MOVIE COLUMN

TV panicked Hollywood in early '50s

By BOB THOMAS

HOLLYWOOD (AP)—After years of great prosperity, the film industry started to panic as the 1950s began.

Folks were beginning to stay away from movie threatres in large crowds. They had a new gadget in their living rooms—television.

Of course, what they saw was nothing special. It was largely visual radio with the best and worst of vaudeville thrown in. But the novelty was enough to intrigue a public that was fed up with the formula of the Hollywood product.

Within two years after big-time TV came in, movie attendance had dropped one-third. The studios were in dire straits. There was a wave of layoffs and shutdowns. The industry found a new craze to put life back into the theatres. This was the period of dimension praecox.

It started in September 30, 1952, with the New York debut of This is Cinerama. The new process aimed three projectors at a giant wraparound screen. It made viewers feel they were really riding the roller coaster they watched on the screen.

Two months later a quickie called Bwana Devil opened in Hollywood. It was a sensation because it featured an almost-forgotten stunt of creating a three-dimensional effect by use of two screen images and polarized glasses. Other studios made a quick profit with 3D films, and audiences were busy dodging balls, birds and gun blasts. But the fad faded because people found the glasses bothersome.

Inspired by the interest in new screen dimensions, 20th Century-Fox boldly converted all its production to cinemascope. The process used one camera and squeezed a wide-screen image onto normal-size film.

Paramount brought out vistavision, Mike Todd came along with Todd-AO and other processes followed. They helped business, but still weren't enough to bring back Hollywood's old-time economy.

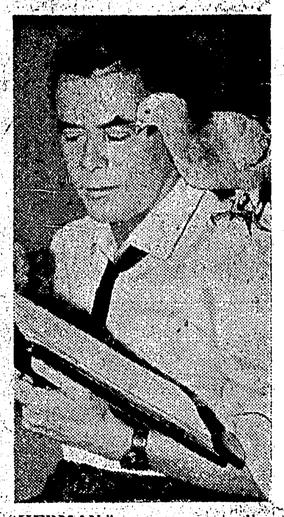
NEW REGIMES

The old regimes began to fall. Louis B. Mayer was eased out of MGM by his old foe, Nick Schenck. Then Schenck himself stepped out as president, and MGM had a bitter proxy fight. The Warner Brothers sold out to a combine headed by Serge Semenenko, though keeping production control.

One-man rule at Columbia ended when Harry Cohn died. Darryl Zanuck departed as boss of 20th-Fox and was succeeded by Buddy Adler. Howard Hughes gained full ownership of RKO, let it drift, then sold out to General Tire and Rubber Company for $25,000,000.

The RKO sale broke the solid front against selling old films to tv. The firm's 740 features were poured into the TV market. Needing immediate assets to bolster their economies, the other major companies followed suit.

This helped restore black ink to the ledgers. But they were only stopgaps. Much more was needed to keep the studios on a paying basis.



"HERMAN," a scene-stealing pigeon, is resolved to take as many scenes as possible away from Glenn Ford in MGM's new comedy, "The Gazebo." However, he also has competition in co-star Debbie Reynolds.

U.K. Yuletide costliest ever

LONDON (Reuters)— Christmas in Britain this year is expected easily to achieve a record of being one of the costliest ever.

There is plenty of money about and the stores, hotels, restaurants and theatres, especially in London, are doing a booming business.

Christmas Day remains in Britain the great occasion for families to gather round the parental hearth and that modern interloper, the television set.

Boxing Day, Dec. 26, usually is devoted to more visiting, feasting and drinking, with perhaps a trip to the theatre in the larger towns.

The consumption of wine continues to increase, though Britain is mainly a beer-and-whisky drinking country.

Herter home

BOSTON (AP)—State Secretary Christian Herter landed here Tuesday night in an air force plane from Paris where he attended the Western Big Four conferences and NATO session.

Names in the News

OTTAWA — **External Affairs Minister Green** said Tuesday night he does not foresee any change in Canada's commitment as a NATO partner in Europe.

He told reporters at Uplands Airport on his return from the Paris NATO meeting that Canada is living up to its commitments and that there is no suggestion that it take on more.

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SAN DIEGO, Calif.—A threat to disfigure or shoot the English wife of actor **Victor Mature** is being investigated by the Federal Bureau of Investigation, it was disclosed Tuesday. **Assistant U.S. Attorney George W. Kell** said he had advised the FBI to try to locate a Chicago woman who signed the threatening letter **"Mrs. Violet Mature."**

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BOSTON — Five years ago **Richard Herrick** was dying of kidney disease. Then, two days before Christmas in 1954, surgeons transplanted a healthy kidney from his identical twin brother **Ronald.** Now Richard is the picture of health.

Richard, now 23, is married and the father of two children.

Ronald, the kidney donor, also enjoys good health—on his single remaining kidney.

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NEW YORK — **Thomas Kennedy,** who probably will become president of the United Mine Workers next month, made it plain Tuesday night that **John L. Lewis** still will be around. Kennedy said Lewis will be asked to stay on as elder statesman and consultant at the UMW's Washington headquarters .

LONDON — **Prime Minister Macmillan** flew home Wednesday night from the Western summit meeting in Paris confident that talks with **Soviet Premier Khrushchev** will go well.

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CAIRO — **Economic Minister Abdel Moneim el Kaissuny** said Tuesday the World Bank loan for improving the Suez Canal would also aid the United Arab Republic's economic development program. Kaissuny said the $56,500,000 loan for deepening and widening the Suez Canal would enable the U.A.R. to use its funds for internal economic development projects.

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MONTREAL—**Roland Boileau,** a 23-year-old lumber worker was in "serious but not critical" condition in Montreal Neurological Hospital as a result of head wounds suffered in an axe-fight at a northern Quebec lumber camp.

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MONTREAL — **Charles Emile Doyon,** 40, of St. Guillaume, Que., was fined $50 and costs Tuesday after he pleaded guilty to a charge of trying to put slugs in an automatic toll collecting machine on Jacques Cartier Bridge. The slugs set off a flashing red light on the machine.

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TORONTO— **Parks Commissioner George Bell** said Tuesday Christmas decorations will be removed from two parks because of vandalism. He said 200 lights and two spotlights were stolen from High Park and 150 lights from Greenwood Park.

42-YEAR DROUGHT ENDS

Saskatoon residents get liquor by glass

SASKATOON (AP) — A 42-year "dry" spell ends in Saskatchewan today.

Forty-two years ago the provincial legislature passed a prohibition law outlawing consumption of liquor. It was the same year the United States passed its prohibition amendment to the constitution.

Today, for the first time since 1917, citizens may sit down in a restaurant and drink wine or liquor with their meals.

The occasion is the opening by a Saskatoon restaurant of the first licensed dining room.

In the years before 1917, drinking was wide open throughout Saskatchewan, then one of Canada's boom provinces.

About this time, with thousands of immigrants moving in after the First World War, a strong temperance movement was beginning to make itself felt.

Saskatoon was founded by John Lake, commissioner of the Temperance Colonization Society.

Anti-drinking laws were enforced strictly until 1925 when liquor stores were established.

Beer parlors—for men only—came in 1935.

It wasn't until this year that the issue of drinking liquor and wine by the glass was put up to voters.

They were given chances to approve mixed drinking in licensed premises, licensed restaurants, cocktail bars and clubs under an option voting plan.

In Saskatoon and Regina, voting was held early in the summer, but in most smaller communities was held up until province-wide municipal elections November 4.

In the majority of the province's towns and villages the "dry" vote carried. Saskatoon and Regina, however, voted "wet."

In Regina earlier this month three hotels began operating beverage rooms where mixed drinking is allowed. Saskatoon is not expected to have mixed drinking until early next year.

But Saskatoon today has the first restaurant to serve beer, wine and spirits. The Gem Cafe, owned by pioneer restaurateur Jim Chrones, was to open its new Diamond Room at 11:30 a.m.

HOLLYWOOD CAFE

Our Dining Room will be closed temporarily for repairs, watch for our re-opening advertisement. We will continue to take orders to go out at the rear entrance from 5:30 p.m. to 3:30 a.m. daily except Sunday. Free Delivery on orders of three dollars or more.

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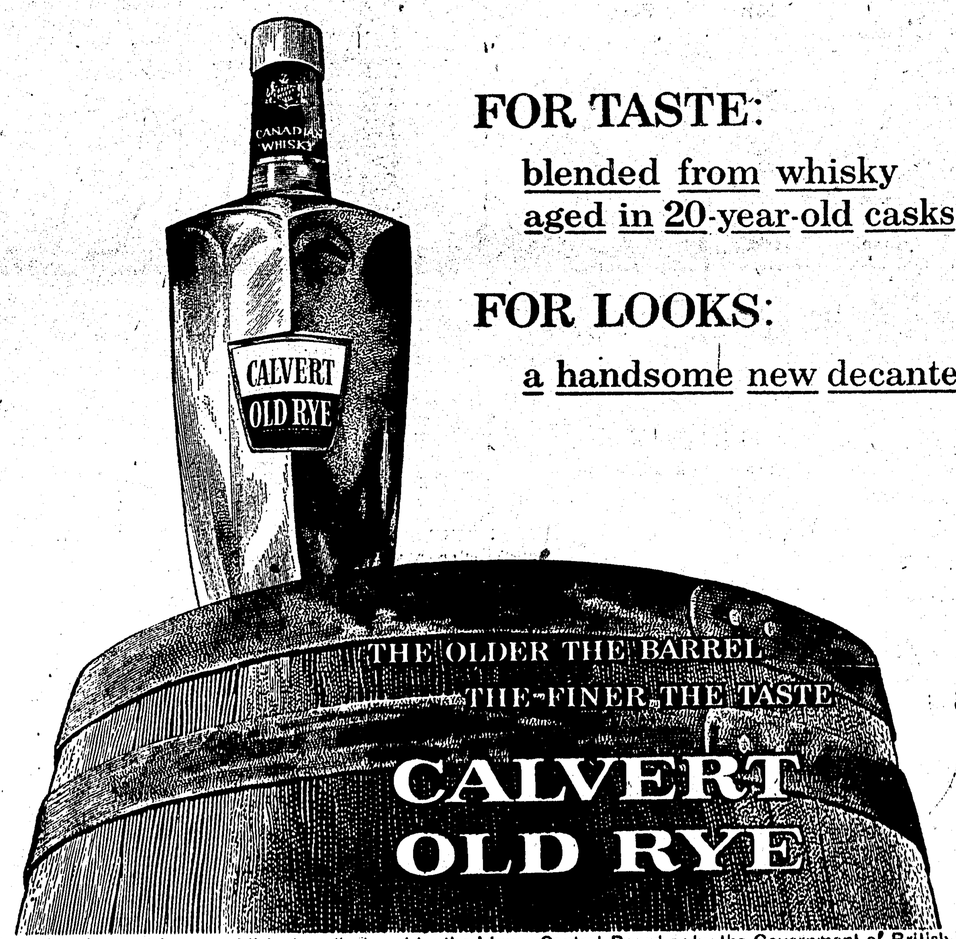

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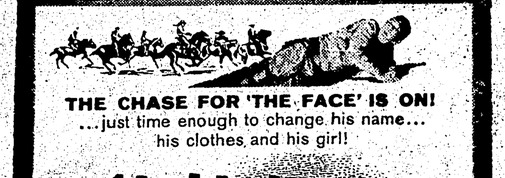

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...just time enough to change his name... his clothes and his girl!

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A MORNINGSIDE PRODUCTION · A COLUMBIA PICTURE

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"TEN TALL MEN"

7-8:15 "LIFE BEGINS AT 17"

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TODAY 7-9 p.m. "THE BIG OPERATOR"

OUR CHRISTMAS COMEDY ATTRACTION

THE RANK ORGANIZATION PRESENTS...

A feast of merry "SEE-FARE"

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EASTMAN COLOR

JOHN GREGSON PEGGY CUMMINS DONALD SINDEN NADIA GRAY

WED. to SAT., 7-9 p.m. MATINEE SAT., 2 p.m.

OUR NEXT ATTRACTION STARTS MONDAY ONE SHOWING AT 7:30 p.m.

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