

a silent color film titled "Erbalunga," at Media Study/Buffalo.

Holiday 2 brought in "Superman" in 70mm and six-track Dolby Sound May 11. "Tourist Trap" opened a multi-theatre engagement in Loews Tech indoor and three drive-ins May 9. "Dreamer," with Tim Matheson, opened May 11 at the Como Mall.

New films: "A Little Romance" with Laurence Olivier opened May 18 in Boulevard Mall Cinema and May 25 in Holiday Theatre. "Battlestar Galactica" opened May 18 in Holvan Theatre and Como Mall Cinema; "Hanover Street" opened in Boulevard and Thruway Mall Cinemas; and "Winter Kills" opened in Granada, Holiday and Eastern Hills Cinema.

Under the heading "To 'R' Is Human, Is It Needed?," entertainment editor Doug Smith in the Buffalo Courier-Express wrote: "The 'R' rating is back in the hearts and minds of the moviemakers. Woody Allen is a little sore because his 'Manhattan' has one. The makers of two other movies, it's alleged, went out and 'stole' them. Some court actions have been threatened.

"The 'R' rating is the second most stringent in the alphabet of the Motion Picture Assn. of America. Its application means no person under 17 may be admitted to the movie so rated unless accompanied by a 'parent or guardian.' You probably would be amazed at the number of 16-year-olds who find themselves 'guardians' of the opposite gender a couple years older.

"When it gets this close, the theatre owners usually don't enforce the rule too rigidly, although all will insist that they do. But the MPA ratings are not supported by any weight of law. You can't go to jail (or pay a fine or go on probation) for permitting underagers to go to 'R' movies unaccompanied. There can only be some censure movement from the MPA itself. Seldom, if ever, does this occur. They're all in the same business."

TOLEDO

Following the same action as that of Municipal Judge Alice Resnick a week earlier, Judge Charles Abood has granted motions to suppress evidence in the cases of four local theatre operators charged with pandering obscenity. In both courts, the judges found that affidavits used to obtain search warrants failed to satisfy minimum requirements necessary for issuing a valid search warrant.

Judge Abood said that the affidavits should have stated whether the average person applying contemporary community standards would find the work in question taken as a whole appealing to the prurient interests, whether the work depicted or described in a patently offensive way sexual conduct specifically defined by the applicable state law and whether the work taken as a whole lacked serious literary, artistic, political, or scientific value. The affidavits supplied by police officers merely stated that the films depict certain sexual acts.

The charges involve Gerald Foster of Las Vegas Cinema; Richard Waggoner, Eastwood Theatre; Cynthia Ann Plunkett, Modern Cinema; and Thomas Merkle, Esquire Theatre (now closed). The four operators and Ken Hodge of the Westwood Theatre were arrested Oct. 5, 1978, under the city's amended ordinance dealing with pandering obscenity.

CINCINNATI

Mrs. Lee Goldstein of Mid America Theatre Service Inc. took exception to an article penned by Cincinnati Enquirer film critic Tom McElfresh regarding his tongue-in-cheek listing of "rules" for drive-in patrons. McElfresh suggested that patrons go in the daytime when there's peace and quiet, learn to lip read due to inaudible sound, take lots of money for the admission fee and the concession stand, and a special first-aid kit containing snacks, wine and a long novel for intermission.

Mrs. Goldstein's rebuttal, which appeared as a letter to the editor in the Enquirer, complained that his "drive-in rules are . . . ridiculous. He has taken potshots from the sound and picture to the concession stands. If he hasn't been in a drive-in movie since 1958 or 1963, he should give it a fair chance and not rely on memories of years past. He will in most cases find the sound improved, the movies rated so you know what to take the kids to and, as far as being a 'captive' for concession-stand prices, either eat before you go or 'pack your own chicken.'"

Speaking of McElfresh, he bestowed his highest rating—seven stars—to Woody Allen's "Manhattan." Praising the "brilliant direction, provocative and perceptive writing, superbly felt and fully presented performances, and spectacular high-contrast black and white photography which is wonderfully relevant to the film's sardonic emotional temperature," the Enquirer critic labeled "Manhattan" "the best film of this and several previous years."

The CurBanBry Cinemas 1 & 2 opened June 1 in Rainelle, W.Va. Operated by Curtis McCall, response has been exceptionally good as local residents are pleased with the new indoor entertainment complex. Buying and booking for the new cinemas is being done by Bennett and Lee Goldstein of Mid America Theatre Service Inc., Cincinnati.

Openings: George Roy Hill's "A Little Romance," the nostalgic war romance "Hanover Street," outer space excitement of "Battlestar Galactica," the bizarre thriller "Over the Edge" and the return of John and Olivia in "Grease."

April Fool's "Harper Valley P.T.A." has grossed over \$3 million in the first five weeks of re-release. In fact, individual grosses in some cases were comparable to first-run product, including the first week of "Buck Rogers in the 25th Century." Phil Borack was executive producer of the film.

PITTSBURGH

Morning and afternoon sessions will be held by NATO of Western Pennsylvania June 14 at Greentree's Marriott. There will be lunch and dinner service, election of officers and of members of the board.

NATO's anti-blind bidding bill, S 702, from all indications will be enacted with practically no contest within the Keystone State's General Assembly. The fair trade practices measure is sponsored by Pennsylvania's young Sen. Michael Schaefer, who a decade ago was an amateur boxer for your correspondent's boxing club. He never lost a fight.

PIC
IN-CAR
MOSQUITO REPELLENT COILS
BONUS
BUG-OFF-ER

Move up in quality,
move up in profits... PIC'S
in-car Mosquito Repellent Coils
drive mosquitoes, sand flies, and gnats
away - 4 hours of protection... Safe/Effective

Don't miss out on this fantastic Bonus Offer!

Pic's Fabulous Bonus Offer:

You Buy 200 Packs* Retail Value \$70.00
*2 Large coils per pack, retail 35c

You get FREE - 16 Packs Retail Value \$5.60

Total Retail Value \$75.60

Your Cost 200 Packs (21c each) \$42.00

Your Profit \$33.60

Plus FREE Attractive Promotional Material



Get all the facts...
Call your PIC supplier or
PIC Corporation (201) 678-7300
Pic Corporation, Orange, N. J. (0705)