrey Bogart starrer also will have about 50 pre-release openings, including the New York Strand starting this Friday.
“Conflict” Second Week
Another 30-Year Record

Second week for Warner’s “Conflict” at the New York Strand, like the first week sets another 30-year record. Business up to the fifth day of the second stanza of Bogart’s latest not only topped every previous second week, but also is reported several thousand dollars ahead of any other first week with the exception of “Conflict” itself.
Such Lovely Reviews to Come Home To!

“Should bring ducats to the boxoffice... all the elements of acting, direction and pace are combined skilfully so that appetizing entertainment results. Andrew Stone deserves applause in his dual role of producer-director!”

— Hollywood Reporter

“Well-contrived, streamlined comedy... okay boxoffice!”

— Variety

“There are a thousand laughs in ‘Bedside Manner’... it’s the Treat of the Week!”

— Hedda Hopper

“Trim package of up-to-the-minute entertainment! Well-constructed comedy-drama right down the popular alley and should hit a nice stride at the boxoffice!”

— Daily Variety

“Picture of the Week!”

— Jimmy Fidler

“A comedy that will entertain all with its dialogue and unusual situations!”

— Showmen’s Trade Review

ANDREW STONE presents

“BEDSIDE MANNER”

starring JOHN CARROLL and RUTH HUSSEY

with CHARLES RUGGLES and ANN RUTHERFORD

Esther Dale - Grant Mitchell - Frank Jenks
From the Saturday Evening Post story by Robert Carson
Screenplay by FREDERICK JACKSON and MALCOLM STUART BOYLAN
Directed by Andrew Stone - Released thru UNITED ARTISTS
CONGRATULATION DEPT.: High praise is due the theatremen of our industry for the magnificent job they turned in for the Showmen’s Seventh War Loan. While making full acknowledgment of the job done by all the other branches of the industry the biggest load was on the shoulders of the exhibition branch and how well they discharged their responsibility and made good their pledges is best set forth by the net results which at this writing are nothing short of phenomenal. We are proud of every one of them.

HORN-OF-PLenty DEPT.: Some thirty-odd readers of STR responded to our recent editorial comment on the rapid-returning foreign revenue by calling attention to the additional shekels that will roll in to the distributors from the vast store of pictures completed during the time that most of the foreign market was extinct and now can be distributed to that market for practically peanuts since the original costs were more than returned by the domestic market. To these alert readers we can only say that this situation makes our original suggestion even more emphatic. So we add a new thought: Why not a “dividends” to all domestic customers from the gravy these completed pictures will bring to various companies from foreign markets? Sound fantastic? Sure it is, but give us three reasons why the suggestion isn’t a good one!

GOOD PICTURE DEPT.: Add to the already impressive list of outstanding pictures “Rhapsody in Blue,” from the Brothers Warner. Maybe we’re just suckers for this kind of nostalgia or else our first impressions were bulls-eye correct. Whichever way you look at it, they have a doggoned swell hunk of screen entertainment done exceptionally well and packed with loads of audience appeal. It will pack equally dynamic box-office appeal wherever it is intelligently sold and even lacking that valuable ingredient the word-of-mouth will send back two customers where one only bloomed before. You need not harbor any regrets about going overboard to sell this one.

J. A. RANK DEPT.: Either J. Arthur, or his goodwill department is getting a bit out of line or else the atmosphere of these good old United States has inspired Rank to make some fancy statements of things to come ... from Rank. It’s been rather tough to figure out just what all the shooting is about anyway. Rank, apparently, wants British product to get deserved playing time in this country. Okay. Just make good pictures; the kind the American movie fan will accept, and you don’t have to work up a lot of excitement to get playing time.

GOODWILL DEPT.: None will deny that the modest, though capably handled affairs, of the motion picture industry at the San Francisco conference, made a decided impression on the representatives of the many governments attending that historic meeting. As reported by the industry’s own delegation in the persons of Howard Dietz, Claude Lee, Glen Allhine, Frank Rosenberg and Claude Collins, the veil of quietness that cloaked what was going on, was lifted just far enough for the trade press representatives to hear and admire the dignified manner in which these industry diplomats discharged their responsibilities. It may well be classed as our contribution to peace just as effectively as was, and is, our contribution to winning the war.

MODERNIZATION DEPT.: Interest and activity runs high among equipment dealers and manufacturers over the stepping up of inquiries from large and small theatres everywhere on elaborate plans for remodeling, purchasing of new equipment, adding of air conditioning plants, new marquees and signs; re-carpeting, re-seating, etc., etc. Our own equipment section has been flooded by mail asking pertinent questions all pointing in the same direction. From all indications the boom at the box-office is about to keep company with the boom in the equipment field. And in the same breath we wouldn’t dare bring in the subject of new theatre construction because that alone will top everything else when the restrictions are lifted and materials are available again.

PLANNING DEPT.: No comment regarding equipment or modernization would be proper without the added word of caution to the less experienced theatremen who expect to go into expensive remodeling or new construction. If those so minded will listen to the advice of one who has gone through the mill, they will proceed slowly and with great caution in making their plans. Fortunately for the theatremen of today, there are available, in most cases gratis, the engineering services of several important organizations who will cheerfully offer suggestions and check your new plans with a view to helping you avoid the expensive pitfalls that result from improperly drawn building or remodeling plans. By catching some of the mistakes before they reach the actual construction stage you will not only save money but also avoid plenty of grief.

—“CHICK” LEWIS
Must Show Books
On Percentage Films

Opening of their books and records for in-
inspections, major companies became
mandatory this week for Morris Roth and 26
other exhibitors in the Pittsburgh area when
the United States Circuit Court of Appeals for
the third district reversed the appeal
brought by the 27 exhibitor plaintiffs from the Pitts-
burgh Federal Court's order in the Roth case
granting the major companies the right to
inspect the records of 41 theatres as to receipts
derived on percentage pictures.

Roth and the other 26 theatre operators had
brought action to restrain the eight companies
from demanding inspection of theatre records and
from proceeding with the cases brought by
each of the major companies against the Arcade
and Colonial theatres in Pittsburgh, or starting
new cases similar to them. More than 140 coun-
ter-claims were interposed by the distributors
in the Roth case, against the 27 exhibitor plaintiffs
for actual and punitive damages arising
from alleged fraudulent percentage returns.

When they moved to inspect the records of
the 41 theatres in the appeal derived, Galen
appealed to the 27 exhibitor plaintiffs for actual and punitive damages arising
from alleged fraudulent percentage returns.

Variety Clubs Defer Annual Meet
Because of Transportation Block

The Variety Clubs of America's 10th na-
tional business meeting, scheduled from August
16 to 18 in New York, has been indefinitely
postponed due to the impending transportation bottleneck starting August 1, it has been jointly announced by R. J. O'Donnell, national chief
barker and John H. Harris, Big Boss. It was
told that the clubs best cooperate with the Government by not attending the meeting, although
it has been planned to limit attendance.

The meeting may be held late in the fall, although a transportation block is expected,
no attempt will be made to set a date. A
decision regarding the Humanitarian Award,
which had been scheduled for August 17, will be announced by the national committee
can discuss the issue.

Washington Variety Club's Golf
Tournament Set for August 10

The Washington Variety Club has completed arrangements for its Annual Golf Tournament and Dinner, once at the Manon Club, August 10. Exhibitors, distributor representatives and
other guests will attend. Trophies and prizes
will be presented to golfers and their ladies.

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Carr Answers Borzage

Taking issue with Frank Borzage's thesis that foreign nations are look-
ing to the U. S. for industrial
tries for guidance, Trem Carr, Mono-
gram executive director, has forwarded
a letter to Borzage answering the lat-
ter's recent communication to the
MPPDA. Carr comments that the
industry should look for "that guidance in the hands of the State Department
and we in the motion picture business follow
their recommendations, rather than any pattern for guidance." Referring
to "Dillinger," which Borzage
apparently referred to as "a highly public-
ized gangster film," Carr expressed
the belief that the film is proving ef-
fective in awakening the public to the
increase in crime that is anticipated after the war.

French Would Increase Films in World Market

There is no question but that the French are
going to make a determined effort in the field of
films to accomplish a bigger
piece of the world film market than they had
before the war. It was de-
nounced by Nell Agnew, vice-president and general
sales manager of Lang-
guard Films, in a trade
press conference this week upon his return from a
personal tour of France and England.

What form contemplated
restrictions will take to achieve
this end cannot be predicted now, he said,
but there is talk among
French film circles that one third foreign product to about
thirds France-made films is a basis on
which cooperation will be
formed.

The overall picture in England is much
brighter, Agnew said, with several American
pictures showing strong sales. He
ially recording business is expected in London as
American troops leave, but reconstruction plans will keep well-paying jobs available for
at least five years at high wages
thus striking a level of healthy business ex-
pected to be maintained indefinitely.

Film quotas on the continent will require hand-picking of American product for exhibition there, at least temporarily, with no flood of pictures from any
country permitted to engulf the French or other markets.

The old quota basis for American films in England is "one of the window." Agnew continued. The Brit-
ish will insist on good pictures produced in England
measured by a formula that probably will be based on the
dollars spent on production over the "dollars a
yard" picture basis heretofore in use.

"John L. Premiere Set

"The Great John L.," Bing Crosby's first produ-
tion for United Artists, will have its New
York premiere July 7 at the Gotham.

Gary Cooper

(The Man on the Cover)

Who makes his debut as a producer with International's "John L.," Bing Crosby's radio release which had a series of premieres last week in Texas and Oklahoma. No "drug
" store cowboy, Mr. Cooper rode and punched cows on his father's farm, but he started
of Los Angeles where his failure as a newspaper cartoonist got him his first real
in films in 1926 when Samuel Goldwyn
selected him for an important part in the "Winning of Barbara Worth." The succession of
hit pictures that followed included
"Wings," "Mr. Deed Goes to Town," "Meet
John Doe," "Sergeant York" and others. With
his initial production of "Along Came Jones," a story of general appeal ideally suited to his
wholesome, outdoor personality, Gary Cooper,
ally a credit to the screen as a star, is a
welcome addition to the star-producer ranks.

SHOWMEN'S TRADE REVIEW

July 10 and Trade Mark Registered U. S. Patent Office
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Theatres $1,500,000,000
In 7th Breaks Record

The motion picture industry has raised approximately one and one billion dollars for the Seventh War Loan drive, with a grand total of 5124 bond premiers, 1913 children's matinees and 10,976 Free Movie Days, figures one week before the official closing of the drive disclose. All these figures are records for the industry, surpassing those of any other drive. A total of nine states reporting the week to the industry's War Activities Committee showed sales of $109,253,028 during the week. States include Wisconsin, New York, Washington, Wyoming, California, District of Columbia, Georgia, Oregon and Connecticut.

As of press time, available figures show that approximately 75 per cent of the $4 billion E bond goal in the nation has been reached, with total sales of $3,017,000,000. Since the accounting period runs to July 7, it is probable that most, if not all the total, will be reached by that time. Total sales in all categories are now the highest of any drive. At press time sales of $21,176,000,000 were reported against a total of $21,621,000,000 in the Sixth drive. Since figures are jumping more than half a billion daily, the total will shortly have passed the Sixth.

Sees Much Revenue
In European Market

"A free and clear world market unhampered by individual governmental restrictions will enable United States distributors to secure much revenue from Europe than was possible in the premiers immediately preceding the war," Morris Goodman, Republic's foreign head here, said this week at a trade press interview.

Goodman recently returned to America from 10 weeks in England, France, Portugal and Spain where he set plans for Republic distribution and made the necessary contracts to open a world market when he deems the time ripe.

Grainger Heads Republic Foreign
In Personnel Exchange Move

Republic's world-wide sales and distribution will be coordinated under James R. Grainger, president and general sales manager, it has been announced by H. E. Oates, chairman of the board. The reason behind the move is to permit a freer exchange of sales, distribution ideas and personnel between the domestic and foreign markets.

Grainger thus will become head of Republic International and all Republic companies in Central and South America. An exchange of personnel between domestic and foreign fields will be part of the new set-up. Grainger will leave in August for a tour of the Central and South American capitals. Representatives of the convention will be held as soon as conditions are feasible.

PRC Buys New England Exchanges

PRC has acquired the New England territory including the Boston and New Haven exchanges, with Harry Goldman and Harry Gibbs retained as managers. The company now owns its own exchanges in Cincinnati, Cleveland, Dallas, Detroit, Los Angeles, New York, Omaha, Philadelphia and Pittsburgh, as well as Boston and New Haven.

Gamble Lauds Industry

Ted R. Gamble, National Director of the War Finance Division of the Treasury, in a broadcast nationally this week over the American (Blue) network, praised the industry's participation in the Seventh War Loan drive. Among facts he cited were that 7000 theatres are issuing agents for the bond drive. And second, 5000 premiers and 11,000 theatres had a Free Movie Day for bond purchasers. He requested that 2000 to 2500 in 100 bond quota over the top.

Producer Percentage
Deals Seen by Lasky

A prediction that within the next 10 years the majority of important producers, directors and stars will be making percentage deals with the major companies on each film in which they are involved was advanced by Jesse L. Lasky this week at a trade press interview. "Any studio refusing to make a deal on this basis," he said, "I won't deal with it."

Lasky, who has a deal of this nature with RKO on a picture-to-picture basis, declared that the Society of Independent Producers will play an important role in ensuring this. He pointed out that important producers in the postwar, and that most independents will own their own studios after the conclusion of the fighting. He praised the abilities of Donald Nelson, new president of SIMPP, and said that Nelson's constructive thinking would do much to aid SIMPP's members. His second for RKO, which will be started after the first of the year, will either be a musical, for which he is currently negotiating, or a story he found in Boston entitled, "The Man Who Couldn't Lose." Lasky said he anticipates a gross of $5 million on "Thanks, God."

Industry Cited for Role at Conference

Operation of the United Nations Theatre at the San Francisco Security Conference without the injection of ballyhoo, fanfare or press agency was worth for the American motion picture industry the plaudits of a dozen committee leaders of the United Nations and created invaluable goodwill, it was revealed Monday at a luncheon at the New York Athletic Club when members of the operating and planning committees—Howard Dietz, chairman of the planning committee; Claude Lee, chairman of the operating committee; Frankond Almany, chairman of both committees, and Claude Collins, in charge of the newsreel crew—reviewed for the industry press the activities of the conference. Frank Rosenburg presided.

Scores of letters written by United Nations leaders to Lee reflected their appreciation of the services rendered by both the United Nations Theatre, housed for the occasion in Fox War Coast's Alcazar Theatre, and the Conference. Lee in his post-conference studio interview. "I should like to express to you and through you to the motion picture industry my appreciation of your contributions which the people throughout the world learned of at the Conference. Not only was the industry most cooperative in helping to maintain a serious tone, but also in the very real service rendered by providing the United Nations Theatre as well as the J. H. J. Theatre, the latter company. I feel sure that these contributions by the motion picture industry have added materially to the success of our efforts as a host nation."

Problems facing the committee in operating the theatre were related by Glen Allison, who said that the dignity with which the programs were presented, the careful selection of the pictures to be shown and the avoidance of ballyhoo and festivities placed the American motion picture industry in an enviable position among all industries.

The documentary theatre elicited much praise from various governments who were permitted to show their own documentaries there. A gesture that won acclaim was the presentation to each nation's leaders of a leather gift packaging the viewing film footage of newsreel shots of individual delegations.

Charles Soeurs, Fox West Coast Theatres president, was cited for his leadership in securing the Alcazar as the United Nations Theatre and for bearing the expense of its operation.

Erno Rapee Dies at 55

Erno Rapee, 55, Hungarian born musical director of the Radio City Music Hall since the theatre opened in 1932, died here this week of a heart attack.
BARKERS TO BACK THE GOBS. Members of the Houston branch of the Variety Club of Texas are sponsoring a new ship with plenty of fire power which the U. S. Navy launched recently. At left above is Chief Barker Jack Grove of the Houston Club with Lt. (j.g.) R. W. Eticker, USNR, commanding the ship. At right, Jack Jackson and members of the crew during the party aboard.

Houston Variety Club Unit Sponsors Fighting Ship That Means No Good to Hiroto's Boys

By JACK JACKSON

Chalk up another “first” for Texas. The Houston branch of the Variety Club of Texas was jerked out of its state of complacency—born of meritorious accomplishment in the local, state and national order of the very first LSMR (that means Landing Ship Medium Rocket) to you fresh-water guys) ever constructed in the United States. The avowed purpose of the Variety Crew is to personally see that the home fires are kept burning in Tokyo and to make sure that Tojo, Hiroto, et al, get box seats to witness the most spectacular, super-colossal display of Navy pyrotechnics ever released from one ship flying the stars and stripes—and that means any ship派去。

Maybe I forgot to mention that this floating hope-chest of devastating destruction heads for Tokyo at a speed of (deleted) and is scheduled to put on periodic performances whenever and wherever a Jap audience is in evidence or in prospect. It has (censored) rocket firing facilities that will match the fire of (I can’t tell you) boats of larger size. It has (that’s secret too) in the way of deck armament and storage space for (you guess) tons of ammunition of a new and cantankerous nature that is especially designed to speed the hari-kiri epidemic and add materially to the profits of the obituary columns of Japanese newspapers. In short, this stuff is Jap poison and the writer has already received priority for two eye-droppers with which to rid the vermin from a dozen or more theatres after the war.

The Houston Variety Club didn’t want their fighting emissaries to be lonesome on the trip over, so they outfitted the boat with a 16-mm. projector and several films to amuse on quiet evenings. Then, feeling that some sort of a celebration was in order, each fireworks display, and to give their crew a little divertissement, they provided a revolving welfare fund to be used exclusively for “Fun.” And, not wanting any Variety representatives to be nipping Nips in baggy trousers or wrinkled shirts, they arranged for one of the latest model ironing machines to be put in the ship’s laundry.

Grove and some of his bunch, together with this writer, visited the ship while it was fencing. It was an exciting brand new with none of the paint rubbed off. But boy, was it noisy? And did it have many, many winding passages and stair cases? I got lost every time the fellow about me changed. And while I managed to control myself, I wanted so badly to yell for help as I was afraid to touch anything for fear it had Tojo’s address on the other side and might go off in my face.

A whole gob of gobs had their pictures taken with Chief Barker Grove and others and we had a swell time looking over the various quarters there were to house the Variety-sponsored crew on its trip to Japan. They had ping pong tables, games of many varieties, all kinds of magazines and food—Mister, am I still drooling? And nobody said anything about points either.

Tojo is not going to like it and a lot of Japs are “just going to die” when they meet the Variety Crew of the United States Navy’s LSMR number (I can’t tell you that either). But the Variety Clubs of America are all going to swell their chests a trifle more and feel a little better because of the honor of sponsoring the crew of a ship designed to bring the war to a quicker ending.

MGM Tradeshowing 2 July 10

“Anchors Aweigh” and “Her Highness and the Bellboy” have been set by MGM for trade-showings on July 10. “Anchors” will be screened in New York and Los Angeles only that day.

‘Decision’ in 9th Week

With MGM’s “The Valley of Decision” going into its ninth week this Thursday (28) at Radio City Music Hall, more than 1,190,000 people have seen the Greer Garson-Gregory Peck starrer during its first eight weeks at the large New York house, according to an MGM management. Only “Random Harvest” and “Mrs. Miniver,” both starring Miss Garson, have topped the “Valley of Decision” run, those films playing eleven and ten weeks respectively.

Mortgage Debt Ended By Warner Bank Loan

A 10-year bank loan for $37 million payable in 20 equal semi-annual installments ending May 1, 1955 has been made by Warner Bros., with the proceeds together with treasury cash being used to pay the $17 million seven-year bank loan previously announced and about $21 million, principal amount of mortgage indebtedness of the company and its subsidiaries, it has been announced by Harry Warner, president. As a result of this financing, substantially all the properties of Warners in the U.S. will be free and clear of mortgage debt.

Interest will be payable at two per cent yearly to Nov. 1, 1952 and thereafter at two and one-half per cent. Participating banks include the New York Trust Co.; Guaranty Trust of N. Y.; First National, Boston; Continental Illinois National Bank and Trust Co., Chicago; Union Trust Co., Pittsburgh; Pennsylvania Co. for Insurance on Lives and Granting Annuities, Philadelphia; Bankers Trust Co. New York; National City Bank, Cleveland, and First National, Minneapolis.

The net operating profit of the company and its subsidiaries for the six months ended Feb. 24, 1945 was $4,605,088 after provision of $8,200,000 for Federal income taxes and $170,000 for contingencies, or an annual rate of $9,421,125 profit after $9,110,000 for Federal income taxes and $825,000 for unrealized losses on fixed assets in the preceding year. The 1945 profit is equivalent to $1.24 a share on the 7,607,000 shares of common outstanding against 94 cents last year. Current assets amount to mortgage indebtedness of $69,628,010 last year. Current assets, including cash of $13,884,562, amount to $63,564,806 with current liabilities being $30,531,880.

Warner Figures Reveal Industry Production Cost Rise of 15%

An industry production cost increase of approximately 15 per cent is indicated in the latest Warners’ consolidated balance sheet, which shows that the 19 pictures being released this year cost about $4 million more than the same number released in 1944. An all-time high inventory for Warners of $44,711,814, or nearly $10 million above a year ago, and new industry standards of $125 million are used along with the figures for the year.

Unreleased but completed pictures are being carried at $25,451,796 against $18,458,023 last year. The films carry against the cost a loss of $8,466,406 remaining to be amortized as against $6,081,579 last year. Store properties show a figure of $3,839,050 against $2,629,442 a year ago.

Rank Meets Industry Elite at Hollywood Receptions, Luncheons

J. Arthur Rank’s Hollywood reception this week followed those which the British film magnate has been receiving in the key cities he has visited. The elite of the film world turned out to greet the producer, who met over 400 industry members at a party in his honor given by Nate J. Blumberg, Universal president. Besides visiting with David O. Selznick, Samuel Goldwyn, Louis B. Mayer and others he was guest at a SIMPP luncheon.

Rank reiterated the statements he made here and in Canada about the need for reciprocity between the English and American film industries, and again outlined his plans for distribution of British product here.

Gould in Stockholm

Walter Gould, United Artists foreign manager, has arrived in Stockholm following a trip to company offices in London and Paris. Emanuel Silverstone, special home office foreign representative, remained in Paris to study French distribution facilities.
IT'S DYNAMITE
SET TO MUSIC!
GEORGE RAFT • JOAN BENNETT • VIVIAN BLAINE
PEGGY ANN GARNER in “NOB HILL” with Alan “Falstaff
Openshaw” Reed • B. S. Pully • Emil Coleman • Edgar
Barrier • Directed by HENRY HATHAWAY • Produced
by ANDRE DAVEN • In TECHNICOLOR • Screen Play by
Wanda Tuchock and Norman Reilly Raine • From a story
by Eleanore Griffen • Music and Lyrics by Jimmy McHugh
and Harold Adamson • Dances Staged by Nick Castle

Directed by
HENRY HATHAWAY
Screen Play by Wanda Tuchock an,
VIVIAN BLAIN
—Cherry Blonde tigress at bay!

THE ACTION'S TOUGH!
THE LOVE IS ROUGH!

ALAN REED
Falstaff Openshaw

of the Fred Allen show!

Produced by
ANDRE DAVEN

in
TECHNICOLOR

Norman Reilly Raine
The Biggest Figure in the Technicolor Spotlight!

WHERE DO WE GO FROM HERE?

Nob Hill

Diamond Horseshoe

The Dolly Sisters

Wilson

State Fair

Darryl F. Zanuck's
Rodgers and Hammerstein's
Billy Rose's

in Technicolor

in Technicolor

in Technicolor

in Technicolor
Watch Public Pulse, Urges Major Warner

A three-day meeting of Warner Bros. district managers, supervised by Ben Kalmsen, general sales manager, was held this week at the home office. Territorial sales executives attending included Norman Ayers, Robert Smelzer, Ralph McCoy, Henry Herbst, Harry Seed, Charles Rieh, Hail Walah, Doak Roberts, and Haskell Masters.

Speaking at Wednesday’s session, Major Albert Warner urged the company’s district managers and field public relations staff to give greater attention not only to maintaining good relations with customers but also to cooperate along the lines of general public service. The process of reconversion from war to peacetime economy, Warner said, would be bound to upset a lot of communities, necessitating a good deal of shifting in population and perhaps even bringing about changes in the kind of entertainment the people want and need. “It’s up to you men in the field,” he told the gathering, “to watch these trends and cooperate with people in keeping a finger on the public’s pulse, so that the studio can be guided accordingly.”

A series of conferences for the Warner field executives were conducted concurrently by Mort Blumenstock, eastern director of advertising and publicity, with attendance including headquarters staff in the field and staff of Ted, George Fishman, Art Moger, Glenn Iretin, George Wood, Lucia Perrigo, Stanton Kramer, Frank Bruner, Don Walker, Herbert Flexman, Allen Kohn, Ira Epstein, G. D. Woodward, Richard Stephens, Ed Benjamin, Franklin Fisher, I. Q. Gross and Dan Karsch.

Charles Einfeld, vice-president in charge of advertising, addressed sessions of both the district managers and the exploiters.

Home office executives participating in the meeting concluded that Kalmsen included Joseph Bernard, Samuel Schneider, Blumenstock, Arthur Sachson, Roy Hafmen, the Lansing Room, the RKO’s, George M. Moros, Howard Levinson, Bernard Goodman, Stanley Hacht and others.

Following Tuesday’s business agenda, the district and field groups attended the press preview of “Rhapsody in Blue” at the Hollywood Theatre.

Jack Osserman Appointed RKO’s New Latin American Supervisor

Jack Osserman, former RKO Brazilian manager, has been appointed general Latin American supervisor. A native of Rio, he has been announced by Phil Reisman, RKO vice-president and foreign manager. Rene Beja has been appointed to succeed Osserman as Brazil’s manager.

Osserman, now on the Coast, will assume his new duties in August, with Cuba the first country to be followed by Mexico, Central America and the West Coast of South America.

Horace Works

A “Gold Book of Honor,” inscribed with the names of all employees who actively participated in the 7th War Loan Campaign, will be presented to the Secretary of Treasury Henry Morgenthau, Jr., in Washington, by Irving Lesser, General Chairman New York Motion Picture War Activities. It will be presented at the conclusion of the 7th War Loan Drive.

This “Gold Book of Honor,” a handbound volume three feet high and two feet wide, will be presented to Mr. Morgenthau of the Treasury Department on behalf of the motion picture industry in appreciation of “his outstanding service for the cause of Democracy.”

Mr. Muggs Rides Again

Monogram

Drama 64 mins.

AUDIENCE SLANT: (Family) There is more drama and less of the customary East Side Kids by-play in this film; but that’s enough to satisfy the regular customers. Mr. Muggs is the big OFFICE star, if not actually in its customary spot as a supporting feature.

Cast: Leo Gorcey, Huntz Hall, Billy Benedict, Nancy Darragh, and Harry Shannon.

Plot: Leo Gorcey is framed by a crooked gambler and barred from the track. This same gambler tries to get a prize racer belonging to a couple of anti-socials. Gorcey, being a man of principle, exposes the man in time for the woman’s horse to run, with Gorcey as the jockey.

Comment: Followers of this series, who have seen the East Side Kids in all sorts of screwy situations, are due for a surprise, for the kids go dramatic. This doesn’t mean that they can’t carry off their raccoon antics and their intimitate style of conversation; but it does mean that those patrons who like to see the old boys, may find this film a little less to their liking than any of its predecessors, for there isn’t the customary amount of by-play between them. Leo Gorcey does the same old job as Muggs, Huntz Hall, as Glammy, and Billy Benedict as Skinny, are also in for their usual inimitable parts. Directed by David Howard.

Rhapsody in Blue

Warner Bros. 139 mins.

Biography With Music

AUDIENCE SLANT: (Family) The story of George Gershwin’s intense life, his music and hisragtimes, tells a story for all kinds of audiences. Music lovers will be enthralled.

BOX-OFFICE SLANT: A stellar cast, beautiful music and an interesting story well produced, directed, and acted should add up to a top box-office success.


Plot: George Gershwin (Robert Alda) and his brother Ira (Joel McCrea) for a song-writing team, following George’s success as a musical comedy writer of songs. George’s unbounded energy and his genius for music prevents his reciprocation of Joan Leslie’s love for him. He believes he is in love with Alexis Smith, dilettante sculptress, but she recognizes that his first love is in his music, so she returns to Paris with whom she first met. George tours the country in concert work, but his health begins to fail him—his fingers cease to perform brilliantly. He and Joan Leslie plan to marry at the concert’s conclusion but George dies before the marriage can take place. The concluding scene shows a George Gershwin Memorial Café, played by Paul Whiteman and his orchestra with Oscar Levant at the piano.

Comment: Discussion of a biographical motion picture, even one as fine as George Gershwin’s, contemporary music is familiar to millions, is fatigued without an intimate knowledge of the subject’s life. Suffice it to say, however, that Warner Brothers have presented an impressive motion picture with Jules Lasky’s careful, opulent production and Irving Rapper’s sensitive, deft direction.

Robert Alda as Gershwin gives a convincing, thorough interpretation of the quiet, modest composer whose driving, intense, never-satisfied nature urges him to work hard at his music all of his regrettably short life. Joan Leslie as a musical comedy star and Alexis Smith as a dilettante sculptress, both in love with Gershwin, are tops. Albert Basserman as Gershwin’s mentor gives one of the best performances of his long career and Oscar Levant plays himself with evidently huge enjoyment. Paul Whiteman, Al Jolson and George White play themselves and Hazel Scott is seen as herself but apparently interprets the famous Josephine Baker, erstwhile cafe favorite of Paris. Gershwin’s music, played lavishly in this picture, is so well known and beloved by millions that comment is superfluous. His Rhapsody in Blue is played twice, once fully, while the Concerto in F and An American in Paris and parts of Porgy and Bess are performed with distinction by Whiteman, Levant and others. Although the picture seems to be going the way of the overlong, it is a satisfying, entertaining musical treat, which should please everyone and will enthrall music lovers. The entertainment campaign already is in full swing and local versions will be more or less duplicates, according to individual theatre situations. Should do well everywhere.

Altec Loudspeaker Equipment to Be Shipped Early in October

Shipment of Altec’s new line of theatre loudspeaker equipment is expected to take place on or about Oct. 2, it has been announced by A. A. Ward, vice-president of Altec Lansing Corp.

The equipment, claimed to surpass anything of its kind, will be available to manufacturers for incorporating in their complete theatre sound systems, and also for step-by-step modernization through appointed dealers.

‘Nights’ Premiere July 11

Columbia’s “A Thousand and One Nights” will have its New York premiere at the Criterion, July 11.

Legion of Decency Ratings

(Suitable For Younger Patrons)

suitable for general patronage

The Beautiful Cheat

An Angel Comes to Brooklyn

Johnny Angel

Mama Loves Papa

Girls of the Big House

Why Girls Leave Home

Suitable for Adults Only

Jealousy

REVIEW

Mr. Muggs Rides Again

The Box-Office Slant

Rhapsody in Blue

The Beautiful Cheat

Mama Loves Papa

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REVIEW
AT 'RHAPSODY IN BLUE' PRESS PREVIEW. Press preview of Warners' "Rhapsody in Blue" held Tuesday evening at the Hollywood Theatre in New York was attended by a galaxy of celebrities from the theatrical world, society, business and the military services. In the photos above are (L-R) Major Albert Warner and Mort Blumenstock; John Benas, film buyer for Skouras Theatres, talking over Motorola's Handie-Talkie; Harold Mirisch of RKO Theatres and Clarence Eisenman of Warners. Regular run of the picture started on Wednesday.

Unique Campaign of 'Firsts' Ushers in 'Rhapsody' Premiere

Attended by a galaxy of celebrities from the theatrical world, society, business and the military services and marked by an advance campaign unparalleled not only for its diversity and extensiveness of coverage, but also for the number of "firsts" established in the way of showmanship tieups, the press preview of Warners' "Rhapsody in Blue" was held at the Hollywood Theatre Tuesday evening, followed by the premiere of the George Gershwin biographical musical on Wednesday.

Notables who accepted invitations for the preview included Judge Jonah Goldstein, Andre Kostelanetz, Lily Pons, Dorothy Caruso, Oscar Hammerstein II, George Abbott, Mike Todd, Oscar Serlin, Judy Garland, Phil Baker, Mr. and Mrs. Bernard Gimbel, Jules Glaenzner, Gladys Swarthout, Major Frank Chapman, Sol Hurok, Arthur Kober, Harry James, Herbert Bayard Swope, Col. Serge Obhensky, Alfred de Llague, Mr. and Mrs. William Rhinelander Stewart, Henry Bernstein, Mrs. Mary Duke Biddle, Harry Richman, Thuya Samter Winslow, Mr. and Mrs. Cornelius Dresselluys, Milton Berle and others.

Warner officials on hand included Major Albert Warner, Charles Einfeld, Samuel Schneider, Joseph Bernhard, Ben Kalmenson, Mort Blumenstock, Arthur Sachson, Roy Haines, Jules Lapidus, Harry Goldberg, Norman Moray, Mike Dold, Ed Hinchy, Jacob Wilk, Larry Golub and others.

The campaign preceding the press preview and world premiere was successfully staged by Warners' New York advertising, exploitation, special events and publicity forces under Blumenstock's direction.

Zeb Eptin, managing director of the New York Strand and Hollywood theatres, in honor of the importance of the Gershwin film, turned over the Strand's big electric sign to "Rhapsody" three weeks in advance of the opening and will continue to carry that billing for the run of the picture. This is the first time the Strand sign, facing Longacre Square, has not been devoted to that theatre's own attraction. With two other Broadway signs—the special creation atop the Hollywood marquee and the enormous painted sign on top of the building at 729 Seventh Ave. looking down into Times Square also heralding "Rhapsody," the Gershwin film becomes the first to dominate the Main Stem with three simultaneous signs.

Other highlights of the "Rhapsody" campaign, exclusive of more than 50 national tieups not scheduled to go into effect until the picture's general release early next fall include George Gershwin Jubilee Week, Junior Gershwin Week, a large number of advance radio breaks, most extensive window coverage ever obtained by a film, Times Square War Bond Auction, Saks-Fifth Avenue-Gershwin concert, library and other exhibits, posting of 35 bulletin boards in RCA building, Muzak plugs, poster contest, Hotel Roosevelt brochure distributed to guests (Gershwin gave his first jazz concert in the Grill), a large number of special ads in New York newspapers, approximately 60 spot radio announcements daily and a "Rhapsody" educational brochure which was distributed at the press preview.

Speaking as a special guest from the U. S. Army, wounded war vet Sgt. Wallace Mahanya, Purple Heart wearer, told the preview audience that the soldiers at the front were grateful for the Hollywood pictures being sent them before they are shown here.

Store-Windows Record

First time a big department store has devoted all its display windows to a motion picture took place this week when Saks-34th Street turned over every one of its 11 windows to Warners' "Rhapsody in Blue." The windows face 34th Street and Herald Square, one of the busiest traffic thoroughfares in the Country. Background of all the windows are the "Rhapsody" two-sheets that are part of the advertising accessories prepared by Warners on the George Gershwin film.

8307 Cincinnatians In Contest on Store Film

A six-day contest in cooperation with 30,000 watt radio station WCKY, Cincinnati, highlighted the exploitation campaign for the showing of Andrew Stone's "Bedside Manner" at Keith's Theatre in that city, resulting in 8307 replies which were declared to be one of the most successful public participation projects ever conducted. Listeners were invited to answer the question, "Should A Woman Doctor Marry?" and bonds and guest tickets were the awards.

The contest was arranged by Irwin Zeltzer, Eastern publicity director for Andrew Stone Productions, and Jack Fisher of M. M. Fisher Associates, radio representatives for the Stone organization, in cooperation with Maurice White of the Keith Theatre.

Zeltzer, in cooperation with Mildred Fenton Productions, also tied up an Old Gold air show, "Detect and Collect," featuring Fred Utall and Wendie Barrie. A complete bedroom suite of 14 pieces was the award in this instance. The furniture was suitably inscribed by Irwin Zeltzer and John Carroll, stars of "Bedside Manner." The picture came in for some healthy plugs during the course of the broadcast which was heard on 154 stations on the coast to coast Columbia Broadcasting chain.

NEA to Offer 'Kiss and Tell' Serialization to 725 Newspapers

A 30-day serialization of "Kiss and Tell," Columbia's screen adaptation of the George Abbott stage hit, will be offered to 725 newspapers in North and South America, starting Monday, July 9th. NEA plans to present the serialization in a novel fashion. In place of the usual novelized version of the script, "Kiss and Tell" will be sent to editors in shooting script form, accompanied by stills from the film. Since the average newspaper reader has never had the opportunity to examine a motion picture script, the news service feels that unusual presentation will create added public interest. Special promotional ads have been prepared for the papers, calling attention to the manner in which the serialization will run.

Song Promotions Featured As Advance Plugs for MGM Hits

A special musical promotion campaign on three MGM coming attractions was set up recently by J. G. Sammartano, manager of Loews' State Theatre, Providence. One featured number from "Thrill of a Romance," "Anchors Aweigh" and "Weekend at the Waldorf" were grouped in the promotion.

Fifteen music stores were furnished with counter cards, window streamers, displays and stills from the pictures and Maurice, the theatre's featured organist, played one number each week in succession utilizing special slides pertaining to the audience participation.

Orchestrations were furnished to the three most prominent hotel orchestra and two radio station disc jockeys were contacted for special mention of the pictures in connection with "coming soon" announcements. Juke box outlets in the city also were furnished with specially printed stickers about the three featured songs, giving "coming soon" billing to the State.
HOPE:
Hey, Groaner, is it true that you’re a producer?

CROSBY:
Why, Mr. H., haven’t you heard—haven’t you heard—I have produced with infinite and loving care a cinema of unexcelled action and breath-taking romance built around a guy with a build, John L. Sullivan—it has all the glamour, all the excitement—

HOPE:
Now, now, Producer, aren’t you being carried away—and maybe you should be—after all, the guys who review pics should have their licks, so move over Bing boy and let ’em up...
Bing Crosby Productions makes its bow with an extremely diverting picture that stands to prosper beyond the ordinary.

Dealing with one of the fabulous names of the world of fisticuffs, the film is certain to be red meat for the men. The patronage of the women is accounted for by the marked attention given to the romantic side of Sullivan's life. Not to be overlooked is the prestige of the Crosby name. Rated fine entertainment of wide appeal.

-FILM DAILY

Since "The Great John L." is the first entrant to sport the colors of Bing Crosby Productions, exhibitors may naturally ask what gives. The answer is that the film, a strong contender, seems assured of a fast track in the boxoffice sweepstakes and is an odds-on-favorite to finish well up in the big money.

As the Boston Strong Boy, Greg McClure will appeal to men and women alike. In addition to looking the part physically, the boy can really act.

Offers women the lure of a beautiful love story.

-M. P. DAILY

In his first independent production, Bing Crosby comes out with both fists swinging through a dramatization of the life of John L. Sullivan. When the pic is released it should be a great day all around, for the Irish as well as for the houses than run it. It's straight biff from start to finish. Greg McClure as Sullivan is an absolute find.

-VARIETY

Should score a clean cut knockout as escape stuff with the paying customers. Bing Crosby's first venture in the production field is a potpourri of good boxoffice values. Greg McClure makes an auspicious debut in the title role. The song sequences are slickly staged and easy on the ear. "The Great John L." is definitely earmarked boxoffice!

-HOLLYWOOD REPORTER

A lively action film with romantic overtones of boyhood love and an unhappy marriage as a subtle defense of the fantastic brawling of the heavyweight champion. There is enough boxing to satisfy the men, sufficient love interest to appeal to women. Linda Darnell and Barbara Britton are beautiful.

-BOXOFFICE

A pleasing show that ought to deliver satisfaction for audiences at large, and encourage the new Crosby company to further production efforts. -M. P. HERALD

Handsomely mounted, carefully and deftly directed production. Greg McClure is delightful in the ring sequences where his magnificent physique and obvious skill with his hands make him a most convincing John L. Sullivan. His physical development makes all other screen athletes look puny.

-SHOWMEN'S TRADE REVIEW

Has plenty of boxoffice punch. A piece of entertainment that is richly flavored, brimming over with a sense of life and interest holding all the way. Will appeal alike to men and women.

-THE INDEPENDENT
John L.

I wonder, I wonder!

Wait till you hear Linda Darnell do "A Perfect Gentleman" - its tres tres smooth!

You're not kidding - it'll leave you more breathless than Hope after his opening ban mets on his radio show!

Hope pitched his tent on the set with the hope of pitching woo - but the gals gave Prow-puss the go by!

Sinatra's ball of this!

TRANSCRIPTIONS THAT ARE TERRIFIC!

"The Great John L." has a set of one and five minute radio platters for local use that have never been matched in entertainment picture history! These entertainment discs feature Bing Crosby, Bob Hope, Frank Sinatra, Frances Langford and Linda Darnell... doing their best and Linda Darnell... doing their highest spot selling at its best!
Monogram’s ‘Dillinger’ Hits
Jack-Pot With Sensationalized
Series of ‘Circus’ Campaigns

Individual exploitation campaigns, the results of which indicate that an uncommon amount of energy and on-the-spot resourcefulness had been expended on behalf of Monogram’s “Dillinger” in any exhibition situation, places the collective campaign for that picture in the Exploitation Campaign of the Month class and it has been so selected by a panel of showmen for SHOWMEN’S TRADE REVIEW for May 1945.

That the film itself is an exploitation natural is not an accident—the elements necessary for the “natural” class being written into the script under the direction of the fabulous King Brothers, Franklin and Maurice, producers of “Dillinger.”

In Pittsburgh the Fulton Theatre front was dressed to resemble a jail, with rock walls, barred windows, etc., simulated. Large numbers of one-sheet and two-sheet snap posting, with radio time on four stations, together with extra advertising space and an extraordinarily generous number of feature stories and newspaper art gave the picture considerably better than normal business.

In Dayton more than 15,000 special tabloids were distributed together with 500 window cards. These were scare-type pieces, attracting considerable attention. In Canton the same type of campaign was essayed and in addition the chief of police supplied a display of rifles, sawed-off shot-guns, bullets, black-jacks, fingerprint apparatus, which were set up in one of the best display windows in the center of the business district. Radio time also was used generously in that city.

San Francisco’s run at the Esquire and Tivoli theatres was featured by moving silhouette figures atop the theatre marquees, backed by a loud speaker setup which carried blasting machine gun fire. At night red fire issued from the guns in the displays. The third week’s business here was about the same as is normal for the first week.

Toledo and Lima, Ohio, and Tucson, Arizona, also used special theatre fronts, lobby displays and distributed large quantities of the special tabloids.

For the engagement at the Fox Theatre in St. Louis a special front was built, along the jail idea, using 30-inch high letters on a banner piece across the front of the marquee. On each end atop the marquee, large 12-foot high, hand-painted figures of Dillinger with guns smoking, were featured.

In the theatre’s extraordinarily large lobby coming attraction displays, about the size of a twenty-four sheet, were set up and a display of weapons was featured near the exits. Twenty-four sheet posters were given good distribution and 30,000 tabloids were distributed in the working areas and war plants. Six radio stations used 43 spot announcements heralding the picture’s arrival at the Fox and the stations placed the announcements near news broadcasts, adding to their effectiveness.

The St. Louis campaign also featured radio interviews on two stations with about five minutes each devoted to plugs for the picture. A local radio movie gossip gal devoted an entire 500-word discussion to the picture on the Friday preceding the picture’s opening. Special newspaper feature stories, devoted to the colorful life of the notorious Dillinger also were obtained here.

At the Majestic Theatre in Bridgeport red sashes were worn by theatre employes a week in advance of the picture. They were of a teaser type with copy, “The Woman in Red Put ‘Dillinger’ On the Spot.” The advance lobby display here consisted of a 3 sheet cut-out with guns, locks, handcuffs, etc., which was transferred to the window of a closed theatre during the picture’s run. Teaser signs were placed in strategic spots throughout the theatre in advance. They appeared on stair risers, over drinking fountains, in rest rooms and above mirrors. Restaurant menus, window cards, etc., were used extensively and news-boy aprons were distributed to and used by regular newsboys at busy corner locations. A sound truck was used the day before opening near defense plants, beaches, and in the heart of the city offering free tickets to see “Dillinger” for every Bond purchased on a specified day.

The striped prison uniform gag was used in Bridgeport for the first four days of the picture’s run. Copy on the ballyhoo man read, “Broke Out of Jail to See Dillinger,” etc.

The Metropolitan Theatre in Providence made up large numbers of “tip sheets” for distribution at a nearby race track. The copy read, “The best tip of the week ‘Dillinger,’ the greatest gangster film ever filmed. NOW, Metropolitan Theatre—A Sure Winner!”

While the campaigns on “Dillinger” have evidenced no particular originality, they indicate that a considerable amount of hard work and sweat have been devoted to the picture’s exploitation along “sensationalism” lines. The “sensationalism” so evident in the picture itself has been successfully carried to the moviegoing public, simply by “circuiting” in the best accepted manner. The extraordinary business the picture has been delivering is proof enough, if it is needed, that the picture is being handled in the manner calculated to get the best out of it. Collectively it is the Exploitation Campaign of the Month, May 1945.

The enormous attention — grabbing display (right) is one of two set up in the large lobby of the Fox, St. Louis. The other of this pair was located above the main exits.

A simulated jail front with barred cashier windows decorated the Fox Theatre. Fronts similar to this were used wherever physical conditions permitted, all using “scare” copy.

Arsenal equipment in this showcase in the lobby of the Metropolitan Theatre, Providence, included machine-guns, handcuffs, tear-gas bombs one week prior to the exhibition date as during the run of the picture.
Cooper in Person at Dallas for Premiere

Augmented by the personal appearance of Gary Cooper, star and producer of International’s “Along Came Jones,” the world premiere of the picture almost turned the city of Dallas, Texas, upside down, with hundreds of persons in line at the Majestic Theatre from 9 in the morning until 9 in the evening when it became necessary, for safety’s sake, to close the box-office, disappointing hundreds more who were anxious to see the star and his first producing venture.

Cooper came to Texas shortly after being released from a California hospital, to embark on his world premiere celebration in Texas and Oklahoma.

The day preceding the Dallas premiere he was entertained at an old-fashioned barbecue at the Willkerton Ranch, Fort Worth, at which he was welcomed by leading citizens including Bob O’Donnell of Intervisite; Ed Rowley and C. B. Jones of Robb & Rowley; R. L. Payne, Ray Higdon and Len Stocker of Griffith Theatres; S. L. Oakley of Jefferson Amusement Company and other theatre circuit representatives. As part of his tour Cooper entertained servicemen at the Ashburn General Hospital at McKinney.

Cooper’s tour took him through Houston, San Antonio and Fort Worth and he participated in Bond Raftles in Oklahoma City and Tulsa.

The premiere returned to Hollywood to prepare for an imminent overseas trip.

“Along Came Jones,” co-stars Loretta Young and is released by RKO Radio.

Republic Players on Air For 10th Anniversary

Several new nationwide radio broadcasts have been set to herald Republic Pictures’ current 10th Anniversary celebration, with the company’s screen personalities featured on currently popular programs.

The “Blind Date” show, heard Mondays via American Broadcasting Network, will star Dale Evans on the July 2nd broadcast, with other Republic personality to be heard the following week. Jane Withers was heard Monday (25th).

Sondra Berbora, juvenile violinist featured in “P⋅A⋅P⋅L⋅A⋅E⋅R⋅N⋅A⋅R⋅D,” and Evie Knitter, featured in “A⋅H⋅O⋅R⋅N⋅O⋅D⋅G⋅O⋅O⋅D⋅B⋅Y,” will appear on the “People Are Funny” program, via NBC stations July 13th to be followed by Victor McLaglen, featured in “The Sooty One,” and Johnnie Quinn, featured in “R⋅O⋅M⋅O⋅V⋅I⋅C⋅C⋅H⋅E⋅N⋅D⋅O,” the following week. Three other Republic personalities were featured on this show during preceding weeks.

June Withers is set for the July 6th broadcast of the G. E. House Party, via CBS network and Constance Moore, star of “Mexico,” will make her appearance on the same daily show, July 11th. Al Pearce appeared on the June 8th program.

Several other Republic stars and featured players have been heard on various radio programs since the “Which Is Which” broadcast May 23rd, which started the 10th Anniversary celebration programs.

‘Salty O’Rourke’ Contest Used By Eshelman in Bloomington

A “Salty O’Rourke Sweepstakes” four-day contest from Paramount’s press book on “Salty O’Rourke” was planted as a one-time shot in the local theatre program by Roy R. Eshelman, city manager of Y & W Theatres, Bloomington, Ind., in connection with the picture’s engagement at the Princess Theatre.

The contest, in which guest tickets were given to the first 10 winners, attracted much attention, particularly among local university students. Copy ran two columns wide, the depth of the page.

Goth Stages Dance Contest in Richmond

Edgar Goth, advertising and publicity director for Fabian’s newly acquired Wilmer and Vincent theatres operated out of Richmond, Va., started a Bobby Sock Hop for Richmond and the National in Richmond in which the highlight was a Jitterbug Contest which ran an entire week with semi-finalists selected each night of the contest to compete on the final night of the week. War Bond and other prizes were awarded to winners.

Assuring his contest of maximum publicity Goth solicited the services of Harry Hunt, joke box master of ceremonies on a local radio station to act as master of ceremonies in the theatre. Hunt donated opening day and the stream of radio plugs for the contest two weeks in advance and continued during the week’s run.

Tickets were made with a radio store which paid for a newspaper ad and donated record albums as prizes in addition to those offered by the theatre. Large quantities of heralds were distributed and the program will include a poster promoting a contest on the theatre front added to the stunt’s promotional value.

Goth used the contest to build up a comparative weak picture but was rewarded with better-than-normal business. Bob Eagan, National Theatre manager worked with Goth to put over the highly successful stunt.

Worthiest Teacher Contest For Davis Film in Cincinnati

A contest based on “The Teacher Who Has Diamond Horseshoe,” most has been reported from Albany where a tie-in with that city’s Krueckerbocker News was essayed to put over the picture’s engagement at the Strand. A homemade prize, a diamond set, was awarded by Bette Davis to the most worthy teacher, as a Warren Bond to the outstanding student.

The contest will come to a rousing climax on the opening night, when honor students, teachers, civic officials and other prominent local personalities including the mayor will present the prize to the lucky teacher at the RKO Palace for the presentation of the awards.

Treasure Hunt Good Source For ‘Horseshoe’ Ballyhoos

The latest good word in the Treasure Hunt stunt, devised by 20th Century-Fox’s press book department to exploit “Billy Rose’s Diamond Horseshoe,” has been reported from Albany where a tie-in with that city’s Knickerbocker News was essayed to put over the picture’s engagement at the Strand. A homemade prize, a diamond set, was awarded by Bette Davis to the most worthy teacher, as a Warren Bond to the outstanding student.

The contest will come to a rousing climax on the opening night, when honor students, teachers, civic officials and other prominent local personalities including the mayor will present the prize to the lucky teacher at the RKO Palace for the presentation of the awards.

To Cut Cake at Birthday Party

Judy Garland will be the guest of honor and will cut the cake at the birthday party to be held at Loew’s Mayfair Theatre on Friday evening, July 6th, when the theatre will celebrate its tenth anniversary under Loew management.
COLUMBUS

Red Cross collections for 1945 in the Cincin-
atti exchange area amounted to $179,994 in 406
theaters and in Cleveland, $198,313 in 412 the-
aetres, P. J. Wood, co-chairman for Ohio, an-
nounced.

Reliefs are the order of the day, not only in
neighborhood situations, but in downtown
first runs. The Board recently showed "The
Sign of the Cross," "Call of the Wild," "Song of
Bernadette" and will play "For Whom the
Bell Tolls." The Grand is scheduling "Imita-
tion of Life" and "East Side of Heaven.

Frank Smith, former Loew’s Ohio service
staff member, is in town on furlough after boot
training at Great Lakes Naval Training Station.

The Variety Club of the Harvey Boys, in
back in civies after three years in the Quar-
termeester Corps of the Army. At spent many
months in the Persian Gulf Command, at the
beginning of the work on the supply line to
Russia.

The Variety Club has a handsome new mem-
ber, a director, replacing the previous bulletin
board in the clubrooms.

World premiere headquarters for “Captain
Edith,” Mrs. Nelson, former manager of the
Ohio, has been established at Broad and High.

Bernard McGraner, Ohio assistant, is relief
manager, declared after an inspection of the
Harvey Boys in MGM’s “The Harvey Girls,” starring Judy
Garland, he revealed during his vacation with his
family here. According to a part in “The
Thin Man Goes Home,” Sells formerly was
on the Broad service staff.

Bill Marshall, former manager of the Variety
Artists exploler, is in town ballyhooing “Blood on the
Sun,” which had a War Bond Premiere attended by nearly
1,000 at the Ohio here.

The Variety Club in the proposed new
multi-million dollar Franklin County war
memorial auditorium are “practically a must,” a
committee declared after an inspection of the audi-
toriums in St. Louis and Kansas City. The
auditorium would be erected in the downtown
civic center, adjacent to the first run theatre
district, and the Stranahan. Ice carnivals and
similar attractions would constitute a direct
form of theatre competition.

VANCOUVER

Bill Marshall, formerly manager here for 20th-
Fox, was a Vancouver visitor this week.

Marshall is now secretary-treasurer of the
Plumbing Manufacturers (National) with
headquarters in Chicago.

Howard Booth, Odeon district manager,
was recently on St. John Island this week inspecting
his five theaters.

Frank Gow, Famous Players B.C. manager,
announced that the circuit will reopen the Capit-
ol, New Westminster, and the Strand, Kamloops, both dark
for a number of years. This will give them two
theatres in each spot.

The National Labor Board allowed the
appearance of 20th-Fox, and directed that a rate of
$75 a week be allowed for the new occupational
classification of press agents, instead of the $60
weekly rate decided upon by the regional board.

Victoria business is still down, with all the-
theaters reporting low reviews.

With the return of Eddie Newman from the
Air Force, Famous Players has made many
changes in the Winnipeg set-up. Newman re-
turns to the Metropolitan which he previously
managed; Bill Novak, manager of the Metro-
politan, moves to Rock Foulds, and has the
returns to the Gayety from the Capitol; Dave
Robertson goes from the Gayety to Tivoli, and
Carl Eggers, manager of the Variety, returns to
the Palace, Calgary, as assistant manager. Pro-
visionally promoted three months ago, the man-
agers have reverted to their former positions.
All are under Harold Bishop, Winnipeg district
manager.

The war boom in the Alberni district of Brit-
ish Columbia has subdued, Harold Warren,
who controls the three theatres there, reports.

Ivan Ackery, manager of the Orpheum, has
started work on publicity for the Canadian pre-
miere of “Son of Lassie,” which opens July 20.

Dorothy Scott, former employee of Empire-
Universal, gave birth to a son this week at St.
Paul’s, Vancouver, to Mr. and Mrs. Charles Scott.

Joe Altermore of the Palace, Natal, B.C., re-
ceived his discharge from the Army this week
Vancouver, and will return to Natal to op-
erate his theatre again.

Elimination of a number of “controls” by the
Canadian Government over various industries,
including motion pictures, may be ordered
shortly, despite some anticipated opposition by
independent exhibitor interests. The "controls"
have been in effect since early in the war. It
is reported that the motion picture industry will
be among the first to be released from wartime
regulations. At present, the film exchanges in
Canada are restricted to the rental terms or
price levels of the 1941 ceiling period and film
companies would be restored to their previous
privilege of competing in the open market and
negotiating for the most desirable terms with
any possible account.

Mamie Rasch, secretary to Ivan Ackery at the
Orpheum, is on the sick list, and Alma
Morris, cashier of the Victoria Road, is pinch-
hitting for her.

Jack Droy, Jr., after five years and six
months with the Canadian Army in England
and Belgium, returned to Vancouver on a 40-day
furlough after which he will return to the
Army on a new assignment. Droy, Jr. was in
the film business in Vancouver and Calgary be-
fore the war.

Ronald Sheppard, formerly at the Plaza staff,
has moved to the Capitol as doorman. Shep-
ward received front page publicity recently for
catching a hold-up man whom he chased down
Main Street and captured with $300 stolen from
the Dominion Theatre.

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ALBANY

Louis Rapp, manager of Fabian’s Plaza, Schenectady, who was married June 17 to Doris
Lillis, is now honeymooning in Atlantic
City.

Joe Shure, booking manager for Fabian Up-
state Theatres, is in New York conferenceing
with B. P. Brooks, Fabian booking executive.

Saul J. Ullman, general manager of Fabian
Upstate Theatres, visited the Fabian home
office, Monday and Tuesday.

Phil Rapp, manager of Fabian’s State, Schenectady, received a citation from the War
Bond Committee of Schenectady County for
being the first to sell 10 thousand-dollar E bonds.

Commander Larry Cowen, managing director
of Fabian’s Proctor, Troy, has organized, under
the auspices of the American Legion, a Troy
theatre party for orphans each Saturday dur-
ing July and August. The American Legion
will supervise the distribution of 100 free tickets
weekly. Free transportation will be provided by
the United Traction Company through the co-
operation of the General Superintendent of
Transportation. The orphan homes that will
participate are: St. Vincent’s, Van Der Hyden
Hall, Guardian Angels, and St. Joseph’s.

BOSTON

James Wilm, district manager of United Ar-
tists, has taken a temporary leave of absence to
recover from a long illness and will spend some
time in the Southwest and his old home in Min-
neapolis.

Phil Engel, publicist for United Artists, went
on a business trip to Philadelphia last week and
on his way home detoured to make business stops
at Buffalo, Rochester and Syracuse.

Richard and Mrs. Sullivan have returned from
a honeymoon spent in New York, Bear Moun-
tain, and other points, and have been in charge
of Film Row night clubs including the Latin Qua-
ter and the Mayfair as well as the Town House.

Though Newton boy, has signed a long term contact with MGM and will go out to the Coast.

Dun Hickey, executive secretary of the Tub
Theatres, will spend several days this week in
Lowell, Lawrence and Lynn organizing local
Tubs.

Paul Levi is doing a good job of heading
the publicity for the Seventh War Loan drive
in this territory and is at the same time filling
the shoes of Harry Brown, publicist for M. and P.
Theatres, during Harry’s absence in
New York.

Sam Haase has under negotiation several post-
war deals for new theatre properties in this
region and also is negotiating for television
rights in parts of this area.

Arthur Moger, publicist for Warners, has a
new secretary.

Sam Berenson of the Boston Record-America
has been doing good work in cooperation with
the motion picture group locally for the Sev-
enth War Loan.

Bing Crosby, while here, was told in casual
conversation of a boy who had formerly been
with the theatres here and who was wounded
in action, as a result of which he is blind. Bing
said nothing to the wartime, but this week a
sizeable check for the boy arrived from one
Harrill Lillis, Crosby.

Screen publicity is at the Aron Convalescent
Farm in Connecticut where he is learning the
Braille System and becoming acclimated to
the fact that he will be nine-tenths sightless as
HONORED AT LUNCHEON IN MEXICO CITY. During his recent visit to Mexico City, a luncheon was tendered Herbert J. Yates, president of Republic Productions, Inc. Following the luncheon, Yates announced that the company will produce at least six Spanish-speaking pictures during the coming year to be filmed in Mexico City. Emilio Azkarraga, owner of a chain of large theatres and of Mexico's two most powerful radio stations, is at the head of the table with Yates (finger pointed) to his left.

Sophie Volker, Paramount inspecress, is va-
cationing.

Joe Chantry, Oscera exhibitor, will open a 40-seat house at Fairmont, Neb., in mid-July. He also owns houses at Shelby and Exeter.

MGM booking auditor, Parke Agnew, is in

Omaha.

MGM employees attended a house warming for Checking Supervisor Harvey Stimson, last

week.

Glady's Pullman, United Artists inspecress, is on vacation.

Esther Lynn, 20th-Fox contract clerk, is in a

local hospital.

WASHINGTON

Three war correspondents who acted as tech-
nical advisers on the Ernie Pyle picture were

given a cocktail party and press reception by

United Artists, at the Statler Hotel on June 22.

The Ground Forces of the U. S. Army assigned

the men to the picture at the request of Lester

Cowan, Lt. Commander George Werner, former short subjects booker at Warners, stopped in to say hello before hopping off for his next destination.

The MGM exchange was flooded with birth-

day greetings for the month of June with the

following as recipients: Rudy Berger, Ann Bull-

ger, Ida Barezofsky, Frank Scully, Margaret

Mullin, and Anna Bisiani.

Cyril Mee, manager of the Opera House, Frederic,

Md., celebrated his 31st wedding anniversary on June 17.

Lichtman's Lincoln, under the management of

Alvin Campbell, and James J. Spillers, assistant, has paced its $25,000 Seventh War Loan quota with bond sales of $27,000. According to Graham Barbee, general manager, this brings the combined bond sales of the eight Lichtman theatres to $1,121,715 in the current drive, which is about $300 more than was taken during the entire

Sixth War Loan.

Sol Sorkin, manager of RKO Keith's, an-
nounced he will have a special screening room

premiere on July 2, with a $1,000 War Bond tag on each of the 50 seats. For the $3,000 show, sponsored by Benjamin Franklin Foun-
draft Club of D. C., Sorkin will screen RKO's

"Wonder Man," starring Danny Kaye.

New employer in Warners' contact dept. is

Virginia Walker, who will also relieve on the

switchboard. Beth Davis, of the contact dept., is

wearing a brand new engagement ring, and

wedding bells will be ringing shortly.

MGM District Sales Manager John S. Allen

has returned from a business trip to Cincinnati.

Bill Brooker, of the Paramount Philadelphia

exchange, was a recent Washington visitor.

Celo Karley, former secretary to Harry An-
ger, managing director of the Earle, is visiting in Topeka until the show's trip to South

(Continued on Page 26)
A SUPERB CAST

MAKES THIS SUPER STORY SPECTACULAR!

ANOTHER TOP ATTRACTION HIGHLIGHTING REPUBLIC'S 10th YEAR OF MOTION PICTURE ACHIEVEMENT
IT'S THE Surprise Hit OF THE Season...
WITH THAT EXTRA SALES APPEAL THAT GOES WITH GREAT NAME STARS!

The Cheaters

STARRING

JOSEPH SCHILDKRAUT
BILLIE BURKE · EUGENE PALLETTE
ONA MUNSON · RAYMOND WALBURN
ANNE GILLIS · RUTH TERRY · ROBERT LIVINGSTON
DAVID HOLT AND ST. LUKE'S CHORISTERS

Directed by JOSEPH KANE
Screen Play by Frances Hyland
Original Story by Frances Hyland and Albert Ray
Dakota to see her parents and introduce her fiancé. MGM offices are looking forward to working with nice cool temperatures. An air conditioning unit has just been installed.

Charlotte Banna, manager of the K-B Apex, has tripled his quota, with a sale of $3,430 against a quota of $15,000.

Robert G. Shull, a long-time theatre manager, has returned with a special screening of "Of Valentine" for B'nai Brith. It netted $26,000 in E Bonds, or $100 for every seat.

ADM has bought millions in war bonds have been sold by Warners' Earle and Metropolitan. Credit goes to John Marcon, manager of Metropolitan, and Fred McMillan, manager of the Earle.

Kitty McGlynn, Warner booking dept., was sole attendant at the wedding of her sister, Eleonora, on June 30.

CHICAGO

J. Arthur Rank, British film magnate, told Chicago newspapers that England would not flood this country with films but would try to make friendly cooperation the keynote, with American exhibitors learning facts about English films and making pictures rather than buying the wooden product. Rank said he would build a New York show-window but no other American theatre and would split his Canadian circuit in the postwar. There are 21 British films waiting distribution or shooting which will be shown here averaging 32 million in cost. Rank's next stop was Minneapolis and then the coast. Attending the party for him here at the Blackstone were Eddie Silverman, Essaness Circuit; Ben Eimicke to Mutual manager; Jack Kirsch, Allied head; Ted Levy, PRC, and Ben Katz, Universal.

Jack Barry, PRC; Louis H. Miller, Grand; Sol H. Ehrenberg, Globe Poster Corp., are new members of the Chicago Variety Club.

The Chicago Sun reported its film advertising executive has joined the other Chicago papers for the first five months of the year, with total lines being 295,139 or 22 per cent more than the total of all other Chicago papers.

Samuel J. Gordon, 63, veteran Chicago actor, has died.

Don Luther Gable, electronic engineer, spoke on adventures in black lights at a Chicago Rotary Club lunch at the Sherman Hotel, recently.

Seaman I/C John Louis Schmidt, son of the Admiral Theatre executive, has won a personal citation from Admiral W. F. Halsey for bravery in action in the South Pacific.

Marcus Dewberry, formerly of the Regal, is back in Chicago recuperating from wounds received in battle in Italy.

Herbert Wolf and Charles Burke of the Tower have joined the National Mailing list, which has been discharged from the Navy and is back at the B & G general offices.

The Red will have a new front and improvements in its interior, according to Van Nominok, of the Van Nominok Circuit.

Jerry Gert, Show-Gate Television Corp., president, has stated his company will have two new models in the postwar costing from $100 to $300.

Charles Harold has returned as manager of the New London, a Navy dischargee. D. A. Ross, Ross Federal Service general manager, is in Chicago on business.

Bulletins were played host at the Palmer House this week to representatives of the buying departments of Paramount affiliates. Postwar plans for buying merchandise for theatres and new trade outlets were discussed.

The National Business Machines Corp. are interested in providing television on a common carrier basis for business concerns throughout the nation. The company plans to finance the network which is being developed under GE supervision.

Herman Robbins, George Dembow, William Brenner, J. R. McPherson, M. L. Kaufman and J. A. Wolfe of National Screen have returned to New York after a Chicago meeting.

Peoria theatres are backing a move for community sports with 20 prominent citizens having organized a committee to form a program.

Ben Baralet, theater circuit operator, is ill at the Mt. Sinai Hospital.

Fred Kell of Kell's Theatres, held a special screening of "Valentine" for B'nai Brith. It netted $26,000 in E Bonds, or $100 for every seat.

Stuart Martin, vice-president of Paramount has returned from Chicago and is back in the Metroland, with an expected return to the Metroland and another turn at the Metroland.

A. G. Nichols, manager of the Windsor, sold $100,000 in bonds, using 120 pairs of women's hose as bait.

John Flynn, MGM Western manager, has appointed Henderson M. Richley, exhibitor relations head, for the Levy Memorial Hospital. Tom Kennedy will direct the Chicago campaign, starting July 1.

Doc Bamford, MGM exchange manager, is under a doctor's care.

Allen Usher, Paramount district manager, has returned from a Western trip. Andy Russell, Paramount star, is also here.

MEMPHIS

Al Rothschild, who, following his discharge from the Army early in 1943, decided to give up his law practice and enter show business as a salesman for National Screen Service Corp., has been appointed to district manager at Memphis. Rothschild succeeds Rob- ert Conway, who resigned recently to enter the poultry business at Atlanta.

Jimmy Gillespie, 20th Century - Fox exploiter, who was assigned to the Seventh War Loan Drive in Memphis, has returned to his home in Atlanta after five weeks in Mem- phis. After a few days at home, he will go to Columbus, Ohio, have hung up a world premiere of the Eddie Rickenbaker picture.

M. A. Lightman, president of Malco Theatres, has been enjoying a rest and periodic checkup at Battle Creek.

"Call of the Wild," the reissue with Clark Gable, opened at Loew's here, $310 better for the day than the original opening at the same theatre in September, 1935, and did a $4000 better business for the week than it did on its first run, 20th Century-Fox official report. It was followed at the State by "Diamond Horseshoe," which opened so heavily on a Wed- nesday, that the balcony had to be used. Most Memphis balconies have remained dark for matinees except on Saturday and Sunday since the war started. "Without Love," recently opened the Loew's Palace balcony on opening day also.

The Memphis Variety Club held its annual picnic June 23 at Bellwood, near Memphis, with about 350 attending the barbecue. Elliott Johnson, advertising manager for Malco Theatres, is on vacation.

Arthur Groom, former manager of Loew's State and now manager of Loew's Victory, in Evansville, Ind., is spending his vacation in Memphis.

"The Southerner." UA picture, has been given the okay by the Maryland Censor Board, the opinion being that the presentation south erners and is a sort of another "Tobacco Road." Col. Cecil Vogel, back from the Kentucky Derby, is drinking cold drinks from his own home town of Owensboro. His father, a bottler of soft drinks, loaded him up with the local product en route home.

Elmo Callins, outdoor advertising for the Coast, has returned from a business trip to Chicago. Callins also has purchased himself a $300 site for a postwar home in the Walnut Grove sector. P. H. Jones, whose home is a postwar home and has purchased the land, is Elliott Johnson of Malco.

George Hasse, well known Memphis real estate man, has joined the Malco organization to handle its real estate, and the personal real estate of M. A. Lightman.

FORT WORTH

John Le Roy Johnston, International's public relations head, was here recently to visit friends and relatives.

"Along Came Jones," premiered here June 22 with Gary Cooper making a personal appearance.

"On To Tokyo" played the Hollywood, Palace and 20th-Fox Feb day after day.

Don Woods and Harold Withrue, Warner exchange branch manager and Paramount man agers, respectively, attended the Parham-Rich- ardson fight.

Capt. Joe Baisch of the Air Corps, former Warner Circuit, State theatre manager, is spending his leave here.

Jack Lonelan, Paramount booker, is vacationing...
ing at Indianapolis.

Martin Thomas, theatre owner at Ironwood, Stevens Point, Hancock and Menomonee, booked four plays this week.

Ray Smith of Ray Smith Co. is recuperating from spinal injuries suffered when trapped by a dressing room fire.

MGM's Pop Club picnic was held at Eastbrook Park, but was spoiled by a sudden rain storm. Attending were Gaye Schmidt, Walter Bennett, Jerry Gold, Bob Fibel, Edith Sosoff, Vivian Fried, Becky Hoffman, and Joe Malitz.

The Palace and Miller featured "last ditch" bond rallies, in conjunction with the former enticing patrons with WTMJ's Radio Rumpus Room on the stage, while Jack Kaplan's Miller featured an urgent appeal with Lionel Hampton, Lil Armstrong, Steve Wharton and a 40-piece dance band from Great Lakes Naval Training School.

Eskin Theatres had a summer managers' meeting in the Eastwin Hotel with management and home office personnel attending. Exploitation, theatre remodeling and other plans for improvement were discussed.

Gordon Koehler, son of Charles Koehler of Astor Pictures, was here recently and has now returned to Traverse City, Mich. He's an officer in the Air Transport Command.

The "Royal Rumpus" staged by Marc Brazee, Warner Circuit state executive at the Sheboygan, Sheboygan, did well in bond sales.

**NEW YORK**

Arthur Loew, president of Loew International, has arranged, with the cooperation of Massmore, Kendall and Joe Vogel, for a roof garden to be built on the roof of the Capitol Theatre lobby for employees of the theatre and the Loew foreign department. The garden will be covered against inclement weather and the company will provide coffee and donuts for employees who will bring their own food for lunches. Lounge chairs and benches will also be provided. The garden will open without delay, and the six available indoor gardens will be built when the weather turns cold in the fall.

The Paramount Choral Society, consisting of 37 women and 13 men, held a farewell party in the company's home office recreation room this week and disbanded for the summer. Films and recordings of their work were played.

Sigmund Maitles, Columbia copyreader, has resigned. He will join the staff of another film company here in the near future.

Sam Berger, MGM South American traveling representative, has returned to New York after two months in South America.

Leo Wayne, Monogram booker in Pittsburgh, has returned there from a vacation in Boston and New York.

Gregory Peck, Judy Garland, Vincente Minnelli and Lacile Ball, all of MGM, were in New York this past week.

Mrs. Margaret Moran, Monogram Pittsburgh inspectress, is vacationing at Rochester, New York.

Ray Murray, Columbia publicist and trade paper representative, has left for a week's vacation in Vermont. Terry Corso, secretary to Norris Wilcox, CPA personnel manager, is vacationing in the Poconos.

Jans Handelman of Hortenstorch's office at Columbia has resigned to join her husband at a Virginia Army camp.

Herbert Swartz, MGM unit manager on "The Yearling," left New York for the Coast.

Pvt. Leo Lerner, formerly of the Columbia accounting dept., is on furlough on the Riviera. The office has also received a letter from T/Sgt. Seymour Brennaker, formerly of the purchasing dept., who is now stationed at Dornberg, Germany.

On Monday, the son of Grace, United Artists receptionist, has joined United Artists to work during the summer.

Anohn Wayne, Frank Drew, Jesse Ladey, Anthony Quinn, "Ducky" Lonie and Floy Pownall spent last week in New York after visiting Boston for the opening of "Back to Bataan." Seven United Artists home office employees do-ned blood to the Red Cross blood bank last week.

Ed Lurie, special exploitation representative for Monogram, has returned to New York after organizing the campaign on "Dillinger." He will leave soon for Rochester for the same purpose.

Lillian Kovar, of the United Artists foreign print department, held a housewarming last week in the Bronx for approximately 30 members of the company.

Frances Bolhinger, of the RKO advertising dept., will be married in July to her dance, which is returning after two years in the Pacific.

E. M. Saunders, MGM assistant sales manager, has left for the Coast for a vacation.

Nancy Poynt, United Artists telephone operator for the past three years, resigned last week.

Seth Arthur Bressfield, formerly with the MGM publicity dept., was a home office visitor last week before leaving for Texas.

Phil Long, United Artists receptionist, has resigned to return to Albany and run for alderman.

Lt. Jeff Livingston, Nazi war prisoner and formerly of the MGM short subject publicity dept., was a home office visitor, after landing in Boston last week.

Mrs. Lillian Algie of the RKO still dept. is vacationing upstate, as is Helen McMahon, of the advertising dept.

Colonel Gene Householder, Monogram representative in Washington, is visiting N. Y.

William R. Ferguson, MGM exploitation head, was in Boston last week.

Bryan D. Stoner, of Pennsylvania Enterprises, Inc., Pittsburgh booking combine, is back there after a business trip to N. Y.

Irving Stifflin, of the RKO publicity staff, has left for the Coast for a vacation.

Arthur Freed, MGM producer, has returned to the Coast from New York.

Madeline White, Eastern United Artists publicity head, entertained her mother, father, brother, Ed, who is with Eastman, his three children, a sister and two cousins last week in her beach apartment. None brood at any points, and Miss White's house can comfortably hold four people.

John S. Allen, MGM Washington district manager, has returned to Washington after three days in New York.

J. E. Perkins, Paramount International Far Eastern manager, left New York for Paris last week, after two months in England, France, Spain and Portugal.

Harold S. Bucquet, MGM director, has returned to the Coast.

E. W. Aaron, MGM circuit sales head, has returned to New York from a trip to four Western exchanges.

Briggs F. Proute has been appointed Monogram Latin American publicity director by Norton V. Richey, vice-president in charge of foreign distribution.

Ralph Gates, Monogram special representative, has arrived in Buenos Aires for six weeks from New York. He will also go to Rio before returning.

Murray Sliverstone and Otto W. Bolle, 20th-Fox International president and director in Australia, South Africa and New Zealand respectively, have arrived on the Coast from New York.

Anne Crystal, Harry Thomas' secretary at PRC, is vacationing in Connecticut.

Dave Bader, trade press contact of 20th-Fox, celebrated his second wedding anniversary Monday.

**CINCINNATI**

A total of $1,321,225 in War Bonds was sold at Cincinnati's Seventh War Loan Bond Show at the Shubert Friday night. Admission tickets netted $872,523 and the remaining $448,700 was brought in by auctioning hard-to-get items for bonds. "Conflict" was the feature film shown following the auction.

Cancellation of the national meeting of Va- riety Clubs of America due to transportation difficulties has caused the local club to reschedule the order set earlier in the week appointing the officers and naming the delegates. The club will await instructions on a possible fall meeting.

Pete Niland and Charles Palmer, both canvassers, returned to the Columbia exchange June 25.

Frank Schriever, Universal, is taking the second week of his vacation. Helen Eberhart is also vacationing.

The Fox First Club was to have its annual picnic June 30 at the Summit Hills Country Club. Bob Lasance is chairman of arrangements.

Queen City Variety Club is drumming up its family picnic, July 2. Saul Greengberg is chairman, with Arthur Mannheimer, Jack Finberg, Harris Dulechon and Irving Sochin, assistants. Ann White is chairman of women's activities.

Harry Hilling, veteran exhibitor of Ludlow, Ky., and operator of The Elm, will build a new Ludlow house as soon as permits permit.

Twentieth-Fox will hold the world premiere of "Captain Eddie" August 1 at the Ohio, Columbus.

Exhibitors booking on the Road this week (Continued on Next Page)
were William Thalheimer, Logan, W. Va.; Harry Knight and Lee Hoffman, Columbus; Joe Candrea, Seminole Circuit, is confined to the hospital following an emergency operation.

Warner vacationists are Mary Weller, secretary to Jim Abrose, and Eleanor Inktor.

Paramount vacationists are Irene Wohlhildt and Joel Morand, booker.

Al Kinzler, Elite, Dayton, Ohio, spent several days with his son at the General Fletcher Hospital, Cambridge.

Chris Pfister, Colonial and Mayflower, Troy, Ohio, is taking time out for a rest and vacation.

The Dayton Variety Club with Fred Krim, chairman, sold its annual picnic June 19.

J. Henry Davidson is vacationing in Canada.

Eric Skibball has returned from Florida.

NEW ORLEANS

H. V. George of Hollywood has been here confering with Jack Anset, relative to the distribution of his productions. He also looked into the matter of a site for a studio in or near New Orleans particularly for making 16-mm educational films.

Theodore Donnells, chief inspector for Dixie Films, Inc. has a new assistant, Mrs. Jennie Stern.

Arthur C. Broniort of Atlanta presided over a Motiongram sales meeting here at the Jung Hotel which was attended by representatives of the Charlotte, Memphis, New Orleans and Atlanta exchanges.

Film Row was saddened by the death of George Sanders, former vaudeville trouper and associated as theatre manager for many years with Joy Theatres, Inc., of New Orleans. Sanders is survived by his widow, a son, Jack, in the Pacific, and a daughter, Mrs. Felix Martin of Carcrotova, La.

The opening of the new 20th-Fox Theatre here, a suburb, brought out a large gathering of film folk. G. J. Brogni, office manager of the 20th-Century-Fox exchange, is one of the owners. The first feature was Moss Hart’s “Winged Victory,” the second “A Tree Grows in Brooklyn.” Both have attracted overflow crowds.

Edgar Shinn, Paramount salesman, is due back this week from an extended business trip through North and Central Louisiana. Sidney Otto, also of Paramount’s sales staff, and Miss Eola Sullivan, Paramount booker, were recently married and have taken an apartment here.

The terrific heat wave helped to knock off grooves in its town, with the outdoor pools, amusement parks and resort towns in the area taking the play away from the big town. Thousands of vacationists left the town in order to get some relief from the torrid temperature.

The Motion Picture Associates gave a luncheon at the Warwick Hotel in honor of Frank Hammeman, exchange manager for PRC Pictures and George Elmo, Paramount salesman, who has become a member of Paramount’s PRC supervisory staff.

Miss George Lund, formerly of Film Classics of the Southeast office here, has joined her husband in San Diego and will be away indefinitely. E. A. MacKenna, Film Classics manager, has been replaced by a competent stenographer to replace her.

John Ellee of the Delta Supply Company is currently in San Francisco visiting his son with the Navy there.

PHILADELPHIA

WINDS UP 15 CITIES TOUR FOR ‘CAPTAIN EDDIE.’ With a wide trail of publicity in his wake, stretching through the west and middle-west, Christy Walsh, associate producer of 20th Century-Fox’s “Captain Eddie,” was guest of honor at receptions in each of the cities visited. In several cities, Walsh was met on arrival by his hosts in old-time automobiles as an exploitation and nostalgic interest of the picture. Rodney Bush, home office exploitation director, arranged the tour of which the picture above is the culmination of the Chicago affair. Shown with Walsh are Harold L. Menaker, Great Lakes district manager with headquarters in Chicago; Tom Gilliam, Chicago branch manager; Walter Immerman, vice-president and general manager of Balaban & Katz; Christy Walsh; Bill Holland, director of advertising and publicity for B & K, and Dr. Eben J. Carey, Dean of Medicine, Marquette University.

Mrs. Ots plans to give up her position in the future.

T. L. Davis, United Artists branch manager who has been away from his office for several weeks in the West, is due to return to work early in July, Collins “Bud” Rickey, RKO Mississippi salesman, has been in the hospital for an operation which will keep him off the active list for some time, although he is reported to be recovering satisfactorily.

Mike Pisciotta of the Film Row Bar and Grill club here is to go to Mississippi Gulf Coast for a rest, his wife, Mary, standing in for him meanwhile.

Charles Lamanitz, Martin Honeycutt, and Milton Dureau of the United Artists sales staff, will attend a sales meeting in Arkansas Pass, Texas, June 30 to July 4.

Philip Stilman of Producers Releasing Corporation has returned from a business trip to New York. Joel Bluestone, Universal exchange office manager, leaves the end of this month for a combination business and vacation jaunt to New York, which is his home.

Mrs. Josephine Bluma, formerly of Film Classics of the Southeast office here, has joined her husband in San Diego and will be away indefinitely. E. A. MacKenna, Film Classics manager, has been replaced by a competent stenographer to replace her.

John Ellee of the Delta Supply Company is currently in San Francisco visiting his son with the Navy there.

ST. LOUIS

Harold L. Groves, field director of Confidential Reports, Inc., with headquarters in New York, is in this city for personal matters as a result of organization’s supervisory activities over checkers at a two-day conference of the managers of Central and Western Area PRC. The conference was held May 18-19 and was attended by 25 members of the theatre management.

The unreasonable clearance complaint of Aldo Rosecans, doing business as the Princess Theatre against the Producer-Exhibitors, has been postoned indefinitely. This case led to the filing of the $3,800,000 anti-trust damage suit by Louis G. Dankner, representing Rosecans, based on4 the conclusion that Paramount, RKO Radio, Warners, 20th Century-Fox, the American Arbitration Association, the American Motion Picture Theatres Association, Harry G. Ebs, attorney and arbitrator for the AAA and Harold D. Conner, attorney and arbitrator for the Local clerk of the AAA, was probably that the clearance case will not go to trial until the pending Federal court litigation is disposed of, one or the other.

Ned Bloomer, former owner of the St. Louis PRC franchise, was a visitor along the Row. He came from the West Coast as the result of a visit to his sons, Cyril Bloomer, in Belleville, Ill., on June 13.

The family operates the Rex and Ritz, Belleville, Ill.

Other recent visitors along Film Row included: Ed Clarke, Mattoon, Ill.; Jimmy Frisina, Taylorsville and Springfield, Ill.; E. W. Butler, Lelandville, Ill.; J. M. Emits, St. Louis, III.; Ed Rosecan, Hannibal, Mo.; John Dickson, St. Elmo, Ill.; R. Marshbank, manager, Calvin, Washington, Mo., a unit of the Commonwealth Amusement Company’s circuit, and Lloyd Lenhardt, Kansas City, also connected with the Commonwealth.

T. M. Bean, manager, American, Des Moines, Iowa; L. O. Smith, Alton, Ill., district manager for Publix Theatres; B. Temborius, Lebanon, Ill., and Russell Armoiron, Louisiana, Mo., who operate several houses in Southern Illinois and Eastern Missouri.

George Karsch of the Karsch Circuit, Lead Belt Amusement Co., and Farmington Entertainment Co., with headquarters in Farmington, Mo., is on his honeymoon.

A number of bond purchasers are from St. Louis theatres this week. Among them are
INDIANAPOLIS

The premiere of "Conflict" was held at the Indiana June 26. The program was augmented by an hour stage show, "Hi Yank," presented by 45 combat veterans from Walczak Hospital, Camp Wawassee, Ind., that was scaled in sections according to the denomination of War Bonds purchased.

Peggy Lee is the new PBX operator at 20th-Fox exchange.

Cleveland

Sponsored by the Cleveland Variety Club, the first floating bowling alley on the Great Lakes, Friday afternoon the S. S. Theodore Roosevelt, netted the U. S. Treasury Dept. $275,000 in E. R. E. bonds, and a three-hour lake ride, the course of which 319 prizes, all donated by merchants and theatre owners were bid for. Morrison B. Orr, Undertaker; Seneca and Nat Wolf, Warner zone manager, were co-chairmen in charge of arrangements.

Sam Fine and his son, Abbe, both prominent in local theatre circles, have purchased the lieber Company, in association with Herbert D. Fine, Mildred Fine and Edward D. Wyner. They have incorporated under the name of Lieber's Luggage Inc.

Showagon, a motor truck transformed into a theatre on wheels, offered free outdoor entertainment, is the newest threat to local theatre owners who, for the past month have been complaining of steadily decreasing attendance. Showagon, sponsored by the press and the City Division of Recreation, will be launched on July 1. It is a self-contained unit, complete with an 18-foot stage, a band shell, stage lighting and a public address system. Each area will be given an opportunity to supply its own music director and talent are being held every Friday night on the downtown stage of the Teleneys Theatre.

Floyd E. Price, owner of the Grand, Newark, and the Hi-Liter Theatre, Price, were in Cleveland last week to attend the marriage of their son, S/Sgt. Myron E. Price to Miss Nellie Gage, Brevard Heights, Fla. Jane Meisel Simon will resign the Warner theatre publicity staff of which she is assistant director, on August 15. Eight years ago she joined the organization as assistant to the late Sid Dannenberg. She has remained at her post all these years as assistant to Dannenberg's successor, J. Knox Strachan.

Howard Spiehs, former co-operative binder, will report for active Marine duty on July 3 at the conclusion of his present furlough. He is spending it at the Red Cross.

Loew's Esquire, Toledo, has booked "Dr. Terror's House of Horrors," a Film Classics release, for the week of July 27.

Sam Sepelmon, Republic district manager, stopped off here for a one-day visit with Branch Manager Sam P. Greer.

Mrs. N. Miriam W. circuit owner in Lorain, has returned from a winter in St. Petersburg, Fla., where she went to recover from a serious illness.

Ben Kalmsen, Warner general sales manager, and Jules Lapidus, Eastern division sales manager, were local visitors last week.

Ben Brown, head of Warner's projection department here for 18 years, has resigned effective August 4 to devote his entire time to private theatre ownership and personal business.
PRODUCTION NOTES FROM THE STUDIOS

Seymour Nebenzal: Borrow Ava Gardner for 'Whistle Stop'
John Garfield Set to Star in 'Humoresque' for Warner Bros.

> Ben Blue has been signed by MGM for an important role in "Two Sisters From Boston," a musical comedy which stars Kathryn Grayson and June Allyson, with Jimmy Durante, Lauritz Melchior and Peter Lawford in principal roles. Henry Koster is directing.

> Nina Foch was assigned by Columbia to play the starring role in "The Woman in Red," a psychological murder mystery film to be produced by-director David Miller whom George Macready is in the top male role. This will be the eighth thriller in which Miss Foch will have had the feminine lead in the almost two years she has been under contract.

> Louis Jordan and his band have been signed for "Swing Parade," a Monogram musical in which Will Osborne's orchestra will also appear. Harry Ruman will co-produce the film with Del Lord, and in featured roles are the team of Mantan Moreland and Ben Carter, colored comedians.

> Jean Sullivan gets the role of "the other woman" in Paramount's "To Each His Own," which Mitchell Leisen will direct with Olivia de Havilland in the starring spot. Cast includes John Lund, sensational young actress "find" from Broadway; Phillip Terry, Bill Goodwin and Frank Craven. Charles Brackett is producing.

> Jack La Rue will again desert his familiar villainous characterizations to appear in a hero's guise in KKO's "Cornered," which has Dick Powell and Walter Slezak in the stellar roles. Edward Dmytryk directs and Adrian Scott produces.

> Three writers on the Judy Canova air show have been signed by Columbia to work on the script of "Hayfoot, Strawfoot," her next film. Hal Fimberg will do a complete rewrite of the film script, while gagnmen Henry Hoolpe and Fred L. Fox were ticketed to contribute special gags.

> Gloria de Haven's sister, Marjorie, has been placed under contract by MGM and is launching a new screen career under the name of Terri Randall. Her first assignment is a comedy role in "A Letter for Evie," with Martha Hunt, John Carroll and Hume Cronyn. Jules Dassin is director, William H. Wright produces.

> Joan Caulfield has been set for co-starring role with Bing Crosby and Paul Draper in Irving Berlin's "Blue Skies," it has been announced by Paramount. Picture will be filmed in Technicolor with Stuart Heisler directing. Billy De Wolfe and Olga San Juan will also play principal roles.

> Seymour Nebenzal announced that he has borrowed Ava Gardner from MGM for the feminine lead in "Whistle Stop," which will star George Raft. Others in the cast include Victor McLaglen, Tom Conway, Florence Bates, Charles Judels, Charles Drake and Jimmy Ames, with Lexine Mogny directing for United Artists.

> Another cover girl whose face has become an institution with readers of national magazines will launch a film career when Suris Crandall goes before cameras this summer in a featured role in Alfred Hitchcock's "Notorious." Ingrid Bergman starrer for Selznick International.

> Jose Iturbi has been signed by MGM for a featured role in "Holiday in Mexico," musical to be produced by Joe Pasternak. Famed pianist has made an outstanding contribution to entertainment for hospitalized veterans. Since last January 1, he has presented 156 concerts in hospitals; on several occasions as many as four concerts a single day. At one hospital he played for 800 bed veterans.

> John Garfield will portray the sensitive, struggling young violinist in the male starring role in Warners' "Humoresque." Director will be John Neppolosco and Jerry Wald will produce.

> Bonita Granville will have her first wholly grown-up role in KKO's "The Lie Detector," a romantic melodrama of a woman criminal lawyer and district attorney, which Lew Landers will direct and Herman Schlom produce.

> Victor Cutler's first assignment on his new contract with Samuel Goldwyn will be the role of the photographer in "The Kid From Brooklyn," Technicolor comedy starring Danny Kaye. Cutler, who won the Purple Heart as a commando in New Guinea, joins a cast which includes Virginia Mayo, Vera-Elly, Walter Abel, Steve Cochran, Eve Arden, Lionel Stander, Clarence Kolb and Charles Cane. Norman Z. McLeod is directing.

> After four years of musicals, Rita Hayworth will return to straight drama in her next Columbia picture, "Gilda," which will be produced by Marion Parsonnet, who is also doing the final script based on an original story by E. A. Ellington.

> Gail Russell will play her second lead opposite Alan Ladd with her assignment to Paramount's "Calcutta," story of pilots flying the "hump" from India to China. William Bendix is also starred, with June Duprez playing another feminine lead, and the supporting cast including Edith King, Lowell Gilmore and John Whitney.

> Zachary Scott and Janis Paige have been given top roles in Warners' "Dancing With Tears." This is the picture which Alex Gottlieb will produce. No other casting has been set.

MacMurray Set for 'Smoke'  

Fred MacMurray has been selected by 20th Century-Fox to play the leading role opposite Anne Baxter in Will James' "Smoke". Also in the cast are Lynn Bari and Randolph Scott.

Klein Back at Warners  

Victor Klein, Jr., recently discharged from the Army Air Forces after four years of service, has resumed work as film editor at the Warner Bros. Studio. Klein made ten combat missions over Germany.

Risky Opens Coast Offices  
Prior to Launching Picture  

Robert Riskin has taken offices in the Californian Studios preparatory to launching production of his first picture since his resignation as Chief of the Overseas Bureau of the Motion Picture Division of the Office of War Information. He has been working on the story since coming to the coast two weeks ago, and is setting up his independent organization for his first production.

Wayne to Co-Star With Colbert  

John Wayne will co-star with Claudette Colbert in Jesse Lasky's first production for release by RKO Radio, "Thanks, God, I'll Take It From Here," a romantic comedy with a postwar flavor based upon the unpublished novel of the same title by Jane Allen and Mae Livingston. Filming is planned to start early in August.

Rains Added to Pirandello Film  

Universal has signed Claude Raines for a leading role in the Luigi Pirandello story, "As It Was Before," in which he will co-star with Merle Oberon and Charles Korvin. Raines was scheduled to report to Universal later this week. He has been in London appearing with Vivien Leigh in the Gabriel Pascal production, "Caesar and Cleopatra."

Monogram Acquires London Story  

With Steve Brody, vice-president and general sales manager, anticipating a $600,000 gross on "Alaska," Monogram has acquired "North of Nome," another Jack London story, for inclusion in the 1945-46 program. Scott R. Dunlap has been assigned to produce the film as a top feature for the year.

Stahl Stays With 20th-Fox  

John M. Stahl, 20th Century-Fox producer-director-writer, has been signed to a long term contract by the studio. Stahl's last two assignments for the company were, "Keys to the Kingdom" and the as yet unreleased film version of Ben Ames Williams' best-seller, "Leave Her to Heaven."

Fine Cast for 'Limerlost'  


Loy's First as Free Lancer  

Myrna Loy's first starring role as a free-lance artist since her recent departure from MGM will be in the Jack H. Skirball-Bruce Manning production, "Genius in the Family," with Dan Amache as co-star. Manning is writing the script for the film which will be released through United Artists.

Zeisler to Direct 'Suspense'  

Alfred Zeisler has been signed to direct "Suspense," forthcoming Monogram drama.
Levey in N. Y. for Conferences

Jules Levey, independent producer releasing through United Artists, was expected to arrive in New York this week for conferences with home office executives. Upon his return to Hollywood, he will immediately place in production his second release for UA, "Trail Town," a screen adaptation of the Ernest Haycox novel. Randolph Scott portrays the starring role under the direction of Edwin L. Marin.

Signed for Top Featured Roles

Barbara Jo Allen ("Vera Vague"), Robert Benchley and Janis Wilson have been signed for top featured roles in Columbia's "Snafu," screen adaptation of the George Abbott stage comedy. Jack Moss is producing and directing. Juvenile leads will be played by Nanette Parks, Jimmy Lloyd and Conrad Janis.

Brissac, Richards Signed

Virginia Brissac and Addison Richards have been set as featured roles in Columbia's "The Kansan" (tentative title), a Technicolor western drama in which Evelyn Keyes, Willard Parker and Larry Parks have top roles.

Cast Opposite Dick Powell

Micheline Cheirel, prominent in the French stage and French films before the war, will play one of the two feminine roles opposite Dick Powell in RKO Radio's "Cornered."

Cast in Zane Grey Picture


MGM's 'Yearling' to Be Finished

This Summer, Says Brown

Started four years ago but defeated by Mother Nature, MGM's "The Yearling" will definitely be finished this summer. Director Clarence Brown has released this statement from Ocala, Florida, where he is shooting a film version of the famous Pulitzer Prize novel. Exactly four summers ago, a location crew guided by Director Victor Fleming undertook the production and, after an estimated expenditure of half a million dollars, abandoned it.

Murphy in Maisie Film

George Murphy has been assigned by MGM to costar opposite Ann Sothern in a new Maisie picture, "Up Goes Maisie," scheduled to start production soon. George Hacken will produce and Harry Beaumont will direct.

Technical Adviser on Women

Dr. Benjamin Scales has been engaged by Paramount as technical adviser for "The Trouble With Women" in which Ray Milland plays a professor of psychology. Co-starring with Milland are Teresa Wright and Brian Donlevy under direction of Sidney Lanfield.

Siegel Takes Over 'Skies'

Sol C. Siegel has taken over the production reins of Irving Berlin's "Blue Skies," which co-stars Bing Crosby, Paul Draper and Joan Caulfield under direction of Stuart Heisler.

Signed for Western Lead

Jennifer Holt has been signed for the leading feminine role in "The Lost Trail," Monogram western comedy-drama starring Johnny Mack Brown with Raymond Hatton.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

We're going to see Gale Storm again. I've arranged for us to go down to Monogram when she's working and visit with her on the set of "The Gay Nineties," the picture in which Phil Regan (the singing cop) plays the romantic lead opposite her.

I chose Monday because, not only will we get to see Gale, but they're shooting a ballroom scene with lots of extras. (What a colorful unit, isn't it?) It takes place at the turn of the century, when women wore voluminous dresses and men wore funny-looking formal attire.

Set is a replica of the huge ballrooms of those days. In fact, it looks just like some of the old paintings we see around, for Scott Dunlap, the producer, has made sure that it is the authentic copy. It has elaborate furnishings: the rich red velvet hangings and the generally lavish surroundings of that era. Even the table with the huge punch bowl is there.

This is the dance Gale's aunt is giving to introduce her to society. Story is about the struggle between the section of Gale's family who live on the Bowery and the section that graduated to the Murray Hill swank 400 district.

Gale, a single mother father's way, has a natty, sharp, romantically interested in Regan, who is running for Alderman on the Bowery, has been sprung up to be presented to the eligible gentlemen of the upper crust.

She looks adorable in a coral-colored satin very much off-the-shoulder dress which was the height of evening fashion in the Gay Nineties, with a bustle in the back and a draped pannier front, and the entire bottom of the skirts edged with a plaited ruffle. Outfit has a modern note, thus: the upswept hair and the pink ostrich plumes, plus the long white kid gloves, are just like the things we use today for our dress-up occasions.

We sit down to watch the dancing, and incidentally, the skating, right next to Regan, who isn't in that particular scene. His achesome about how he got into "show business" and the different people he's met, keep us amused while the setting-up is going on.

Then, when Director Ralph Murphy has everything lined up, he gives the order for "rehearsal." With that, the playground and the couples commence dancing.

The dancing is repeated several times before the okay is given for the "take" and Gale can come over to visit.

Children, houses and everyday problems are the topic of our conversation, for we start by asking her about the new house and the baby.

A very enjoyable visit is broken up when the call comes through for "Gale Storm on set." When she says good-bye, we leave.

Until next week.

Ann Lewis

To Play Dick Tracy, Jr.

Mickey Kahn, 11-year-old lad who played Clark Gable's son in "Gone With the Wind," has been signed to play Dick Tracy, Jr., in RKO Radio's "Dick Tracy," first in a series of films based on the popular Chester Gould comic strip.

Other additions to the cast include Jason Roberts, Edmund Glover, Emory Parnell and Milton Parsons.

Kennedy Back in Hollywood

Edgar Kennedy, comic star of RKO Radio shorts, is back in Hollywood after a tour of 24 Army and Navy hospitals in Florida, Mississippi, Georgia and Louisiana. He was accompanied by his wife and his 18-year-old daughter, Colleen, both of whom appeared with him in his act.

Lubitsch Gets 'Cluny Brown'

Ernst Lubitsch has been named to produce and direct the film version of the best-selling novel, "Cluny Brown," for 20th Century-Fox. Charles Boyer and Jennifer Jones have been named for the starring roles. The production goes before the cameras July 2.
**Newsreel Synopses**

(Released Wednesday, June 27)

**MOVIE TONE** (Vol. 27, No. 85)—General Dwight Eisenhower arrives by plane at LaGuardia Field and starts on triumphal procession through New York; Eisenhower visits his alma mater at West Point; Queen Mary a majestic sight as she steams into New York Harbor; King and Queen are running of English Dairy. PARAMOUNT (86)—Queen Mary brings 14,526 returning veterans into New York Harbor; General Eisenhower receives magnificent ovation from New York City as he returns fresh from his triumphs in Europe. KKO PATHE (Vol. 16, No. 88)—Four million hall General Eisenhower's greatest welcomes; Eisenhowr attends Giants vs. Braves game ball at the Polo Grounds. NEWS OF THE DAY (Vol. 16, No. 283)—New York's greatest tribute on record for General Eisen- hower: Jap planes circle in and under American rule; 14,526 American GIs home on the liner Queen Mary.

UNIVERSAL (Vol. 18, No. 409)—New York roars welcome to General Eisenhower in greatest welcome ever accorded a hero; Eisenhower visit to West Point; More than fourteen thousand American GIs return home on Queen Mary; Thrills in the air at Palisades Park, N. J.

ALL-AMERICAN (Vol. 3, No. 140)—Name Cleveland as America's third largest city; Washington, D. C., girl wins serenity scholarship; Pittsburgh man raises prize colt; Armies Chicago Negro wins national acclaim; All-Negro hospital on Ledo Burma Road. (Released Saturday, June 30)

**MOVIE TONE** (Vol. 27, No. 86)—Jap pilots fly to death from planes raid on U. S. warship; Kansas City turns out to hail General Eisenhower (Kansas City and N. S. only).

PARAMOUNT (No. 87)—U. S. planes assault enemy ships and destroy several destroyer escorts and Jap airfields.

RKO PATHE (Vol. 16, No. 89)—Midwest rivals re- captions of Washington and New York as the people of America welcome Eisenhower; show him triumphant homecoming; U. S. Navy fights Jap suicide planes.

NEWS OF THE DAY (Vol. 16, No. 284)—Film of Jap hara-kiri charges by Japs in desperate attempt to smash American tank forces operating off Okinawa in Jap home- waste. President Truman flies across the country; Ovation for General Eisenhower in Kansas City and Atlantic (Kansas City only).

UNIVERSAL (Vol. 18, No. 412)—President Truman makes non-stop airline trip to Olympia, Washington; General Eisenhower's mother visits his numeral welcome in Kansas; Jap suicide planes strike U. S. pilots.

**Chinese Studying Production**

Republic Studios is cooperating closely with the Chinese Government on postwar plans for Chinese production. H. S. Liu of China is now at Republic where North Hollywood studios will make an extensive study of motion picture production. Liu's survey has the full cooperation of the Chinese Government and the Department of State.

Buys New 'Whistler' Screenplay

"Murder Is Unpredictable," original screenplay by Eric Taylor, has been purchased by Columbia and will be used as the basis of one of the series, including Pickford, starring Richard Dix. The series is produced under the supervision of Leonard Picker.

Goodwins to Direct 'Rhythm'

Leslie Goodwins will direct RKO Radio's "Riverboat Rhythm" with Leon Errol as star. Chico Marx, who co-starred in the original story and screenplay, Nat Holt will produce and direct the executive supervision of Jack Gross.

Set Errol Flynn's Next

Errol Flynn, with Eleanor Parker co-starred opposite him, will do "Don't Ever Leave Me" as his next for Warner Bros. Story is an original and was completed by the original story and screenplay. Nat Holt will produce and direct the executive supervision of Jack Gross.

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NEW PICTURES PICTURED LAST WEEK

Difference between the number of pictures pictured last week and a year ago last week is small, except that any explanation during this humid weather would only serve to bring additional bogs of perspiration to our fevered brow. However, in spite of prevailing conditions in Hollywood, there were only two fewer pictures starting last week than started last year. Here are last week's starters:

COLUMBIA
Bronco Buster—Principals: Charles Starrett, Smiley Burnette, Director, Ray Nazarro.

METRO-GOLDWYN-MAYER
The Hoodlum Saint—Principals: William Powell, Esther Williams, Angela Lansbury, James Gleason, Director, Norman Taurog.

Two Sisters From Boston—Principals: Kathryn Grayson, June Allyson, Jimmy Durante, Laraine Meadow, Director, Henry Koster.

MONOGRAM
The Lost Trail—Principals: Johnny Mack Brown, Raymond Hatton, Director, Lambert Hillyer.

PARAMOUNT
Calcutta—Principals: Alan Ladd, Gail Russell, William Bendix, Juno Dwyer, Director, John Farrow.

They Made Me a Killer—Principals: Robert Lowery, Barbara Britton, Director, William Thomas.

RKO
Cornered—Principals: Dick Powell, Walter Slezak, Director, Edward Dmytryk.

TITLE CHANGES
"The Gay Nineties" (Mona.) now BELLE OF THE ROWERY.
"Allotment Wives" (Mona.) now ALLOTMENT WIVES, INC.
they can't afford to waste any, so they make every shot count. The STR editorial policy precludes the waste of bullets too. Words are bullets which call for careful aiming at carefully selected subjects. That's why the showmen who edit STR direct their fire at topics which they know from experience to be of interest and service to showmen readers — and without wasting words.

When Showmen's Trade Review is examined in the light of concise news reporting, up-to-the-minute service features, production information and workable ideas for profitable show selling, it is a cinch to recognize the basis for the STR slogan . . .

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