

October 11, 1947

Mr. Lamar Trotti
812 Birchwood Drive
Los Angeles, California

Dear Mr. Trotti:

I enjoyed the opportunity of seeing you personally at Eddie Knopf's home last week.

My visit was a very enjoyable one and will be long remembered for the friendliness and interest on the part of all whom I met.

Best regards, and I will look forward to future contact with you during the coming months.

Sincerely,

HES vc

October 11, 1947

Mr. Joseph Sistrom
1117 Tower Road
Beverly Hills, California

Dear Mr. Sistrom:

I enjoyed the opportunity of seeing you personally at Eddie Knopf's home last week.

My visit was a very enjoyable one and will be long remembered for the friendliness and interest in all whom I met.

Best regards, and I will look forward to future contact with you during the coming months.

Sincerely,

HES vc

October 11, 1947

Mr. Anthony Veiller
9931 Durant Drive
Beverly Hills, California

Dear Mr. Veiller:

I very much enjoyed my California visit and particularly the opportunity to meet with the splendid group at Eddie Knopf's home.

It was a pleasure to see you and I will look forward to further contact with you during the coming months.

Sincerely,

HES vc

October 11, 1947

Mr. Charles Brackett
10601 Bellagio Road
Bel-Air
Los Angeles, 24, California

Dear Mr. Brackett:

Just a note to express my sincere pleasure
at having the opportunity to visit with you
at Eddie Knopf's home last week.

I thoroughly enjoyed the stimulating dis-
cussion and will look forward to future
occasions when I can meet with you.

Best regards.

Sincerely,

HES vc

October 11, 1947

Mr. Dudley Nichols
504 South Plymouth
Los Angeles, California

Dear Dudley:

I appreciated your discerning analysis of our campaign situation and your specific indications of support.

I will look forward to seeing you on future occasions and will endeavor to keep you advised of developments through Eddie Knopf's committee.

Sincere regards,

HES vc

October 11, 1947

Mr. Mackinlay Kantor
Rossmore Manor Hotel
615 North Rossmore
Los Angeles, California

Dear Mackinlay:

Thanks for your excellent suggestions at our conference at Eddie Knopf's home.

I appreciated the opportunity of becoming personally acquainted with you and will look forward to further discussions at future mutually convenient occasions.

Sincere regards,

RES vc

October 11, 1947

Mr. Gene Fowler
472 North Barrington
Los Angeles 24, California

Dear Gene:

It was a real pleasure to learn to know you better at Eddie Knopf's home, and I deeply appreciated your stimulating suggestions.

I will look forward to seeing more of you and want you to know that I am greatly encouraged by your assistance.

I have also received some good news from New England and the South in recent days of increasing strength in the Republican organizations in those areas.

Sincerely,

HES vc

October 11, 1947

Mr. William Cotton
Republican County Chairman
San Diego, California

Dear Bill:

Thanks a lot for your hospitality in San Diego.

I thoroughly enjoyed the dinner and was pleased to have the opportunity of visiting with you.

Best regards, and I will look forward to another visit with you and to hearing from you from time to time during the coming months.

Sincerely,

HES vc

October 11, 1947

Colonel Ed Fletcher
1020 9th Avenue
San Diego, California

Dear Ed:

Many thanks for your kind introduction on my
visit in California.

It was a pleasure to see you again, and I
was amazed at your clear details of recollection
of the Baltimore meeting.

Best regards. I will look forward to seeing you
personally again.

Sincerely,

HES vc



United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 80th CONGRESS, FIRST SESSION

The Motion Picture and the World Today

EXTENSION OF REMARKS
OF

HON. GORDON L. McDONOUGH

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Tuesday, July 15, 1947

Mr. McDONOUGH. Mr. Speaker, I have made the statement before the House that the motion-picture industry is one of the greatest mediums of influence upon the people next to our great educational institutions. It is good to know that one of the great leaders in this industry fully realizes the tremendous influence that motion pictures have upon the public mind and character, and the need of the motion-picture industry carefully scrutinizing and publicizing its own releases to protect the public welfare.

Clean, wholesome motion pictures can do a great deal of good. Inspiring patriotic and historical pictures can be of great benefit in preserving our national traditions and creating better international understanding. The reverse kind of pictures can do a great deal of harm.

Mr. Louis B. Mayer, a leading industrialist of the Nation, head of the Metro-Goldwyn-Mayer Studios in Los Angeles County, recently delivered a brilliant address before the Newspaper Advertising Executives Association at their annual convention at San Francisco July 7, 1947, on the subject the Motion Picture and the World Today. His address follows:

Mr. Chairman, guests of honor, members of the Newspaper Advertising Executives Association, to address such a distinguished gathering is indeed a privilege and I am deeply grateful for the honor of your kind invitation.

San Francisco, the birthplace of the United Nation's Charter, the city of hospitality, is always a pleasant place to visit. Last week our attention was again called to the birthplace of our Constitution, Philadelphia. These two great cities will ever recall man's advancement in political science.

We have much in common, your business and mine. There are few enterprises in the country which have as much competition as the motion picture and the newspaper.

Forty years marks my experience in the motion-picture industry in all its branches. I am like the man who adopted the pretty little kitten and found in a few months that he had a full-grown lion on his hands. Motion pictures attracted me first because it was something entirely new, and by hard work would afford a decent living; also, because

I knew all the happiness and relaxation it would give to the people of the world.

But those of us who pioneered in the industry never dreamed that the nickelodeon was the pretty little kitten that would grow into the lion.

Grandpa said the automobile would never supplant the horse. He would not have believed that voices would ever circle the world and he certainly never imagined that man would invade the domain of the birds.

Little did I dream as I opened the door of that small theater in Haverhill, Mass., that the motion-picture industry would rise to such dominance in American life and cross international borders to influence the conduct of nations.

Statesmen and scholars have referred to the screen as the greatest educational force in the history of the world.

The expenditure of some \$52,000,000 annually in newspapers, places our industry third on the Nation's list of advertisers. Metro-Goldwyn-Mayer alone has some 14,000 theater accounts which advertise in local newspapers.

Besides ranking third as an advertiser, Hollywood news is found on many pages of your papers. Every day news services carry stories from Hollywood. There are over 500 newspaper and magazine correspondents in Hollywood representing every language and nation on earth. Hollywood rivals the Nation's Capital in news that attracts the world.

Beginning with the Federalist over a century and a half ago, the press has battled to preserve our American way of life; then came the screen and then the radio—two powerful aids.

In every age serious crises have arisen and conflict of opinion have engaged nations in battle with each other, and even in civil wars.

Today there is an undemocratic state on the march. Its political philosophy is foreign to our traditions.

The crisis we face—and few have ever equaled it. It is not a battle among ourselves; it is not a battle between two countries, but it threatens the way of life upon this planet; it threatens our fundamental concepts of human rights and liberty.

More precious than our lives we hold our liberty—a liberty that means free speech, free press, the right to assemble and remonstrate against real or imaginary wrongs, and the right to worship at any shrine; a liberty that means free enterprises and unlimited opportunity; a liberty which lights the footsteps of the poor boy born in a floorless cabin in Kentucky as brightly as the pathway of the boy born to wealth and social position.

These liberties, won on many battlefields, must be preserved. This serious responsibility we share in common with the newspapers and the radio.

The inventive genius of man has annihilated distance, and two great oceans which in the past have insured our security no

longer afford us that protection. If the slightest doubt existed, Pearl Harbor dispelled it.

A silent, white flash and a hundred thousand people died at Hiroshima. Yes; we split the atom. A new undreamed-of force of destruction had been let loose in the world, struck terror in men's hearts, caused military leaders and statesmen to change all their plans of warfare.

A powerful nation challenges and discredits the liberties I have mentioned and seeks to spread its influence to dominate the lives of men and women in smaller nations. No one can dispute the right of any people to select their own form of government * * * but the right to force its own government upon another people is disputed. This has never been the American policy. We are proud of our traditions. Cuba and the Philippines came to us by right of conquest, but we did not destroy them or enslave their people.

Right now we are doing everything possible to help the Philippines recover from the staggering blows of the last war—we not only made the Philippines free and gave them all the rights of an independent nation—but today, our Government is assisting the Philippines in rebuilding her industries, her buildings, her roads, her schools, her churches—and to make that country self-sustaining—that her people may once again enjoy the prosperity attained under our protection.

We encourage trade relations with Cuba; we extended credit to the country; our people purchased Cuban bonds—and the great guns of our Nation protect its independence—that is the American way.

Our system of free enterprise has provided free schools for our children, free parks, security for unemployment and old age, and has supplanted fear in their hearts with happiness. The billions of dollars in savings accounts; the billions invested in Government bonds; the 30,000,000 automobiles; the many thousands who, each day, attend our great national sport, the baseball game, cheering and applauding; the millions who attend the theaters and other amusements; it is all evidence that all groups and all classes enjoy the freedom and prosperity of America.

We play—we work—there is a deep thrill in watching ten, twenty or thirty thousand men and women laughing and joking, swinging their dinner pails, as they enter the great factories of the Nation, or leave after the day's toil.

Motion pictures portraying these actual scenes in American life are welcomed by all liberty-loving countries * * * and frowned upon and denounced wherever liberty is suppressed.

The reason behind the dictators action is readily understood—if his people were to see and learn of the freedom of the working

men and women in a free country, it would destroy his power.

The comfortable homes of the working men—the children playing in the parks, or running to and from school—the whole family riding in their own automobile, or basking in the sun on the beaches, or at the lake—would cause his working people to demand a similar way of life.

Yet, this same Nation welcomes with open arms *The Grapes of Wrath*, *Tobacco Road*, and similar films, which portray only a small portion of American life, which is certainly less typical.

Under our system, industrial life has been so organized that in a few months our factories turned from the products of peace to the engines of war and, with a united front, labor and capital together made great sacrifices in a common cause. We won. We preserved liberty, not only for ourselves, but our allies.

We preserved our way of life, not for one class, but for all classes.

What can the motion-picture industry do in this world encircling conflict? The message of the screen reaches approximately 235,000,000 persons throughout the world, in 86,640 theaters.

There is a heavy responsibility upon the producers of motion pictures. A motion-picture can not only afford entertainment, but be of educational value. In this crisis, it can portray fairly and honestly the American way of life, and can be a powerful influence in the lives of the millions in other countries who are either denied access to our way of life, or who have never had the opportunity of experiencing it.

This is not propaganda, unless one would say that presenting to the world our way of life, our freedom, our opportunities, our defense of liberty, our emphasis on the dignity of the human being is propaganda.

Propaganda, as such, should never masquerade under the cloak of entertainment. Subjects of controversy should be clearly designated.

Our industry has opened wide its gates and welcomed talent from every corner of the earth. There are 125 different arts, crafts, and trades in our industry. There is no discrimination in the selection of talent. In whatever country we find talent we present it to the people of the screen. You can easily recall the names of artists of every nationality: Garbo and Bergman came from Sweden; Garson and Coleman from England; Boyer from France—these are just a few. Some of these artists have won the highest honors our industry can confer.

Our American talent comes not only from great cities but from farms and towns. A little town in Ohio gave us Clark Gable; from the Midwest plains of Montana came a cowboy—Gary Cooper. Another chap waited on tables to pay his way through school, and nearly everyone knows him—Gregory Peck. A little girl with enthusiasm and great ambition found an outlet for her talent on the screen, and millions acclaim Judy Garland.

755931—21991

Our industry is confronted with as keen competition as any of the great enterprises of this country. We welcome competition. Foreign films are exhibited in American theaters on the same basis as our own. There is no quota. There is only a nominal tariff. They flow in as freely as the air. This is not true of American films sent to foreign countries. In most other countries there is a tariff and a tax, which places our films at a disadvantage to the films produced in those countries.

Our films are not confined to depicting American life. The great film *Mrs. Miniver* portrayed the courageous and heroic resistance of the British during the blitz. That film gave renewed courage to men and women who were engaged in the battle for freedom all over the world. That was no imaginary epic. That was a truthful, pictorial demonstration of the undaunted courage and staunch hearts of the British—fighting for survival.

In all events, we do our utmost to try to show people of the world in the best light possible.

Last year more than 400 feature films were produced in this country. England made more than 100, with more than 300 produced in other parts of the world.

During the war we supplied all of our films—some 43,189 prints of feature films and 33,217 shorts—to the armed forces overseas. This was a contribution to the war effort, and was furnished free of all cost to the Government.

Again the Government has called upon us, and we are now supplying pictures to be exhibited to the peoples of occupied countries. The men and women of Germany, Japan, Austria, and Korea are getting, in many instances for the first time a glimpse of the true America. It is a contribution to world peace—to a better understanding—among all peoples of the earth.

More recently the motion picture invaded another field. It has stimulated the desire of people to purchase new inventions, to adopt new styles, and to desire the machinery they see in the farmers' fields. A new design in a house, a new style in a woman's hat or hair-do, or a new design in a dress—all these are popularized through the motion-picture screen.

I recall a film, *It Happened One Night*, where Clark Gable pulled off his shirt and there was no undershirt beneath it. Immediately hundreds of American boys stopped wearing undershirts. And we heard emphatically from the manufacturers of undershirts. In another film, however, Clark wore an old turtle-neck sweater. Instantly turtle-neck sweaters became the rage, and manufacturers found an unprecedented demand which they had not had in years.

More and more the world becomes one unit. No nation can sell and not buy. No nation can buy and not sell. Our industry is supporting the Government's program at the World Trade Conference in Geneva. The barbed-wire entanglements erected at the borders of nations must be untangled if the

countries are to be prosperous and the people happy.

We have many problems in the motion-picture industry. We have made errors, the same as any other business. We are earnestly striving to improve every picture that is exhibited—to uphold the high moral standards of America. Great historical films have been produced; great films showing the advancement of science and art, and films which stimulate the imagination to reach out into unconquered worlds.

Another field the motion picture has entered is the schoolroom. It has been established that many subjects can be taught more easily and with greater rapidity in the schoolroom through the medium of motion pictures.

Someday the American school will have talking blackboards which will be as common as today's blackboards and chalk. I realize this means redesigning classrooms so that films can be adequately shown. It means training teachers to use films intelligently; research to determine what film content is most acceptable and most important in education.

We reach into every community in the Nation and become a part of the community—the motion picture theater is an integral part of community life. Out of every dollar that is taken in by the cashier of the local theater, 65% is paid out for rentals, local advertising, local employees, local taxes and other local expenses.

In common with the newspapers and radio, the screen fights the battle for freedom of speech. Jefferson said "that Government is best which governs least." Intelligent self-disciplined industry is our greatest assurance that the freedoms guaranteed us by our Constitution will not be denied.

By maintaining high standards, by adhering to the truth, we can preserve the right to this freedom.

Yes, the motion picture industry has grown into a mighty institution, reckoned in billions of dollars. Yet, it is still in its infancy. It has hardly begun to use its facilities to entertain, to educate, and to carry its message of good will and happiness to all the people of the world. In my opinion, its possibilities of power and influence are greater than any other single instrumentality.

The responsibility, ladies and gentlemen, is great. We all appreciate that responsibility. It is my deep and solemn conviction that the Maker of the universe intended that men should be free and not slaves; that the peoples of the earth should enjoy the bountiful treasures which Nature has placed under every sky; that men and women should be happy and not depressed, and there should be a song of peace and good will in every heart.

We pray God that we may be worthy of the stewardship entrusted to us, and do our bit to realize these dreams.

Calif
S.

October 6, 1947

Mr. David O. Selznick,
1400 Tower Grove Drive,
Beverly Hills, California

Dear David:

I deeply appreciated the manner in which you took over at the dinner and your kind and helpful introduction.

I also found our personal conversation at the dinner table to be very stimulating and helpful. I will look forward to an opportunity of discussing some of these ideas further with you at the next convenient opportunity.

Sincere regards,

HES db

Calif
M/

October 6, 1947

Mr. Louis B. Mayer
910 N. Benedict Canyon
Beverly Hills, California

Dear Mr. Mayer:

It was a stimulating experience to confer
with you on Thursday morning, October 2nd.

I will endeavor to develop the issues in
the manner which you suggested. I will also
come out to Los Angeles again the latter part
of this month and take advantage of your kind
invitation for technical assistance at the
studio.

I have just received a very encouraging report
from Georgia and Colorado.

Sincere regards,

HES db

Charge to the account of

MORLEY, CANT, TAYLOR & HAVERSTOCK

\$

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JOSEPH L. EGAN
PRESIDENT

CHECK
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Send the following telegram, subject to the terms on back hereof, which are hereby agreed to

24 SEPTEMBER 1947

LOUIS B MAYER
METRO-GOLDWYN-MAYER
CULVER CITY, CALIFORNIA

LOOKING FORWARD TO DINING WITH YOU ON
WEDNESDAY OCTOBER FIRST. APPRECIATE VERY MUCH
YOUR KIND INVITATION.

HAROLD E STASSEN

October 11, 1947

Mr. Mervyn LeRoy
332 St. Cloud Road,
Bel-Air
Los Angeles 24, California

Dear Mr. LeRoy:

I very much appreciated the opportunity
of seeing you personally at the dinner
at Metro-Goldwyn-Mayer Studios last week.

It was a thoroughly enjoyable occasion and
the many courtesies and generous hospitality
will be long remembered.

Best regards to you and I will hope to see
you again in the not too distant future.

Sincerely,

HES db

October 11, 1947

Mr. E. J. Mannix,
516 North Linden Drive
Beverly Hills, California

Dear Mr. Mannix:

I very much appreciated the opportunity
of seeing you personally at the dinner
at Metro-Goldwyn-Mayer Studios last week.

It was a thoroughly enjoyable occasion and
the many courtesies and generous hospitality
will be long remembered.

Best regards to you and I will hope to see
you again in the not too distant future.

Sincerely,

HES db

October 11, 1947

Mr. Tom Lewis,
280 Carolwood Drive
Los Angeles 24, California

Dear Mr. Lewis:

It was a distinct pleasure to see you personally and to have dinner with you and the other distinguished guests at the Metro-Goldwyn-Mayer Studios last week.

I thoroughly enjoyed my visit and will continue to have pleasant memories of the generous hospitality that was accorded me.

Best regards, and I will look forward to seeing you personally again.

Sincerely,

HES db

October 11, 1947

Mr. Al Lichtman,
704 North Palm Drive
Beverly Hills, California

Dear Mr. Lichtman:

It was a distinct pleasure to see you personally and to have dinner with you and the other distinguished guests at the Metro-Goldwyn-Mayer Studios last week.

I thoroughly enjoyed my visit and will continue to have pleasant memories of the generous hospitality that was accorded me.

Best regards, and I will look forward to seeing you personally again.

Sincerely,

HES db

October 11, 1947

Mr. Atwater Kent,
801 Bel-Air Road,
Los Angeles 24, California

Dear Mr. Kent:

I very much appreciated the opportunity
of seeing you personally at the dinner
at Metro-Goldwyn-Mayer Studios last week.

It was a thoroughly enjoyable occasion and
the many courtesies and generous hospitality
will be long remembered.

Best regards to you and I will hope to see
you again in the not too distant future.

Sincerely,

HES db

October 11, 1947

Mr. Sam Katz
1700 Lexington Road,
Beverly Hills, California

Dear Mr. Katz: .

It was a distinct pleasure to see you personally and to have dinner with you and the other distinguished guests at the Metro-Goldwyn-Mayer Studios last week.

I thoroughly enjoyed my visit and will continue to have pleasant memories of the generous hospitality that was accorded me.

Best regards, and I will look forward to seeing you personally again.

Sincerely,

HES db

October 11, 1947

Dr. Eddie Jones,
Sixth and Grand Streets,
Los Angeles, California

Dear Dr. Jones:

I very much appreciated the opportunity of seeing you personally at the dinner at Metro-Goldwyn-Mayer Studios last week.

It was a thoroughly enjoyable occasion and the many courtesies and generous hospitality will be long remembered.

Best regards to you and I will hope to see you again in the not too distant future.

Sincerely,

HES db

October 11, 1947

Mr. Myron Fox,
1320 South Westlake,
Los Angeles, California

Dear Mr. Fox:

It was a distinct pleasure to see you personally and to have dinner with you and the other distinguished guests at the Metro-Goldwyn-Mayer Studios last week.

I thoroughly enjoyed my visit and will continue to have pleasant memories of the generous hospitality that was accorded me.

Best regards, and I will look forward to seeing you personally again.

Sincerely,

HES db

October 11, 1947

Mr. Cornwall Jackson,
J. Walter Thompson Company
1549 North Vine Street,
Hollywood, California

Dear Mr. Jackson:

It was a distinct pleasure to see you personally and to have dinner with you and the other distinguished guests at the Metro-Goldwyn-Mayer Studios last week.

I thoroughly enjoyed my visit and will continue to have pleasant memories of the generous hospitality that was accorded me.

Best regards, and I will look forward to seeing you personally again.

Sincerely,

HES db

October 11, 1947

Mr. Henry Ginsberg,
918 North Whittier Drive
Beverly Hills, California

Dear Mr. Ginsberg:

I very much appreciated the opportunity of seeing you personally at the dinner at Metro-Goldwyn-Mayer Studios last week.

It was a thoroughly enjoyable occasion and the many courtesies and generous hospitality will be long remembered.

Best regards to you and I will hope to see you again in the not too distant future.

Sincerely,

HES db



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