


**APPENDIX C:**

**UNITED STATES V. PARAMOUNT PICTURES, INC.  
PUBLISHED JUDICIAL CASES**

**United States v. Paramount Pictures, Inc.**

**66 F. Supp. 323**

**(S.D.N.Y. 1946)**

 KeyCite Red Flag - Severe Negative Treatment  
Judgment Affirmed in Part, reversed in Part by [U.S. v. Paramount Pictures](#), U.S.N.Y., May 3, 1948

66 F.Supp. 323  
istrict Court, S.D. New York.

UNITED STATES  
v.  
PARAMOUNT PICTURES, Inc., et al.

June 11, 1946.

### Synopsis

Action by the United States of America against Paramount Pictures, Inc., and others to secure equitable relief against the alleged domination and control by defendants and their affiliates of the motion picture industry in contravention of Sections 1 and 2 of the Sherman Anti-Trust Act, 15 U.S.C.A. 1, 2.

Decree granting partial relief to plaintiff in accordance with opinion.

West Headnotes (32)

### **1] Antitrust and Trade Regulation** **Motion Picture Industry**

Motion picture licenses fixing minimum admission prices which exhibitor agreed to charge irrespective of whether exhibitor was to pay flat rental or percentage of theatre receipts, which licenses were in effect price-fixing arrangements among distributors as well as between distributors individually and

their various exhibitors violated Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, [15 U.S.C.A. §§ 1, 2, 4](#).

[Cases that cite this headnote](#)

### **2] Antitrust and Trade Regulation** **Motion Picture Industry**

A conspiracy between motion picture distributors to maintain a price-fixing system is per se a violation of Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, [15 U.S.C.A. §§ 1, 2, 4](#).

[Cases that cite this headnote](#)

### **3] Antitrust and Trade Regulation** **Motion Picture Industry**

That combination was made up of separate licensee contracts between motion picture distributors and exhibitors, individually executed, not affect illegality of combination, since tacit participation in general scheme to control prices is as violative of Sherman Act as an explicit agreement. Sherman Anti-Trust Act §§ 1, 2, 4, [15 U.S.C.A. §§ 1, 2, 4](#).

[Cases that cite this headnote](#)

### **4] Antitrust and Trade Regulation** **Motion Picture Industry**

Where differentials in price set by motion picture distributor

in licensing particular picture in theatres exhibiting on different runs in same competitive area were calculated to encourage as many patrons as possible to see the picture in prior-run theatres where they were required to pay higher prices than in subsequent runs, distributor by fixing of minimum prices attempted to give the prior-run exhibitors as near a monopoly of patronage as possible in violation of Sherman Act, at least when distributor's own theatres were not exhibiting picture on a prior-run. Sherman Anti-Trust Act § 2, 15 U.S.C.A. § 2.

#### 2 Cases that cite this headnote

#### 5] Antitrust and Trade Regulation

##### 🔑 Motion Picture Industry

The Copyright Act permits the owner of a copyrighted motion picture to exhibit in its own theatres upon such terms as it sees fit, but the Act does not sanction a conspiracy between licensors and licensees artificially to maintain admission prices. Copyright Act § 1 et seq., 17 U.S.C.A. § 1 et seq.; Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

#### 1 Cases that cite this headnote

#### 6] Antitrust and Trade Regulation

##### 🔑 Motion Picture Industry

The fixing of minimum admission prices by motion picture distributors and exhibitors was not exempted from operation of Sherman Act by the Miller-Tydings Amendment to the act where amendment pertained only to "contracts or agreements prescribing minimum prices for the resale of a commodity" and distributors merely granted licenses to exhibitors for exhibition of their films and sale to films did not pass to exhibitors, and distributors engaged in conspiracy. Sherman Anti-Trust Act § 1, as amended by Miller-Tydings Fair Trade Act, § 1, 15 U.S.C.A. § 1.

#### 1 Cases that cite this headnote

#### 7] Contracts

##### 🔑 Restriction Necessary for Protection

At common law a vendor of income-producing property may covenant with his purchaser not to compete for given time or within a given area so long as restrictions are reasonably necessary to protect value of property purchased.

#### Cases that cite this headnote

#### 8] Antitrust and Trade Regulation

##### 🔑 Motion Picture Industry

#### Antitrust and Trade Regulation

##### 🔑 Motion Picture Industry

“Clearance” or “protection” which is the period of time stipulated in motion picture license contracts which must elapse between runs of same picture within particular area or in specified theatres constituted a reasonable restraint permitted by Sherman Act notwithstanding clearance might indirectly affect admission prices, since grant of clearance, when not accompanied by fixing of minimum prices or not unduly extended as to area or duration, affords fair protection to interest of licensee without unreasonably interfering with interest of the public. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

10 Cases that cite this headnote

## 9] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

In determining whether any clearance which is the period of time which must elapse between runs of same motion picture within particular area or specified theatres violates Sherman Act, factors to be considered are, admission prices as set by exhibitors, character, location and policy of operation of theatres involved, rental terms and license fees paid by theatres and revenues derived by distributor from such theatres, and extent to which theatres involved compete with each other for patronage,

and fact that theatres involved is affiliated with distributor or with independent circuit of theatres should be regarded, and there should be no clearance between theatres not in substantial competition. Sherman Anti-Trust Act, §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

5 Cases that cite this headnote

## 0] Antitrust and Trade Regulation

### 🔑 Monopolization or Attempt to Monopolize

Evidence established that motion picture distributors acted in concert in formation of uniform system of clearances for theatres to which they licensed their films and that exhibitors assisted in creating and acquiesced in such system in violation of Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

6 Cases that cite this headnote

## 1] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

## Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

“Formula deals” entered into by motion picture distributors with independent and affiliated circuits, by which agreement particular circuit was licensed to exhibit certain feature in all theatres at specified percentage

of national gross receipts realized from that feature by all theatres in United States, with privilege of circuit to allocate playing time and film rentals among various theatres unreasonably restrained competition in violation of Sherman Act. Sherman Anti-Trust Act, §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

3 Cases that cite this headnote

## 2] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

Master agreements between motion picture distributors and independent and affiliated circuits covering exhibition in two or more theatres in particular circuit and allowing exhibitor to allocate film rental paid among theatres and to exhibit features upon such playing time as exhibitor deemed best leaving other terms to circuit's discretion unreasonably restrained competition in violation of Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

3 Cases that cite this headnote

## 3] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

Franchises issued by motion picture distributors covering more than one season and embracing all pictures released

by given distributor unreasonably restrained competition in violation of Sherman Act in necessarily contravening court approved plan of licensing each picture theatre by theatre to highest bidder. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

1 Cases that cite this headnote

## 4] Antitrust and Trade Regulation

### 🔑 Persons Liable

In government's action against motion picture distributors and exhibitors to restrain violation of Sherman Act, failure to bring in one of contracting parties not prevent issuance of injunction forbidding one who was a party to action from continuing to carry out arrangement causing unlawful restraints since while decision would not be res judicata as to those not parties to litigation, parties were necessarily bound. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

1 Cases that cite this headnote

## 5] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

Provisions in motion picture license agreements known as "moveovers" giving to a licensee privilege of exhibiting given picture in second theatre as continuation of run in first theatre

are incompatible with system of bidding for pictures and runs theatre by theatre, and hence are violative of Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

1 Cases that cite this headnote

## 6] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

So-called overage-and-underage provisions in motion picture license agreements, permitting exhibitor owning several theatres to apply deficit in playing same in one or more of the others, under which provisions it was impossible to determine amount payable for account of one theatre until performances in others had been completed or practically to apply bidding system for pictures and runs theatre by theatre violated Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

Cases that cite this headnote

## 7] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

Provisions in motion picture license agreements for “extended” or “repeat” runs in same theatre not violate Sherman Act if reasonably limited in same where other exhibitors were given opportunity to bid for similar

licenses. Sherman Anti-Trust Act, §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

Cases that cite this headnote

## 8] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

“Block-booking”, which is the practice of licensing or offering for license one motion picture feature or group of features upon condition that exhibitor shall also license another feature or group of features released by distributor during a given period, violates Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

3 Cases that cite this headnote

## 9] Antitrust and Trade Regulation

### 🔑 Damages and Other Relief

Under facts, the only group licensing of motion pictures which court would sanction was licensing by which group of pictures was not offered on condition that licensee should take all the pictures included in it or none, but in which the pictures were separately priced and each picture was to be sold to highest duly qualified bidder and offering of pictures should be theatre by theatre. Sherman Anti-Trust Act, §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

1 Cases that cite this headnote



## 20] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

Operating agreement by which given theatres of two or more exhibitors, normally in competition with each other were operated as a unit or most of their business policies collectively determined by joint committee or by one of exhibitors and by which profits of “pooled” theatres were divided among owners according to pre-agreed percentages violated Sherman Act since result was to eliminate competition pro tanto in exhibition and distribution of films which would flow almost automatically to theatres in the earnings of which they had a joint interest. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

3 Cases that cite this headnote

## 21] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

### Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

Operating agreements between major motion picture distributors and independent exhibitors effect of which was to ally two or more theatres of different ownership into a coalition for nullification of competition between them and for their more effective competition against theatres not members of the “pool” violated Sherman Act.

Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

Cases that cite this headnote

## 22] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

While theatre owner may remove itself from business of operating theatres by leasing them to anyone deems fit upon fixed rental basis, so long as monopoly in exhibition is not thereby achieved by lessee, any arrangement whereby one of exhibitors allies his theatres with those of competing exhibitor independent or affiliated, and yet itself remains in trade of exhibiting motion pictures by retaining an interest in profits earned by allied theatres violates Sherman Act. Sherman Anti-Trust Act § 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

Cases that cite this headnote

## 23] Antitrust and Trade Regulation

### 🔑 Motion Picture Industry

Where theatres or corporations owning them were held jointly by one or more of motion picture exhibitors, which joint interests enabled major exhibitors to operate theatres collectively rather than competitively, such operations violated Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.



## Cases that cite this headnote

### 24] Antitrust and Trade Regulation

#### 🔑 Damages and Other Relief

Under Sherman Act, appropriate steps were required to be taken so that no defendant-exhibitor would own motion picture theatres jointly with other defendant-exhibitors regardless of size of interest involved, or would jointly own a theatre or stock interest herein with any independent exhibitor, unless interest owned was five per cent or less, which court deemed de minimis. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

4 Cases that cite this headnote

### 25] Antitrust and Trade Regulation

#### 🔑 Motion Picture Industry

#### Antitrust and Trade Regulation

#### 🔑 Motion Picture Industry

Under Sherman Act there is no objection to operating, booking or buying of motion pictures through agents, provided agent is not also acting in respect of theatres owned by other exhibitors, independent or affiliated, and provided that in case agent is buying films for his principal agent does so through bidding system, theatre by theatre. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

## Cases that cite this headnote

### 26] Antitrust and Trade Regulation

#### 🔑 Motion Picture Industry

The inclusion in contracts with larger motion picture circuits of privileges which gave them competitive advantages, not given to small independent exhibitors constituted unreasonable discrimination against small competitors in violation of Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

## Cases that cite this headnote

### 27] Antitrust and Trade Regulation

#### 🔑 Motion Picture Industry

Where in licensing motion picture films each distributor discriminated against small independent exhibitors in favor of large affiliated and unaffiliated circuits, regardless of whether distributors conspired among themselves to discriminate among their licensees, each discriminating contract constituted a conspiracy between licensee and licensor in violation of Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

## Cases that cite this headnote

### 28] Antitrust and Trade Regulation

## 🔑 Illegal Restraints or Other Misconduct

Acquiescence in unreasonable restraint as well as creation of such restraint violates Sherman Act. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

Cases that cite this headnote

### 29] Antitrust and Trade Regulation

#### 🔑 Forfeiture and Seizure of Property; Divestiture

Where of some 18,076 motion picture theatres in the United States five major distributors had interest in 3,137 or 17.35 per cent, and in 60 per cent of 92 cities having populations of over 100,000 there were independent first-run theatres in competition with those of distributors except as it might be restricted by trade practices which court condemned, and there was no proof that any distributor was organized or was maintained for purpose of achieving national monopoly, such distributors would not be vested of their theatres. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

Cases that cite this headnote

### 30] Antitrust and Trade Regulation

#### 🔑 Motion Picture Industry

The joint ownership of theatres by major motion picture distributors

with other distributors or with independent owners was illegal under Sherman Act where major distributors hereby eliminated putative competition between themselves and other joint owners who otherwise would be in position to operate theatres independently. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

Cases that cite this headnote

### 31] Antitrust and Trade Regulation

#### 🔑 Injunction

Injunctive relief under Sherman Act against fixing admission prices of motion pictures, clearances and block-booking was not unwarranted on ground that such relief would interfere with right of copyright owner to choose his customers or contract for disposition of his own property since no such absolute right exists where its exercise will involve extension of copyright monopoly or unreasonable interference with competition in distribution and exhibition of motion pictures. Sherman Anti-Trust Act §§ 1, 2, 4, 15 U.S.C.A. §§ 1, 2, 4.

1 Cases that cite this headnote

### 32] Antitrust and Trade Regulation

#### 🔑 Monopolization or Attempt to Monopolize

Evidence showed that certain defendants had unreasonably restrained trade and commerce in the distribution and exhibition of motion pictures and had monopolized such trade and commerce both before and after entry of consent decree by conspiring to maintain theater admission prices and a substantially uniform nation-wide system of runs and clearances. Sherman Anti-Trust Act, §§ 1–8, 15 U.S.C.A. §§ 1–7, 15 note.

16 Cases that cite this headnote

#### Attorneys and Law Firms

\*327 Wendell Berge, Asst. Atty. Gen., Robert L. Wright, Philip Marcus, Elliott H. Moyer, and John R. Niesley, Sp. Assts. to the Atty. Gen., Frank W. Gaines, Jr., of Washington, D.C., Gerald A. Herrick, of Alconer, N.Y., Robert B. Hummel, of Washington, D.C., Harold Lasser, of Newark, N.J., Kenneth J. Lindsay, of Washington, D.C., James M. McGrath, of San Francisco, Cal., Horace T. Morrison, of San Francisco, Cal., and Fred A. Weller, of Los Angeles, Cal., for the United States.

Simpson Thacher & Bartlett, of New York City (Whitney North Seymour, Louis Phillips, Albert C. Bickford, and Armand F. MacManus, all of New York City, of counsel), for Paramount defendants.

Davis, Polk, Wardwell, Sunderland & Kiendl and J. Robert Rubin, all of New York City (John W. Davis, J. Robert Rubin, C. Stanley Thompson, Benjamin Melniker, and S. Hazard Gillespie, Jr., all of New York City, of counsel), for defendant Loew's, Inc.

George S. Leisure, Alston J. Irvine, Granville Whittlesey, Jr., and Gordon E. Youngman, all of New York City (Roy W. McDonald and Donovan Leisure Newton & Lumbard, all of New York City, of counsel), for Radio-Keith-Orpheum Corporation, KO Radio Pictures, Inc., Keith-Albee-Orpheum Corporation, KO Proctor Corporation and RKO Midwest Corporation.

Joseph M. Proskauer and Robert W. Perkins, both of New York City (J. Alvin VanBergh, both of New York City, and Howard Levinson, of counsel), for the Warner defendants.

Dwight, Harris, Koegel & Caskey, of New York City (John Fletcher Caskey and Frederick W. R. Pride, both of New York City, of counsel), for defendants Twentieth Century-Fox Film Corporation and National Theatres Corporation.

Schwartz & Frohlich, of New York City (Louis D. Frohlich, Arthur H. Schwartz, Irving Moross, and Max H. Rose, all of New York City, of counsel), for defendant Columbia.

Charles D. Prutzman, of New York City, for the Universal defendants.

O'Brien, Driscoll & Raftery, of New York City (Edward C. Raftery, Arthur F. Driscoll, Chas. D. Prutzman, George A. Raftery, and Adolph Schimel, all of New York City, of counsel), for defendant United Artists Corporation.

**\*328** Before AUGUSTUS N. HAND, Circuit Judge, and GODDARD and BRIGHT, District Judges.

### Opinion

AUGUSTUS N. HAND, Circuit Judge.

The United States brought suit under [Section 4](#) of the Act of Congress of July 2, 1890, [15 U.S.C.A. 4](#), entitled 'An act to protect trade and commerce against unlawful restraints and monopolies', commonly known as the Sherman Act, in order to prevent alleged violations by the defendants of [Section 1](#) and [2](#) of that Act, [15 U.S.C.A. 1, 2](#).

The following is a general description of the defendants:

1. (a) Paramount Pictures, Inc., is a corporation organized and existing under the laws of the State of New York, with its principal place of business at 1501 Broadway, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

(b) Paramount Film Distributing Corporation, a wholly owned subsidiary of

Paramount Pictures, Inc., is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1501 Broadway, New York, New York, and is engaged in the distribution branch of the industry.

2. Loew's, Incorporated, is a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 1540 Broadway, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

3. (a) Radio-Keith-Orpheum Corporation is a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated corporations, in various parts of the United States and in foreign countries.

(b) KO Radio Pictures, Inc., a wholly owned subsidiary of Radio-Keith-Orpheum Corporation, is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the production and distribution branch of the industry.

(c) Keith-Albee-Orpheum Corporation is a corporation organized and existing under the laws of the State of Delaware, with

a place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the business of exhibiting motion pictures. Approximately 99% of its common stock and 33% of its preferred stock are held by Radio-Keith-Orpheum Corporation.

(d) RKO Proctor Corporation, a wholly owned subsidiary of Radio-Keith-Orpheum Corporation, is a corporation organized and existing under the laws of the State of New York, with a place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the business of exhibiting motion pictures.

(e) RKO Midwest Corporation, a wholly owned subsidiary of Radio-Keith-Orpheum Corporation, is a corporation organized and existing under the laws of the State of Ohio, with a place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the business of exhibiting motion pictures.

4. (a) Warner Bros. Pictures, Inc., is a corporation organized and existing under the laws of the State of Delaware, having its principal place of business at 321 West 44th Street, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

(b) Vitagraph, Inc., a wholly owned subsidiary of Warner Bros. Pictures, Inc., is a corporation organized and existing under the laws of the State of New York, with a place of business at 321 West 44th Street,

New York, New York, and is engaged in the business of distributing motion pictures.

**\*329** (c) Warner Bros. Circuit Management Corporation, a wholly owned subsidiary of Warner Bros. Pictures, Inc., is a corporation organized and existing under the laws of the State of New York, with a place of business at 321 West 44th Street, New York, New York, and, among other things, acts as a booking agent for the exhibition interests of the said Warner Bros. Pictures, Inc.

5. (a) Twentieth Century-Fox Film Corporation is a corporation organized and existing under the laws of the State of New York, having its principal place of business at 444 West 56th Street, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

(b) National Theatres Corporation is owned and controlled by Twentieth Century-Fox Film Corporation, and is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 2854 Hudson Boulevard, Jersey City, New Jersey, and is a holding company for the theatre interests of the said Twentieth Century-Fox Film Corporation.

6. (a) Columbia Pictures Corporation is a corporation organized and existing under the laws of the State of New York, with its principal place of business at 729 Seventh Avenue, New York, New York, and is engaged in the business of producing



and distributing motion pictures, either directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

(b) Screen Gems, Inc., a wholly owned subsidiary of Columbia Pictures Corporation, is a corporation organized and existing under the laws of the State of California, with a place of business at 700 Santa Monica Boulevard, Hollywood, California, and is engaged in the business of producing motion pictures.

(c) Columbia Pictures of Louisiana, Inc., a wholly owned subsidiary of Columbia Pictures Corporation, is a corporation organized and existing under the laws of the State of Louisiana, with a place of business at 150 South Liberty Street, New Orleans, Louisiana, and is engaged in the business of distributing motion pictures.

7. (a) Universal Corporation is a corporation organized and existing under the laws of the State of Delaware with its principal place of business at 1250 Sixth Avenue, New York, New York, and is engaged in the business of producing and distributing motion pictures, either directly or through subsidiary or associated corporations, in various parts of the United States and in foreign countries.

(b) Universal Pictures Company, Inc., a subsidiary controlled by Universal Corporation, is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1250 Sixth Avenue, New York, New York, and is

engaged in the business of producing motion pictures.

(c) Universal Film Exchanges, Inc., a wholly owned subsidiary of Universal Pictures Company, Inc., is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1250 Sixth Avenue, New York, New York, and is engaged in the business of distributing motion pictures.

(d) Big U Film Exchange, Inc., a wholly owned subsidiary of Universal Corporation and Universal Pictures Company, Inc., is a corporation organized and existing under the laws of the State of New York, with a place of business at 1250 Sixth Avenue, New York, New York, and is engaged in the business of distributing motion pictures.

8. United Artists Corporation is a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 729 Seventh Avenue, New York, New York, and is engaged in distribution of motion pictures in various parts of the United States and in foreign countries.

The five major defendants—Paramount Pictures, Inc., Loew's Incorporated, Radio-Keith-Orpheum Corporation, Warner Bros. Pictures, Inc., and Twentieth Century-Fox Film Corporation, and their subsidiaries—were charged in the amended and supplemental **\*330** complaint with combining and conspiring unreasonably to restrain trade and commerce in the production, distribution and exhibition of motion pictures and to monopolize such

trade and commerce in violation of the Sherman Act. The three minor defendants—Columbia Pictures Corporation, Universal Corporation, and their subsidiaries, which are producers and distributors, and not exhibitors, and the United Artists Corporation, which is a distributor only, were likewise charged with combining and conspiring with the five major defendants and with each other unreasonably to restrain and to monopolize trade and commerce in motion pictures. As it appeared upon the trial that there was no violation of the Sherman Act in respect to production of motion pictures and that there was on the contrary active competition in production, the charge in respect to production was formally abandoned by the plaintiff. The issues herefore are whether there have been illegal restraints or monopolization in the distribution and exhibition of motion pictures.

The plaintiff contends that an illegal conspiracy and monopoly were effected by: (1) concertedly fixing the license terms before the licensees have had a fair opportunity to estimate the value and character of the films licensed and before such films were completed or shown; (2) concertedly fixing the run, clearance, and minimum admission price terms on which an exhibitor may show pictures through license agreements covering periods of a year or more; (3) concertedly conditioning the licensing of one film or group of films upon the licensing of another film or group of films and by conditioning the licensing of films in one theatre or group of theatres upon the licensing of films in other theatres or group of theatres; (4) concertedly discriminating with respect

to the license terms granted to theatres in large circuits because such theatres are part of a circuit. The means of such discrimination are said to be the licensing for exhibition in theatres of the five defendant exhibitors of runs ahead of those granted to competing independent exhibitors, and the continuance of these prior runs from season to season to the prejudice of independent exhibitors. As a result independent exhibitors are systematically excluded from the opportunity to procure preferred runs of pictures distributed by the defendants in the localities in which defendants' theatres operate and at times refused any run at all in order to protect defendants' theatres from competition.

It is further charged by the plaintiff that the distributor-exhibitor defendants have combined with each other: (1) by conditioning the licensing of films distributed by one defendant in theatres operated by another upon the licensing of films distributed by the latter in the theatres operated by the former; (2) by excluding independently produced films from affiliated theatres and by excluding unaffiliated exhibitors from competing with first run or other run theatres in cities and towns where affiliated theatres are located; (3) by excluding unaffiliated exhibitors from operating theatres on the same run as affiliated exhibitors; (4) by using the first and early runs of affiliated theatres to control the film supply, runs, clearances and admission prices of operators of competing unaffiliated theatres in cities and towns in which affiliated theatres are located; (5) by pooling or otherwise sharing with each other the profits of affiliated theatres owned



or controlled by two or more exhibitor defendants located in the same competitive area and frequently by together operating on the same run in cases where they would be in competition with one another except for such pooling or profit sharing agreements; (6) by effecting a division of the territory of the entire United States among them for theatre operating purposes.

The amended and supplemental complaint prays: (1) That each of the contracts, combinations and conspiracies in restraint of trade, together with attempts to monopolize the same, be declared illegal; (2) that the defendants and their subsidiaries be perpetually enjoined from continuing to carry out attempts at monopolization and all restraints of trade in distribution and exhibition of motion pictures; (3) that a nation-wide system of impartial arbitration tribunals, or such other means of enforcement as the court may deem proper, be established in order to secure adequate \*331 enforcement of whatever general and nation wide prohibitions of illegal practices may be contained in the decree; (4) that the five major defendants and their subsidiaries be rected to vest themselves of all interest and ownership, both direct and indirect, in any theatres which the court shall find to have been used by one or more of them unreasonably to restrain trade and commerce in motion pictures.

After the amended and supplemental complaint was filed, the plaintiff and the five major defendants and their subsidiary corporations that were parties to the suit, executed a written consent to the entry of a decree by the District Court, signed

November 20, 1940. A decree was made in accordance with the consent reciting that no testimony had been taken, that no provision of the decree should be construed as an admission or adjudication that any of the plaintiff's charges were true, or that the consenting defendants had violated any law, or that the doing or the failure to do any of the acts or things enjoined or rected to be one would constitute a violation of law.

The decree enjoined the consenting defendants as follows:

(1) No distributor defendant shall license feature motion pictures for public exhibition within the United States at which an admission fee is to be charged until the feature has been trade shown within the exchange district in which the exhibition is to be held.

(2) No distributor defendant shall offer for license or shall license more than five features in a single group. The license of one group of features shall not be conditioned upon the licensing of another feature or group of features, nor shall any distributor defendant require an exhibitor to license shorts, reissues, westerns, or foreigners as a condition of licensing other features. Disputes as to violation of these provisions shall be subject to arbitration. The power of the arbitrator shall be limited to a determination of whether the offer to license or the license was conditioned and, if found to be conditioned, to imposing a penalty against the distributor of not to exceed \$500.

(3) No license for features to be exhibited in theatres located in one exchange district shall

include theatres located in another exchange district.

(4) No distributor defendant shall refuse to license its pictures for exhibition in an exhibitor's theatre on some run to be designated by the distributor upon terms and conditions fixed by the distributor, if the exhibitor can satisfy reasonable minimum standards of theatre operation and is reputable and responsible, unless the granting of a run on any terms will have the effect of reducing the distributor's total film revenue in the competitive area in which such exhibitor's theatre is located. Controversies arising from a complaint by an exhibitor for violation of the foregoing provision shall be subject to arbitration under which an award based on a finding of violation shall restrict the distributor to offer its pictures to the complainant on a run to be designated by the distributor, and upon terms fixed by the distributor, which are not calculated to defeat the purposes of this subdivision.

(5) Controversies arising from the complaint of an exhibitor that a feature licensed by a distributor defendant for exhibition in a particular theatre is generally offensive in the locality on moral, religious, or racial grounds shall be subject to arbitration, and, if the feature shall be found to be thus offensive, an award shall be made cancelling the license in so far as it relates to the exhibition of the feature in that theatre.

(6) Controversies arising upon the complaint of an exhibitor that the clearance applicable to his theatre is unreasonable shall be subject to arbitration. Reasonable clearance as to time and area was stipulated and held

by the consent decree to be essential to the distribution and exhibition of motion pictures. In determining whether a clearance complained of is unreasonable the arbitrator should consider the historical development of clearance in the area, the admission price of the theatres involved; their character, location, and type of entertainment; the rental terms and license fees paid by them; the extent to which they compete for patronage, and all other business considerations \*332 except affiliation of the theatres with a distributor or with a circuit of theatres. If the clearance be found unreasonable, the award shall fix the maximum clearance between the theatres involved, which may be granted in licenses thereafter entered into by a distributor that is party to the arbitration. The award may also fix, subject to the provisions of Section XVII of the consent decree, such maximum clearance under any existing franchise, i.e., a licensing agreement, or a series of licensing agreements, covering more than one motion picture season and covering the exhibition of pictures released by the distributor during the entire period of the agreement. Nothing contained in this subdivision, nor any award in arbitration, shall restrict the exhibitor's right to license for any theatre any run which is able to negotiate, nor shall restrict the distributor's right to license any run which desires to grant, nor to license the exhibition of any special feature under a contract the terms of which, including provisions for clearance, are applicable only thereto.

(7) Controversies arising upon a complaint by an independent exhibitor that a distributor defendant has arbitrarily refused to license its features for exhibition on

the run requested by the exhibitor in one of the latter's theatres shall be subject to arbitration, but the making of any award shall be subject to certain specified conditions and no award made shall affect the license to exhibit any feature then under license, but only future licenses.

(8) Within three years after the entry of the decree, the consenting defendants are to notify the Department of Justice of any legally binding commitment for the acquisition of any theatre or theatres. During such period, each defendant is to report monthly the changes in its theatre position, together with a statement for the reason of such changes. Within three years following the entry of the decree, no consenting defendant shall enter upon a general program of expanding its theatre holdings. Nothing shall prevent any such defendant from acquiring theatres or interests herein to protect its investment or its competitive position or for ordinary purposes of its business.

(9) The decree shall not be construed to limit, impair or alter the right of a distributor to license the exhibition of motion pictures, subject to such terms as may be satisfactory to it, (a) in any theatre in which, or in the proceeds of which, it is directly or indirectly interested; (b) in any theatre an interest in which of not less than 50% is acquired after the date of the decree and which it owns at the time of such license, and (c) in any theatre of which a company in which the defendant owned not less than 42% of the common stock at the date of the decree and at the time of such license acquires after the date of the

decree and owns at the time of such license a financial interest of not less than 50%.

(10) Except as otherwise expressly and specifically provided in the decree, nothing therein shall be construed to limit the right of any distributor to select its own customers, bargain with them in accordance with law, or negotiate with or license to or accept any offer from any exhibitor to license its motion pictures or any number thereof, upon such terms and conditions as it deems advisable or in its best interests.

(11) For a period of three years after the entry of the consent decree the plaintiff shall not seek either in this or any other action against the consenting defendants to enjoin the production or distribution of motion pictures from their exhibition or to dissolve any defendant or any corporation in which it has directly or indirectly a substantial stock interest and which is engaged in the exhibition of motion pictures, or holds directly or indirectly a substantial stock interest in any corporation so engaged, or to dissolve or break up any circuit of theatres of any such defendant or of any such corporation, or to require any such defendant, corporation or circuit to vest itself of its interests or any hereof in motion picture theatres in which it had an interest at the time of the entry of the decree.

(12) The method and conditions of and the procedure for the arbitration of controversies and the powers of an appeal board \*333 created by the court to entertain appeals from the arbitration tribunal are set forth in the decree.

(13) Jurisdiction is retained by the decree for the purpose of enabling any parties to apply to the court at any time more than three years after the date of the entry for any modification thereof.

The three minor defendants and their subsidiaries did not consent to the decree of November 20, 1940, presumably because of their opposition to the provisions requiring trade-showing and prohibiting block-booking of groups of more than five films. It was provided that if the plaintiff did not secure the entry of a decree against the three minor defendants before June 1, 1942, the consenting defendants were to be released from those provisions. Such a decree was in fact not entered by the specified date, and accordingly the sections of the decree regarding trade-showing and block-booking have lapsed. Nevertheless, according to the testimony, the consenting defendants have continued to comply with them.<sup>1</sup>

Counsel for the five major defendants and their subsidiaries contend that the consent decree has, in some respects at least, the effect of a final judgment which may not be modified. But we cannot see how such a position is consistent with the language of Section XXIII (d), which permits ‘ \* \* \* any of the parties to this decree to apply to the Court at any time more than three years after the date of the entry of the decree for any modification thereof. ‘ That period has expired, and therefore everything relating to rights under and remedies for violations of the Sherman Act is, herefore, open for consideration, even as between

consenting parties; and certainly nothing has hitherto been decided which affected the non-consenting parties. It would seem to follow that we cannot bind any parties to subject themselves to the arbitration system or the board of appeals set up in aid of without their consent, even though we may regard it as desirable that such a system, in view of its demonstrated usefulness, should be continued in aid of the decree which we propose to direct.

**\*334** The evidence has established various infractions of the Sherman Act on the part of each of the defendants which we shall proceed to discuss.

## PRICE-FIXING

The defendants who have granted moving picture licenses have fixed minimum admission prices which the exhibitor agrees to charge irrespective of whether he is to pay a flat rental or a percentage of the theatre receipts. It is said that these minimum admission prices are in general only those currently charged by the exhibitors and that they are placed in the licenses in order to assure the distributor of a minimum revenue when it licenses upon a percentage basis, and also to assure a continuation of the conditions which moved him to grant a given run to the exhibitor.<sup>2</sup> Whatever the reason, the various licensing defendants have agreed with their licensees to a system which determines minimum admission prices in all theatres where motion pictures licensed by them are exhibited. In this way are controlled the prices to be charged for most of the motion pictures exhibited either by the defendants, or by independents, within



he United States. That the eight defendants distribute more of the features is evident from the record. For example, during the 1934-44 season the eight defendants distributed about 77.6% of all features nationally distributed except 'westerns' and low cost productions, and even if the latter inferior and non-competitive pictures are included, they distributed 65.5%. See Plaintiff's Exhibit 426; Record p. 2400. The control of distribution closely resembles that appearing in [Goldman Theatres, Inc., v. Loew's Inc.](#), 3 Cir., 150 F.2d 738, 744, 745, where the court said: 'Defendants control the production and distribution of more than 80% of feature pictures in this country, and no exhibitor can successfully operate without access to defendants' product.'<sup>3</sup>

] The licenses are in effect price-fixing arrangements among all the distributor-defendants, as well as between such defendants individually and their various exhibitors. Such combinations we hold to be forbidden by the Sherman Act.

The exhibits submitted in this case contain numerous express agreements between the various distributing defendants and their licensees stating the minimum admission prices which licensees are required to maintain in showing the distributors' pictures in the areas concerned. The agreements are not only between the distributor-defendants and other defendants owning theatres, but also between the distributor-defendants and independent theatre owners. A correlation of these agreements shows that in many instances the minimum prices set forth in the

license agreements by the various defendants are in substantial conformity. Indeed, as conceded in the joint brief filed on behalf of Loew's, Paramount, Warner, RKO and Twentieth Century-Fox that the admission prices included in licenses of the various distributor-defendants are in general uniform, being the usual admission prices currently charged by the exhibitors. At pages 31, 32 of the joint brief it is stated: 'The testimony shows that it is the general practice of all the distributors, whether dealing with independent exhibitors or affiliated ones, to include a provision in the license agreement that the exhibitor shall not charge less than a specified minimum admission price during the exhibition of the particular picture or pictures licensed. \* \* \* The minimum admission price included in the license is not one which the distributor dictates, but is the usual admission price currently charged by the exhibitor. \*335 (R. 433, 718, 968, 999, 1382-1383). It is the practice of exhibitors to charge the same scale of admission prices over a period of time and not to change them according to whose pictures are being exhibited or according to any fluctuations in the type of picture. ' A similar statement is made at page 18 of the brief of Columbia, and the brief of United Artists and Universal appears to argue on the same assumption at pages 24-39.

It does not seem important whether the distributor was the more controlling factor in determining the minimum admission prices. Whether it was such a factor or merely acceded to the customary prices of the exhibitors, in either event there was a general arrangement of fixing prices in which both distributors and exhibitors were

involved. But it is plain that the distributor more than acceded to existing price schedules.<sup>4</sup> The licenses required them to be maintained under severe penalties for infraction, and the evidence shows that the distributors in the case of exceptional features, where not satisfied with current prices, would refuse to grant licenses unless the prices were raised.<sup>5</sup> Moreover, the distributors, when licensing on a percentage basis, were interested in the prices charged and even when licensing for a flat rental were interested in admission prices to be charged for subsequent runs which they might license on a percentage basis. Likewise all of the five major defendants had a definite interest in keeping up prices in any given territory in which they owned theatres, and this interest they were safeguarding by fixing minimum prices in their licenses when distributing their films to independent exhibitors in those areas. Even if the licenses \*336 were at a flat rate, a failure to require their licensees to maintain fixed prices would leave them free by lowering the current charge to decrease through competition the income in the licensors' own theatres in the neighborhood. The whole system presupposed a fixing of prices by all parties concerned in all competitive areas

The similarity of specified minimum prices prescribed for the same theatres in the distributor-defendants' contracts of license is shown by the following table collated from exhibits in evidence.<sup>6</sup> The exhibits \*337 used to prepare the table contained answers of the defendants to plaintiff's interrogatories about the first block of five features licenses for the 1934-44 season

by each of the five major distributor-defendants, and about the first five pictures licensed by each of the three minor defendants, and about that picture of each defendant which during the season received the most billings in the United States

It is apparent from the foregoing that there was great similarity and in many cases identity in the minimum prices fixed for the same theatre in the licenses of all the defendants. Where there was a marked difference in price, as for example in the admissions specified by RKO, Columbia and Universal, in a theatre in Charleston, South Carolina, it is likely to have been due to the showing of a picture of a different class from the others, or upon a different run.

Such uniformity of action spells a deliberately unlawful system, the existence of which is not dispelled by the testimony of interested witnesses that one distributor does not know what another distributor is doing; and there can, in our opinion, be no reasonable inference that the defendants are not all planning to fix minimum prices to which their licensees must adhere. See record p. 1322.

In addition, several of the exhibits disclose operating agreements between the five distributor-defendants who are also theatre owners, or between them and independent theatre owners in which joint operation of the theatres covered by the agreements is provided and minimum admission prices to be charged are either \*338 stated herein, or are to be jointly determined by other means. Apparently those particular price-fixing agreements do not involve the three

minor defendants or their subsidiaries. or example, in Plaintiff's Exhibit 220 there are agreements between subsidiaries of Loew's and Warner, covering the period of May 5, 1938 to August 31, 1947, according to which the admission prices for three theatres in Pittsburgh— two of Warner and one of Loew's— are to be fixed by a joint committee. In Plaintiff's Exhibit 218, an agreement between Warner and Paramount provides that from March 1, 1936, to August 31, 1953, two theatres previously operated by Warner, and one theatre previously operated by Paramount in Hammond, Indiana, should be managed by Warner Bros. Circuit Management Corporation and the then present scale of admission prices maintained. By other agreements in Plaintiff's Exhibit 219, RKO and Warner provided for joint operation from August 27, 1937, to August 31, 1950, of five theatres in Cleveland— three of RKO and two of Warner— for which minimum prices are to be determined by a joint operating committee. See also, e.g., Plaintiff's Exhibit 229 (Warner and independent); Exhibit 213 (Loew's and independent); Exhibit 202 (RKO and independent); Exhibits 226, 226a (Paramount, Warner, and independent); Exhibit 223 (Warner and independent); Exhibit 386 (Paramount, RKO and independent); Exhibits 238, 239 (Fox and independent); Exhibit 387 (Paramount, RKO and independent); Exhibit 206 (RKO and Paramount); Exhibit 221 (Warner and Paramount); Exhibit 209 (RKO and Paramount); Exhibit 205 (Paramount and independent). These agreements show the express intent of the major defendants to maintain prices at artificial levels.

As further evidence of a conspiracy among the distributors to fix prices, we find master agreements and franchises between various of the defendants in their capacities as distributors and various of the defendants in their capacities as exhibitors. These contracts stipulate minimum admission prices often for dozens of theatres owned by an exhibitor-defendant in a particular area of the United States. Loew's as distributor, for example, fixed minimum prices for nearly all of Paramount's 133 theatres in Florida in an agreement covering the 1934-44 season. Plaintiff's Exhibit 57(11). In the Chicago area Loew's again as distributor specified prices in a single agreement for upwards of 50 theatres owned by a Paramount subsidiary, Balaban & Katz Corporation. Plaintiff's Exhibits 250, 173. United Artists as distributor also specified prices for the Balaban & Katz theatres in Chicago for the 1941-42 season. Plaintiff's Exhibit 369(6). Similarly, Loew's specified prices for the entire Warner circuit of theatres for the 1943-44 season, Plaintiff's Exhibit 57(8-10, 21-22, 30, 32, 35, 38, 48); for the same season United Artists specified prices for five RKO theatres in Cincinnati, Plaintiff's Exhibit 274; Paramount for seven RKO theatres in Cincinnati, Plaintiff's Exhibit 240; Loew's for the same seven RKO theatres in Cincinnati, Plaintiff's Exhibit 248; Warner for forty or more RKO theatres in Greater New York, Plaintiff's Exhibit 126; Loew's for six Fox theatres in Los Angeles County, Plaintiff's Exhibit 249; Warner for subsequent run Paramount theatres in Detroit and Birmingham, Michigan, Plaintiff's Exhibit 244.



A master agreement between United Artists as distributor and Fox as exhibitor for the season 1938-39 covered distribution of pictures of five independent producers on Fox theatre circuits in Los Angeles, San Francisco, Salt Lake City, St. Louis, Milwaukee, Omaha, Denver, and other cities, all on a percentage basis. It contained the following clause: 'Where pictures are licensed on a percentage rental basis the scale of admission prices to be not less than the scale of admission prices charged to view pictures of comparable quality exhibited by the exhibitor and distributed by distributors other than United Artists.' The foregoing quotation shows an acquiescence of United Artists in admission prices fixed by any other distributor and an adherence to those prices in its own licenses. Plaintiff's Exhibit 199.

A franchise agreement between Universal Corporation as distributor and Interstate Theatres, Inc., and Texas Consolidated Theatres, Inc., for the seasons 1941- \*339 44 is similar. Plaintiff's Exhibit 261. In each of the two latter companies Paramount had a 50% interest. The franchise covered pictures distributed by Universal to the theatres of the two licensees and contained the ordinary provisions for penalties if minimum admission prices were not maintained. See note 2 supra. While no minimum prices were specified in the agreements it is not really questioned that in such circumstances the current prices were implied as part of the contract. See Record pp. 433, 724, 782, 1082, 1210-1211.

There is also in evidence a franchise agreement between Columbia Pictures

Corporation as distributor and Marcus Loew Booking Agency, a Loew's subsidiary, for the seasons 1944-46 covering pictures distributed to Loew's Metropolitan New York Circuit. Plaintiff's Exhibit 471 Minimum admission prices were not specified, but, as in other cases, were implied.

Licenses granted by one defendant to another for exhibition in only one theatre, while less striking evidence of conspiracy than the above master agreements and franchises, disclose the same inter-relationship among the defendants. Each of the five major defendants as a theatre-owning exhibitor has been licensed by the other seven defendants as distributors to exhibit the pictures of the latter at specified minimum price. KO, for example, as a theatre-owner, has been granted licenses with price restrictions by the other defendant-distributors. In turn, RKO, being itself a distributor, has granted similar licenses to the other four exhibiting defendants. We think that RKO, Loew's, Warner, Paramount and Fox, in granting and accepting licenses with minimum prices specified, have among themselves engaged in a national system to fix prices, and that Columbia, Universal and United Artists, in requiring the maintenance of minimum prices in their licenses granted to these exhibitor-defendants, have participated in that system.

2] It is a reasonable inference from all the foregoing that the distributor-defendants have acquiesced in the establishment of a price-fixing system and have conspired with one another to maintain prices. Such a conspiracy is per se a violation of the Sherman Act. *Ethyl Gasoline Corp. v.*

United States, 309 U.S. 436, 60 S.Ct. 618, 84 L.Ed. 852; United States v. Rankfort Distilleries, Inc., 324 U.S. 293, 65 S.Ct. 661, 89 L.Ed. 951; United States v. Masonite Corp., 316 U.S. 265, 62 S.Ct. 1070, 86 L.Ed. 1461.

3] Moreover, irrespective of the conspiracy among distributors to which we have referred, each distributor-defendant has illegally combined with its licensees, for agreeing to maintain a stipulated minimum admission price, each exhibitor hereby consents to the minimum price level at which it will compete against other licensees of the same distributor whether they exhibit on the same run or not. The total effect is that through the separate contracts between the distributor and its licensees a price structure is erected which regulates the licensees' ability to compete against one another in admission prices. Each licensee knows from the general uniformity of admission price practices that other licensees having theatres suitable for exhibition of a distributor's picture in the particular competitive area will also be restricted as to maintenance of minimum prices, and this acquiescence of the exhibitors in the distributor's control of price competition renders the whole a conspiracy between each distributor and its licensees. An effective system of price control in which the distributor and its licensees knowingly take part by entering into price-restricting contracts is thereby created. That the combination is made up of a sum of separate licensing contracts, individually executed, does not affect its illegality, for tacit participation in a general scheme to control prices is as violative of the Sherman

Act as an explicit agreement. *Inter-state Circuit v. United States*, 306 U.S. 208, 59 S.Ct. 467, 83 L.Ed. 610; *United States v. Masonite Corp.*, 316 U.S. 265, 62 S.Ct. 1070, 86 L.Ed. 1461; *Goldman Theatres, Inc., v. Loew's Inc.*, 3 Cir., 150 F.2d 738.

4] This practice of stipulating minimum admission prices in the contracts of license is illegal in another respect. The differentials in price set by a distributor in licensing a particular picture in theatres exhibiting on different runs in the same competitive area are calculated to encourage as many patrons as possible to see the picture in the prior-run theatres where they will pay higher prices than in the subsequent runs. The reason for this is that if 10,000 people of a city's population are ultimately to see the picture—no matter on what run—the gross revenue to be realized from their patronage is increased relatively to the increase in numbers seeing in the higher-prices prior-run theatres. In effect, the distributor, by the fixing of minimum prices, attempts to give the prior-run exhibitors as near a monopoly of the patronage as possible. This, we believe, to be in violation of [Section 2](#) of the Sherman Act, at least when the distributor's own theatres are not exhibiting its picture on a prior-run and so theatres other than its own that it attempts to give a monopoly.

5] It is argued that the practice of minimum admission price-fixing is permitted under the Copyright Act, 17 U.S.C.A. 1 et seq. But that act has never been held to sanction a conspiracy among licensors and licensees artificially to maintain prices. We do not

question that the Copyright Act permits the owner of a copyrighted picture to exhibit in its own theatres upon such terms as it sees fit, nor need we now decide whether a copyright owner may lawfully fix admission prices or be charged by a single independent exhibitor for the exhibition of its film, if other licensors and exhibitors are not in contemplation. *Interstate Circuit v. United States*, 306 U.S. 208, 59 S.Ct. 467, 83 L.Ed. 610, cf. *United States v. General Electric Co.*, 272 U.S. 476, 47 S.Ct. 192, 71 L.Ed. 362. As other licensors and exhibitors are always in contemplation, so far as we can see, the question would appear academic.

This does not contravene the rule announced in *United States v. General Electric Co.*, 272 U.S. 476, 47 S.Ct. 192, 71 L.Ed. 362, for there a license to only a single licensee—the Westinghouse Company—was involved, and, therefore, no conspiracy which sought to amplify the rights of the licensor under the Patent Act. The other question involved in that case was whether a patentee might lawfully require its bona fide agents to maintain minimum prices in selling the former's patented articles. The court held that it could. There is no claim here, however, that the exhibitors as licensees under the distributors' copyrights are agents in any sense, and we do not see that such a claim could be made. In any event, *United States v. Masonite Corp.*, 316 U.S. 265, 62 S.Ct. 1070, 86 L.Ed. 1461, involved facts closely analogous to those here and affords ample basis for our decision.

6] Some argument has been made that the defendants' fixing of minimum admission prices is exempted from operation of

the Sherman Act by the Miller-Tydings Amendment to that act, 1937, 50 Stat. 693, 15 U.S.C.A. 1. The amendment pertains, however, only to 'contracts or agreements prescribing minimum prices for the resale of a commodity', and the undisputed evidence shows that the distributors merely grant licenses to the exhibitors for exhibition of their films and that none of their films at any time passes to the exhibitors. Furthermore, the distributor-defendants have engaged in a conspiracy, and the amendment explicitly states that despite its other provisions, contracts or agreements between 'persons, firms, or corporations in competition with each other' to establish or maintain minimum prices remain illegal. *United States v. Rankfort Distilleries, Inc.*, 324 U.S. 293, 65 S.Ct. 661, 89 L.Ed. 951; *United States v. Bausch & Lomb Co.*, 321 U.S. 707, 64 S.Ct. 805, 88 L.Ed. 1024; *United States v. Univis Lens Co.*, 316 U.S. 241, 62 S.Ct. 1088, 86 L.Ed. 1408.

The foregoing holding that the defendants have all engaged in unlawful price-fixing does not prevent the distributors from continuing their present methods of determining film rentals; they may measure their compensation by stated sums, by a given percentage of a particular theatre's receipts, by a combination of these two, or by any other appropriate means. What is held to be violative of the Sherman Act is not the distributors' devices for measuring rentals, but their fixing of minimum admission prices which automatically regulates the ability of one licensee to compete \*341 against another for the patron's dollar and ends to

increase such prices as well as profits for exhibition.

If the exhibitors are not restrained by the distributors in the right to fix their own prices, there will be an opportunity for the exhibitors, whether they be affiliates or independents, to compete with one another. This is because one exhibitor by lowering admission prices will be able to compete with other exhibitors in obtaining patrons for his theatre—a competition which may well benefit both exhibitors and the public paying the admission fees.

### CLEARANCE AND RUN

Among provisions common to the licensing contracts of all the distributor-defendants are those by which the licensor agrees not to exhibit or grant a license to exhibit a certain motion picture before a specified number of days after the last date of the exhibition therein licensed. This so-called period of ‘clearance’ or ‘protection’ is stated in the various licenses in differing ways: in terms of a given period between designated runs, as for example in the Chicago area, Plaintiff's Exh. 369, see *Bigelow v. KO Radio Pictures, Inc.*, 7 Cir., 150 F.2d 877, affirmed 327 U.S. 251, 66 S.Ct. 574, and as in Washington and New York, Plaintiff's Exh. 244, 471; in terms of admission prices charged by competing theatres, as ‘20 days over 30¢ theatres, 28 days over 25¢ theatres,’ Plaintiff's Exh. 57, 173, 178, 189; in terms of a given period of clearance over specifically named theatres, Plaintiff's Exh. 94, 181, 242, 253, 259; in terms of so many days' clearance over specified areas or town, Plaintiff's Exh. 126, 175, 182, 182A, 183, 194, 244, 250,

255, 470, 476; in terms of clearances as fixed by other distributors, Plaintiff's Exh. 188, 417; or in terms of combinations of these formulae.

7] 8] It appears to be plaintiff's contention that clearance practices inherently operate to produce unreasonable restrictions of competition among theatres and are therefore per se violative of the Sherman Act. With this we do not agree, for seems to us that a grant of clearance, when not accompanied by a fixing of minimum prices or not unduly extended as to area or duration, affords a fair protection to the interests of the licensee without unreasonably interfering with the interests of the public. At common law a vendor of income-producing property may validly covenant with his purchaser not to compete for a given time or within a given area so long as the restrictions are reasonably necessary to protect the value of the property purchased. *Cincinnati, Portsmouth, Big Sandy & Pomeroy Packet Co. v. Bay*, 200 U.S. 179, 26 S.Ct. 208, 50 L.Ed. 428; see *Rogers v. Parry*, 2 Cro. 326 (K.B. 1613); *United States v. Addyston Pipe & Steel Co.*, 6 Cir., 85 F. 271, 46 L.R.A. 122. It is true that licenses of property rather than sales are here concerned and that the distributors covenant not only not to exhibit the films themselves, but also not to license them to others. Nevertheless, we believe these are not differences which affect the applicability of the common-law rule to the present case, for licenses between one distributor and one exhibitor with reasonable clearance provisions do not, in our opinion, involve anything unlawful. Such provisions are no more than safeguards



against concurrent or subsequent licenses in the same area until the exhibitor whose theatre is involved has had a chance to exhibit the pictures licensed without invasion by a subsequent exhibitor at a lower price. It seems nothing more than an adoption of the common law rule to restrict subsequent exhibitions for a reasonable time within a reasonable area. While clearance may indirectly affect admission prices, it does not fix them and is, we believe, a reasonable restraint permitted by the Sherman Act. [Standard Oil Co. v. United States](#) 221 U.S. 1, 31 S.Ct. 502, 55 L.Ed. 619, 34 L.R.A.,N.S., 834, Ann. Cas. 1912D, 734; [United States v. American Tobacco Co.](#), 221 U.S. 106, 31 S.Ct. 632, 55 L.Ed. 663; [Westway Theatre, Inc. v. Twentieth Century-Fox Film Corp.](#), D.C., 30 F.Supp. 830, affirmed on opinion below, 4 Cir., 113 F.2d 932; see [United States v. Masonite Corp.](#), 316 U.S. 265, 62 S.Ct. 1070, 86 L.Ed. 1461; [Ethyl Gasoline Corp. v. United States](#), 309 U.S. 436, 60 S.Ct. 618, 84 L.Ed. 852.

The costs of each black and white print is from \$150 to \$300, and of a technicolor \*342 print is from \$600 to \$800. Many of the bookings are for less than the cost of the print so that exhibitions would be confined to the larger high-priced theatres unless a system of successive runs with a reasonable protection for the earlier runs is adopted in the way of clearance.

In Section VIII of the Consent Decree, moreover, there is the explicit statement to which all parties, including the plaintiff, consented. 'It is recognized that clearance, reasonable as to time and area, is essential

in the distribution and exhibition of motion pictures.'

While, as previously stated, we do not deem ourselves bound by any provision of the consent decree, if we now find that violates the Sherman Act, the forcefulness of the Phrasing of this sentence indicates the proved utility of clearance practices in the movie industry and also their apparent necessity for a reasonable conduct of the business. Indeed, it is practically conceded that exhibitors would find extremely perilous the acceptance of licenses for the exhibition of films without assurance by the distributor that a nearby competitor would not be licensed to show the same film either at the time or so soon hereafter that the exhibitor's expected income—perhaps on the basis of which he agreed on the specified rental—would be greatly diminished. Moreover, we understand the plaintiff to concede that the licensor may license its pictures for different successive dates. A reasonable clearance is in practical effect much the same. Either a license for successive dates, or one providing for clearance, permits the public to see the picture in a later-exhibiting theatre at lower than prior rates.

Several courts have previously considered the validity of clearances under the Sherman Act and have concluded that in the absence of an unconscionably long time or too extensive an area embraced by the clearance, or a conspiracy of distributors to fix clearances, there was nothing of itself illegal in their use. [Westway Theatre, Inc., v. Twentieth Century-Fox Film Corp.](#), D.C. Md., 30 F.Supp. 830, affirmed on opinion below, 4 Cir., 113 F.2d 932, and unreported

cases therein cited; *Gary Theatre Co. v. Columbia Pictures Corp.*, 7 Cir., 120 F.2d 891. We find the reasoning of these cases persuasive.

It is true that in some instances large theatre circuits by use of their great film-buying power have been able to negotiate successfully with the distributor-defendants for grants of unreasonable clearances or unjustified prior runs for their theatres. *United States v. Crescent Amusement Co.*, 323 U.S. 173, 65 S.Ct. 254, 89 L.Ed. 160; *Bigelow v. KO Radio Pictures, Inc.*, 7 Cir., 150 F.2d 877, affirmed 327 U.S. 251, 66 S.Ct. 574; *Goldman Theatres v. Loew's*, 3 Cir., 150 F.2d 738; *United States v. Schine Chain Theatres, Inc.*, D.C.W.D.N.Y., 63 F.Supp. 229. While we cannot find sufficient evidence to support an inference that the major defendants here though controlling some of the largest circuits of theatres in the country and thus possessing potential weapons of great strength, have either collectively or severally entered upon a general policy of discriminating against independents in their grants of clearances, yet they have acquiesced in and forwarded a uniform system of clearances and in numerous instances have maintained unreasonable clearances to the prejudice of independents and perhaps even of affiliates. The decision of such controversies as may arise over clearances should be left to local suits in the area concerned, or, even more appropriately, to litigation before an Arbitration Board composed of men versed in the complexities of this industry.

In determining the reasonableness of the specific clearances which may come

before these tribunals, they should consider whether the clearance has been set so as to favor affiliates or control the admission prices of the theatres involved. A distributor will naturally tend to grant a subsequent run to and clearance over a theatre for which the owner of his own volition sets a low admission price, for the distributor will be inclined to seek out the higher priced theatres first where the revenue is likely to be greater and consequently in case of licenses on a percentage basis where a percentage share will be higher. This, however, would seem the inevitable result of the competition for the distributor's films from theatres which are the larger or ~~\*343~~ better equipped, and for which higher admission prices may therefore be charged by their operators. Such competition the lower priced theatres must be prepared to meet, or else be content with subsequent runs and grants of clearance over them. The temptations of the distributor to use clearance grants to force a theatre to raise its prices and thus to qualify for prior runs having less clearance over it, and more clearance over competitors are nevertheless obvious and the courts or arbitration board should guard that this is not done. Clearance should be granted on the basis of theatre conditions which the exhibitor creates, not the distributor. The line to be drawn is indeed indistinct, but its existence is no less real.

9] In determining whether any clearance complained of is unreasonable, the following factors should be taken into consideration and accorded the importance and weight to which each is entitled, regardless of the order in which they are listed:

(1) The admission prices, as set by the exhibitors, of the theatres involved;

(2) The character and location of the theatres involved, including size, type of entertainment, appointments, transit facilities, etc.;

(3) The policy of operation of the theatres involved, such as the showing of double features, gift nights, give-aways, premiums, cut-rate tickets, lotteries, etc.;

(4) The rental terms and license fees paid by the theatres involved and the revenues derived by the distributor-defendant from such theatres;

(5) The extent to which the theatres involved compete with each other for patronage;

(6) The fact that a theatre involved is affiliated with a defendant-distributor or with an independent circuit of theatres should be disregarded; and

(7) There should be no clearance between theatres not in substantial competition.

[O] The foregoing has been rected to the validity of clearance provisions resulting from separate negotiations between individual distributors and exhibitors in free and open competition with other distributors and exhibitors, and, as stated, we believe their reasonable use to be lawful. It is here claimed by plaintiff, however, that the distributor-defendants have acted in concert in the formation of a uniform system of clearances for the theatres to which they license their films and that the exhibitor-defendants have assisted in creating and

have acquiesced in this system. This we find to be the case and hold to be in violation of the Sherman Act.

The following testimony warrants the inference that the defendants, as we found to be the case in the fixing of admission prices, have acted in concert in their grants of run and clearance. William J. Rogers, general sales manager and vice-president of Loew's, testified that the field managers determine whether a theatre shall be licensed to exhibit on a first or on a subsequent run, that the clearance of a given theatre is more or less historical, except for that of new theatres, and that there has been very little change in clearance over a period of years. Record pp. 542, 543 Prior to 1943-44 Loew's license agreements provided that the clearance granted therein should apply to any theatre thereafter opened. Record p. 556.

Charles M. Eagan, vice-president of Paramount in charge of sales, stated that once clearance is agreed upon, it remains the same unless either exhibitor or distributor wants to change it. Record pp. 710, 711. There is a difference between a distributor's and an exhibitor's interest in the period of clearance granted. The distributor wants to get the most possible in film rental from all the runs, the exhibitor to get as much clearance over a succeeding run as possible, because he has no interest in any succeeding run. The distributor, however, has a definite interest. Record p. 710. Clearances as granted apply to all pictures regardless of their quality. Record p. 715.



Martin J. Mullen, vice-president of M & P Theatres, a managing corporation which operates a group of New England theatres affiliated with Paramount, said that clearance is generally negotiated each time a license contract is made, but is actually carried \*344 along from year to year and generally understood when once established; that originally, before his time, clearance was established as a result of individual negotiations and followed along the same lines as they were with some changes. Record p. 968. All defendants grant the same clearance to the same theatre. Record p. 977.

John J. Friedl, president and general manager of the Minnesota Amusement Company, a wholly-owned subsidiary of Paramount, said that he generally got from the various distributors the same clearance for the particular theatre for which he is negotiating; that while clearance is negotiated with each license, it generally remains the same, and the same clearance is granted by distributor-defendants and non-defendants alike, Record p.1003; that clearance is definitely followed in all cases. Record p. 1013.

Morton J. Thalheimer, an independent theatre exhibitor in Richmond, Virginia, called as a witness by the plaintiff, testified that clearance was in effect in Richmond when he first went into business, and it seemed perfectly normal and natural that it should remain that way; that it protects his first-run against his own sub-runs. Record p. 1384. To his knowledge, the system of clearances had existed in Richmond for over nineteen years,

during which time there had not been any change. Record p. 1041.

Harold J. Fitzgerald, president of Fox Wisconsin Theatres, Inc., operating sixty-six motion picture theatres in Wisconsin and Michigan, a wholly owned subsidiary of the defendant National Theatres Corporation testified by affidavit that the situation with respect to the licensing of films, and the runs and clearances involved, were much the same in 1928 as they are today, Record p. 1973; that licensing arrangements were vital to distributor and exhibitor and that clearance obviously had a definite effect upon the capacity of his corporation to secure patronage at its top admission price. If Fox Wisconsin undertook to pay a distributor the film rental based upon a higher percentage of gross, would be interested in clearance over any neighborhood theatre which the distributor might license on a competing subsequent run. Generally, negotiations as to clearance do not take place with respect to each block of pictures licensed because once a fair and reasonable clearance has been determined by the distributor and exhibitor tends to become fixed, and ordinarily will be the same in a series of contracts in the absence of any unchanged circumstances and conditions. Record p. 1983.

Benjamin Kalmenson, sales manager of Warner Bros. Distributors Corporation, testified that clearances have been pretty well set through the country for a great many years, and are 'acquiesced in by exhibitors, producers, independents, affiliates and everybody, until there has grown up a kind of system of clearance.' Record p. 1506.

Robert Mochrie, general sales manager of KO Radio Pictures, Inc., stated upon his examination that KO in determining the length of clearance between theatres, takes into consideration the amount of clearance which in its opinion will yield the largest revenue, taking all theatres into account as a whole and subject to a clearance condition that has built itself up in the city over a period of time. In negotiating licenses, there is frequent occasion to give consideration to the existing clearance between theatres, but they did not consider it anew each time because the factors which determined it originally at some past time remain stable from year to year. He said there are no general or frequent instances in his practice of clearances different in some particular city from those granted by a co-defendant. He usually knows what clearances other distributors are granting. His customer usually tells him what clearance he wants, which is what he is getting from other distributors. He has no agreements with other distributors that he will adopt the same clearance, and his explanation as to why in some instances the clearances granted by KO to a prior run theatre is the same as a clearance granted by one or more other distributors serving the same theatre is that clearance has been the outgrowth in time between those two theatres, and he \*345 exhibitor buys such products on such a clearance basis and offers the witness the same. Record pp. 1714, 1715.

Abraham Montague, general sales manager of Columbia, testified that in negotiating deals, the 'clearance is something we usually find when we arrive there, and we usually

negotiate our deal within the clearance we find'; that it would be impracticable and impossible to set up new clearance. Record p. 1268. His company keeps a record of clearances in the community. Record p. 1347. Where his company grants clearance to one theatre over another, usually follows the pattern set by clearance that is given by other major distributors as well as those which are not majors. He usually does not make any independent determination of whether the clearance is reasonable or unreasonable. He takes it as he finds it, and finding in most cases standardized, his company does not feel that it is strong enough to change it. Record pp. 1376, 1377.

Paul N. Lazarus, manager of the contract department of United Artists, testified that clearances are 'generally understood, and they follow along their established custom.' Record p. 1440. His testimony of other witnesses to the same effect as the foregoing, see Record pp. 2012, 2043, 2049, 2086, 2110, 2111.

The fixed character of clearances and the uniformity of the distributor-defendants' practice with reference thereto are shown by the exhibits, as well as the testimony. Many of the franchises, master agreements, and so-called 'formula deals' which are in evidence provide that clearances shall be the same as those in effect on the date of the agreement. See Plaintiff's Exhibits 419A (RKO and independent); 419B (RKO and Paramount); 241 (Paramount and Fox); 172 (Paramount and Loew's); 473 (RKO and Universal); 245 (Warner and Fox); 251 (Fox and Paramount); 254 (Fox and RKO). Some of the agreements establish clearances for

more than a season. See Plaintiff's Exhibits 181 (3 years, Loew's and Warner); 187 (3 years, Loew's and Fox); 249 (9 years, Loew's and Fox); 259 (3 years, Warner and Universal). Others provide that the clearances are to be no less favorable to the exhibitor than that which had been granted by the distributor for the previous season or in the preceding agreement. See Plaintiff's Exhibits 265, 472, (Columbia and Fox); 190 (RKO and Fox); 199, 272A, 383, (United Artists and Fox).

In some of the agreements, the clearance herein stated was also to be granted to all theatres which the exhibitor-party to the contract might hereafter own, lease, control, manage, or operate. See Plaintiff's Exhibits 172 (Paramount and Loew's); 266, 266A (Columbia and Warner); 471 (Columbia and Loew's); 192 (Fox and Warner). Moreover, the license forms for 1936-37 of Paramount, Fox, Loew's, Warner, RKO, Columbia and Universal, and for 1943-44 of Paramount, Warner, Columbia and Universal, each contain a provision entitling or similar to the following: 'If clearance is granted against a named theatre or theatres indicating that it is the intention of the Distributor to grant such clearance against all theatres in the immediate vicinity of the Exhibitor's theatre, then unless otherwise provided in the schedule, such clearance shall include any theatre in such vicinity thereafter erected or opened.' See Plaintiff's Exhibits 275, 277, 279-281, 283-286, 289, 290.

It is clear that the purpose of these two types of clearance agreements was to fix the run and clearance status of any theatre hereafter

opened, not on the basis of its appointments, size, location, and other competitive factors normally entering into such a determination, but rather upon the sole basis of whether it was operated by the exhibitor-party to the agreement.

Much that has been said about clearances is applicable also to runs; the two are practically alike. Clearances are given to protect a particular run against a subsequent run, and the practice of clearance is so closely allied with that of run as to make comment on the one applicable to the other.

Rogers, of Loew's, testified that a run usually remains static for a given theatre, Record p. 421, and he determines what runs shall be 'offered' to an exhibitor. Record p. 418. The size of the theatre does not necessarily determine whether it is satisfactory for operation on a first run. Record p. 566.

Eagan, of Paramount, said that negotiations with an exhibitor are 'usually conducted on the basis of a particular run.' In the case of a new theatre, the distributor usually considers whether it wants to do business on the run the theatre would like.<sup>7</sup> In the New York area, second runs are sold by him only to Loew's and RKO. Record pp. 815, 816

The evidence we have referred to shows that both independent distributors and exhibitors when attempting to bargain with the defendants have been met by a fixed scale of clearances, runs, and admission prices to which they have been obliged to conform if they wished to get their pictures shown upon satisfactory runs or

were to compete in exhibition either with the defendants' theatres or with theatres to which the latter have licensed their pictures. Under the circumstances disclosed in the record there has been no fair chance for either the present or any future licensees to change a situation sanctioned by such effective control and general acquiescence as have obtained. See *Bigelow v. KO Radio Pictures, Inc.*, 7 Cir., 150 F.2d 877, affirmed 326 U.S.—, 66 S.Ct. 574; *Goldman Theatre v. Loew's Inc.*, 3 Cir., 150 F.2d 738; *Youngclaus v. Omaha Film Board of Trade, D.C. Neb.*, 60 F.2d 538. The only way competition may be introduced into the present system of fixed prices, clearances, and runs is to require a defendant when licensing its pictures to other exhibitors to make each picture available at a minimum fixed or percentage rental and (if clearance is desired) to grant a reasonable clearance and run. When so offered, the licensor shall grant the license for the desired run on the highest bidder if such bidder is responsible and has a theatre of a size, location, and equipment to present the picture to advantage. In other words, if two theatres are bidding and are fairly comparable the one offering the best terms shall receive the license. Thus price fixing among the licensors or between a licensor and its licensees as well as the non-competitive clearance system may be terminated, and the requirements of the Sherman Act, which the present system violates, will be adequately met. The administrative details involved in such changes will require further consideration. We are satisfied that existing arrangements are in derogation of the rights of independent distributors, exhibitors, and

the public, and that the proposed changes will tend to benefit them all.

## FORMULA DEALS, MASTER AGREEMENTS, AND FRANCHISES

Formula deals, certain master agreements, and franchises have tended to restrain trade in the distribution and exhibition of motion picture features and in view of the history and relation of the moving picture business of the various parties to this action have exercised unreasonable restraints. In our opinion these restraints will be obviated or at least sufficiently mitigated by requiring a distributor wishing its pictures to be shown outside of its own theatres to offer to license each picture to all theatres desiring to show it on a particular run and, if the theatres are responsibly <sup>\*347</sup> owned and otherwise adequate, to grant the desired run on the highest bidder.

Formula deals have been entered into by Paramount and by KO with independent and affiliated circuits. By such agreements a particular circuit has been licensed to exhibit a certain feature in all its theatres at a specified percentage of the national gross receipts realized from that feature by all theatres in the United States. The circuit may allocate playing time and film rentals among the various theatres as it sees fit. See Plaintiff's Exhibits 241, 419A, 419B. Arrangements whereby all the theatres of a circuit are included in a single agreement, and no opportunity is afforded for other theatre owners to bid for the picture in their several areas, seriously and as we hold unreasonably restrain competition. These formula deals have been negotiated without, so far as we are informed, any



competition on the part of independent theatre owners who would labor under a great disadvantage in attempting severally to match or outbid the offers for all of the theatres.

2] Certain master agreements are open to the same objection as formula deals, for they cover exhibition in two or more theatres in a particular circuit and allow the exhibitor to allocate the film rental paid among the theatres as it sees fit and also to exhibit the features upon such playing time as it deems best, and leaves other terms to the circuit's discretion. See, e.g., Plaintiff's Exhibits 196, 251, 267, 270, 270A, 273, 476. These are different from some other master agreements in which there are separate provisions covering the licensing of the pictures for each particular theatre. See, e.g., Plaintiff's Exhibits 182, 182A, 189, 190, 191, 248. These later agreements in effect only combine in one document a number of theatres with proper licenses for each. This may be one of here is an opportunity for exhibitors to bid for the same runs at an offered price.

3] Franchises which so far as the five major defendants are concerned were forbidden by the consent decree are also objectionable because they cover too long periods (more than one season) and also because they embrace all the pictures released by a given distributor. They necessarily contravene the plan of licensing each picture, theatre by theatre, to the highest bidder.

4] It is true that a prohibition of formula deals, master agreements and franchises will interfere with certain contracts which have been made in the past but their formation was a restraint upon trade which was unlawful at the time they were made, and therefore should not be continued. We see no reason to hold that the failure to bring in on this suit one of the contracting parties prevents the issue of an injunction forbidding one who is a party to the suit from continuing to carry out an arrangement which causes unlawful restraints. While our decision will not be res judicata as to those not parties to the litigation, the parties are necessarily and properly bound, and indeed the decision is a judicial precedent against the others on the questions of law involved in those situations we have referred to where they have unreasonably restrained trade and commerce.

5] 6] 7] In our opinion it follows from the foregoing that provisions in license agreements known as moveovers which give to a licensee the privilege of exhibiting a given picture in a second theatre as a continuation of a run in a first theatre are incompatible with the system we have prescribed of bidding for pictures and runs theatre by theatre. The same would seem to be true of so-called overage-and-underage provisions which are often inserted in licenses to permit an exhibitor owning a number of theatres to apply a deficit in the playing time in one or more others. Under such provisions it is not possible to determine the amount payable for the account of one theatre until the performances in the others have

been completed, or practically to apply the bidding system we are establishing. But provisions in licenses for 'extended' or 'repeat' runs in the same theatre, though apparently criticized by the government, would not seem to be objectionable if reasonably limited in time when other exhibitors are given the opportunity to bid \*348 for similar licenses. Likewise, any other license provisions which may be called to our attention that would substantially interfere with the effectiveness of the bidding system would have to be revised and perhaps may have to be specially dealt with in the decree to follow this opinion.

## BLOCK-BOOKING AND BLIND-SELLING

For many years the distributor-defendants licensed their films in 'blocks', or indivisible groups, before they had been actually produced. In such cases the only knowledge prospective exhibitors had of the films which they had contracted for was from a description of each picture by title, plot and players. In many cases licenses for all the films had to be accepted in order to obtain any, though sometimes the exhibitor was given a right of subsequent cancellation for a certain number of pictures. Because of complaints of block-booking and blind-selling based upon the supposed unfairness of contracts which often included pictures — the inferior quality of which could not be known—Sections III and IV of the consent decree required the five consenting distributors to trade-show their films before offering them for license and limited the number which might be included in any

contract to five. More than one block of five however could be licensed where the contents of any had been trade-shown. While this restriction in the consent decree has now ceased by the limitation, the consenting distributors have retained up to the present time their previous methods of licensing in blocks, but have allowed their customers considerable freedom to cancel the license as to a percentage of the pictures contracted for.

8] The plaintiff argues that the Sherman Act forbids block-booking in toto. This is said to be because it is illegal to condition the licensing of one film upon the acceptance of another, and therefore can make no difference whether the group of films involved in a license be two or forty. In our opinion this contention is sound, and any form of block-booking is illegal by which an exhibitor, in order to obtain a license for one or more films, must accept a license for one or more other films.

A patentee who has granted a license in consideration that the patented invention shall be used by the licensee only with unpatented material furnished by the licensor may not restrain as a contributory infringer one who sells to the licensee like materials for like use. [Mercoide Corp. v. Mid-Continent Investment Co.](#), 320 U.S. 661, 64 S.Ct. 268, 88 L.Ed. 376; [Mercoide Corp. v. Minneapolis-Honeywell Regulator Co.](#), 320 U.S. 680, 60 S.Ct. 278, 88 L.Ed. 396; [Morton Salt Co. v. G. S. Suppiger](#), 314 U.S. 488, 491, 62 S.Ct. 402, 86 L.Ed. 363; [Motion Picture Patents Co. v. Universal Film Mfg. Co.](#), 243 U.S. 502, 37 S.Ct. 416, 61 L.Ed. 871, L.R.A. 1917E, 1187, Ann. Cas. 1918A, 959; [Carbice](#)

Corp. v. American Patents Corp., 283 U.S. 27, 51 S.Ct. 334, 75 L.Ed. 819; Leitch Mfg. Co. v. Barber Co., 302 U.S. 458, 58 S.Ct. 288, 82 L.Ed. 371. Moreover, as was said in *Mercoird Corp. v. Mid-Continent Co.*, 320 U.S. 661, 670, 64 S.Ct. 268, 273, 88 L.Ed. 376, a decree for an injunction against a contributory infringer would sanction both ‘a misuse of the patent privilege and a violation of the anti-trust laws.’ The same rule would appear to apply to copyrights and prevent a suit for contributory infringement by a copyright owner who had licensed the printing of his book, only in connection with paper supplied by him, against a third party supplying paper to the licensee in violation of the agreement. See *Interstate Circuit Inc., v. United States*, 306 U.S. 208, 59 S.Ct. 467, 83 L.Ed. 610; *United States v. Crescent Amusement Co.*, 323 U.S. 173, 65 S.Ct. 254, 89 L.Ed. 160; *Straus v. American Publisher's Ass'n*, 231 U.S. 222, 34 S.Ct. 84, 58 L.Ed. 192, L.R.A. 1915A, 1099.

It is true that a copyrighted motion picture when united with another copyrighted picture by block-booking is not sold to an uncopyrighted article. Nevertheless the objections to conditioning the licensing of one picture upon the licensing of another are the same, for the result is to give the copyright owner not only the reward which is his due from the licensing \*349 of a single copyrighted film, but to extend his monopoly by requiring his licensee to accept one or more other films and to pay royalties therefor as an additional consideration. We cannot see that his offers in principle from requiring the licensee to purchase uncopyrighted articles in connection with the license of a copyright. In either case

the copyright owner is obtaining something which he decisions have forbidden as beyond the grant of his limited monopoly. Justice Holmes in his dissenting opinion in *Motion Picture Patents Co. v. Universal Film Mfg. Co.*, 243 U.S. 502, 519, 37 S.Ct. 416, 61 L.Ed. 871, L.R.A. 1917E, 1187, Ann. Cas. 1918A, 959, argued persuasively that the right of the owner of a patent to keep his device out of use included the right to condition its use. Such a doctrine would contravene the rule we are laying down, but his views were rejected by the majority of the Supreme Court in that decision, as well as in *Straus v. Victor Talking Machine Co.*, 243 U.S. 490, 37 S.Ct. 412, 61 L.Ed. 866, L.R.A. 1917E, 1916, Ann. Cas. 1918A, 955, and have proved to be contrary to a long line of subsequent decisions of that court — indeed to have been supplanted by the general trend of authority ever since the days of *Henry v. Dick*, 224 U.S. 1, 32 S.Ct. 364, 56 L.Ed. 645, Ann. Cas. 1913D, 880.

It may be argued that the common law gives a right to condition the licensing of one film upon the acceptance of another—that is as though the owner of ordinary chattels refused to sell a lot to A unless the latter would purchase in a larger quantity than he desired. The question whether such a contract involving patents or copyrights was good at common law was apparently left open in *Motion Picture Patents Co. v. Universal Film Mfg. Co.*, 243 U.S. 502, 503, 37 S.Ct. 416, 61 L.Ed. 871, L.R.A. 1917E, 1187, Ann. Cas. 1918A, 959, and *Keeler v. Standard Folding Bed Co.*, 157 U.S. 659, 15 S.Ct. 738, 39 L.Ed. 848, and in *Federal Trade Commission v. Paramountamous-Lasky Corp.*, 2 Cir., 57 F.2d 152, the Court



of Appeals for the Second Circuit sustained contracts of block-booking.

Block-booking, when the license of any film is conditioned upon taking of other films, is a system which prevents competitors from bidding for single pictures on their individual merits and adds to the monopoly of a single copyrighted picture that of another copyrighted picture which must be taken and exhibited in order to secure the first. It differs from such a sale of chattels as we have mentioned because it extends a monopoly which the owner of the chattels is not assumed to have. We are not inclined to follow *Federal Trade Commission v. Paramount Famous-Lasky Corp.*, 2 Cir., 57 F.2d 152, for the reason we have given and particularly because of recent decisions of the Supreme Court. As Stone, C.J., said in *Ethyl Gasoline Corp. v. United States*, 309 U.S. 436, 459, 60 S.Ct. 618, 626, 84 L.Ed. 852,— when dealing with the use of one patent to exploit another: ‘ \* \* \* It (Ethyl Gasoline Corporation) has chosen to exploit its patents by manufacturing the fluid covered by them and by selling that fluid to refiners for use in the manufacture of motor fuel. Such benefits as result from control over the marketing of the treated fuel by the jobbers accrue primarily to the refiners and indirectly to appellant, only in the enjoyment of its monopoly of the fluid secured under another patent. The licensing conditions are thus not used as a means of stimulating the commercial development and financial returns of the patented invention which is licensed, but for the commercial development of the business of the refiners and the exploitation of a second patent monopoly not embraced in the

first. The patent monopoly of one invention may no more be enlarged for the exploitation of a monopoly of another, see *Standard Sanitary Mfg. Co. v. United States*, supra (226 U.S. 49, 33 S.Ct. 15, 57 L.Ed. 107) than for the exploitation of an unpatented article, *United Shoe Machiners Co. v. United States*, supra (258 U.S. 451, 42 S.Ct. 363, 66 L.Ed. 708); *Carbice Corporation v. American Patents Corp.*, supra (283 U.S. 27, 51 S.Ct. 334, 75 L.Ed. 819); *Leitch Manufacturing Co. v. Barber Co.*, supra (302 U.S. 458, 58 S.Ct. 288, 82 L.Ed. 371); *American Plecithin Co. v. Warfield Co.*, 7 Cir., 105 F.2d 207, or for the exploitation or promotion of a business not embraced within the patent. \*350 *Interstate Circuit v. United States*, supra, 306 U.S. (208), 228-230, 59 S.Ct. (467), 83 L.Ed. 610. ‘ See also *United States v. Crescent Amusement Co.*, 323 U.S. 173, 65 S.Ct. 254, 89 L.Ed. 160; *Hartford-Empire Co. v. United States*, 323 U.S. 386, 415, 452-3, 65 S.Ct. 373, 89 L.Ed. 322; *Mercoid Corp. v. Mid-Continent Investment Co.*, 320 U.S. 661, 670, 64 S.Ct. 268, 88 L.Ed. 376; *Mercoid Corp. v. Minneapolis Honeywell Regulator Co.*, 320 U.S. 680, 684, 64 S.Ct. 278, 88 L.Ed. 396; *United States v. Masonite Corp.*, 316 U.S. 265, 277-8, 62 S.Ct. 1070, 86 L.Ed. 1461; *Interstate Circuit, Inc. v. United States*, 306 U.S. 208, 227-230, 59 S.Ct. 467, 83 L.Ed. 610; *Stokes & Smith Co. v. Transparent-Wrap Machine Corp.*, 2 Cir., 156 F.2d 198.

We however declare illegal only that aspect of block-booking which makes the licensing of one copyright conditional upon an agreement to accept a license of one or more other copyrights. A distributor may license to an exhibitor at one time as many

films as the latter wishes to receive, but the distributor may not constitute groups of pictures which it refuses to license separately. The distributor may of course not license his pictures at all, but if he does license them, he must do so severally and, in accordance with the bidding procedure previously indicated, must license them to the exhibitor or exhibitors who are qualified and offer the best terms of the various runs.

Blind-selling does not appear to be as inherently restrictive of competition as block-booking, although it is capable of some abuse. By this practice a distributor could promise a picture of good quality or of a certain type which when produced might prove to be of poor quality or of another type—a competing distributor meanwhile being unable to market its product and in the end losing its outlets for future pictures. The evidence indicates that trade-shows, which are designated to prevent such blind-selling, are poorly attended by exhibitors. Record pp. 1178-1179. Accordingly, exhibitors who choose to obtain their films for exhibition in quantities, need to be protected against burdensome agreements by being given an option to reject a certain percentage of their blind-licensed pictures within a reasonable time after they shall have become available for inspection. Such right of rejection has been incorporated in numerous licenses given by the defendants and should be afforded whenever licenses of unproduced films and films not trade-shown are secured by an exhibitor who has made the best competitive bid for them.

9] The only group licensing we are prepared to sanction is licensing by which the group is not offered on condition that the

licensee shall take all the pictures included in it, or none, but in which the pictures are separately priced, and each picture is to be sold to the highest duly qualified bidder. As we have already indicated in discussing formula deals, master agreements, and franchises, the offering of pictures should be theatre by theatre, and if more than one picture is included in a license agreement, will be only because of business convenience and to the extent that each picture so included has received the best bid.

#### ‘POOLING’ AGREEMENTS.

It is claimed by plaintiff that the theatre-owning defendants have combined with each other and with independent theatre-owners by ‘pooling’ their theatres through operating agreements, leases, joint stock ownership of theatre-operating corporations, or through joint ownership of theatres in fee. We are asked to determine the validity of these various means of joining interests.

20] By far the most numerous type of agreement in evidence is that by which given theatres of two or more exhibitors, normally in competition with each other, are operated as a unit or most of their business policies collectively determined by a joint committee, or by one of the exhibitors, and by which profits of the ‘pooled’ theatres are divided among the owners according to pre-agreed percentages. See, e.g., Plaintiff’s Exhibits 9, 100, 200, 206, 213, 218, 220-221, 223, 226, 226A, 232. Some of the agreements provide that the parties thereto may not acquire other theatres in the competitive vicinity without first offering them for inclusion in

the 'pool'. \*351 See, e.g., Plaintiff's Exhibits 201, 205-206, 219.

These operating agreements we hold to be in clear conflict with the Sherman Act, for through them a defendant-exhibitor reduces to a minimum opposition between its own and other theatres in the 'pool'. Co-operation, rather than competition, characterizes their operation, and in view of the exhibitor-defendants' financial strength, control of first-class film distribution, ownership of concentrated numbers of first-run theatres, and especially their combination to reduce competition in exhibition through systems of price-fixing and clearances, such restraints as these agreements impose upon free commerce in motion pictures are far less than reasonable. The result is to eliminate competition prior to both exhibition and distribution of films which would flow almost automatically to the theatres in the earnings of which they have a joint interest.

21] Other forms of operating agreements are between major defendants and independent exhibitors rather than between major defendants, see, e.g., Plaintiff's Exhibits, 97, 118, 208, 238, 239, 358, but we are not of the opinion that this renders them legal. The effect is to ally two or more theatres of different ownership into a coalition for the nullification of competition between them and for their more effective competition against theatres not members of the 'pool'. Even if the parties to such combinations were not major film producers and distributors, but were all wholly independent exhibitors, such agreements might often be regarded as

beyond the reasonable limits of restraint allowance under the Sherman Act. This result is certain when some of the parties are of major stature in the movie industry and have in other ways imposed unlawful restraints upon it, as we have found to be the case upon the record before us.

22] In certain other cases the operating agreements are accomplished by leases of theatres, the rentals being determined by a stipulated percentage of profits earned by the 'pooled' theatres see, e.g., Plaintiff's Exhibits 9, 106, 118, 204. This appears to be but another means of carrying out the illegal objection discussed above. While a theatre-owner may of course remove itself from the business of operating theatres by leasing them to anyone deemed fit upon a fixed rental basis, so long as a monopoly in exhibition is not thereby achieved by the lessee, any arrangement whereby one of the exhibitor-defendants in this case allies its theatres with those of a competing exhibitor, independent or affiliated, and yet itself remains in the trade of exhibiting motion pictures by retaining an interest in the profits earned by the allied theatres, is unlawful under the anti-trust acts.

23] 24] Many theatres, or the corporations owning them, are held jointly by one or more of the exhibitor-defendants, in some cases in conjunction with independents. See e.g., Plaintiff's Exhibits 8, 9, 46, 48, 62, 164, 355, 387; KO'S Exhibit 11. As these joint interests enable the major defendants to operate theatres collectively, rather than competitively, we find them illegal for the reasons above stated.

Appropriate steps should be taken so that no exhibitor-defendant will own theatres (whether represented by fee, beneficial, or stock interests) jointly with other exhibitor-defendants, regardless of the size of the interests involved. Appropriate steps should also be taken so that no exhibitor-defendant or defendants will jointly own a theatre or stock interest herein with any independent exhibitor, except when a defendant or an independent owns an interest of five percent or less, which we deem de minimis and only to be treated as an inconsequential investment in exhibition. See *infra* 66 F.Supp. 358. This result may be reached in situations like Florida, Texas, Minnesota and Michigan by a sale, purchase, or exchange of interests in jointly-owned theatres so long as the transaction sought to be achieved will not result in an unreasonable restraint of competition in exhibition within the particular competitive area. To this end the court will control the manner in which rearrangements of these joint interests are effected.

It seems impracticable to do more than lay down general rules as to the foregoing situations. If further details are required to cover specific provisions of the various pooling agreements, they should be set forth in the decree to be hereafter entered.

**25]** It should be added that in our opinion there can be no objection to operating, booking, or film buying through agents, provided the agent is not also acting in respect of theatres owned by other exhibitors, independent or affiliated, and provided that in case the agent is buying

films for its principal he does his through the bidding system, theatre by theatre.

## DISCRIMINATION AMONG LICENSEES

The amended and supplemental complaint alleges that in licensing films each of the distributor-defendants has discriminated against small independent exhibitors and in favor of the large affiliated and unaffiliated circuits. Of the various contract provisions by which such discriminations are said to have been accomplished, plaintiff sets forth the following in its brief: suspending the terms of a given contract, if a circuit theatre remains closed for more than eight weeks, and reinstating it without liability upon re-opening, Plaintiff's Exhibits 188, 265, 266, 383, 384, 472, 473; allowing large privileges in the selection and elimination of films, Plaintiff's Exhibits 172, 177, 192, 263-266, 383, 384, 472; allowing reductions in film rentals if double bills are played, Plaintiff's Exhibits 183, 184, 190, 199, 242, 245, 247, 258, 259, 262, 264-266, 271-272a, 274, 382, 383, 473; granting moveovers and extended runs, Plaintiff's Exhibits 182, 182a, 199, 260, 262, 265, 267, 274, 383, 384, 474, 476; granting road-show privileges, Plaintiff's Exhibits 187, 188, 199, 232, 265, 266, 383, 384, 472; allowing overage and underage, Plaintiff's Exhibits 190, 191, 194, 259, 265, 266, 383; granting unlimited playing time Plaintiff's Exhibits 241, 267, 269, 471; excluding foreign pictures and those of independent producers, Plaintiff's Exhibits 173, 174, 181, 190, 191, 194, 199, 262, 265, 266, 272a, 383, 384, 395, 470-472; granting rights to question the classification



of features for rental purposes, Plaintiff's Exhibits 187, 232, 259, 265, 472, 473; and especially, discriminating in film rentals, clearances, and minimum admission prices, see Plaintiff's Brief pp. 56-70, 75-85.

26] 27] These provisions are found most frequently in franchises and master agreements, which are made with the larger circuits of affiliated and unaffiliated theatres. Record pp. 1432, 1433; Columbia's Exhibit 9a; Universal's Exhibit 2; Plaintiff's Exhibits 195, 198, 259, 261, 265-266a, 384, 396, 470-473. Small independents are usually licensed, however, upon the standard forms of contract, which do not include them. Record pp. 1432, 1433; Plaintiff's Exhibits 275-290. The competitive advantages of these provisions are so great that their inclusion in contracts with the larger circuits constitutes an unreasonable discrimination against small competitors in violation of the anti-trust laws. It seems unnecessary to decide whether the record before us justifies a reasonable inference that the distributor-defendants have conspired among themselves to discriminate among their licensees, for each discriminating contract constitutes a conspiracy between the licensee and licensor. [Interstate Circuit Inc. v. United States](#), 306 U.S. 208, 59 S.Ct. 467, 83 L.Ed. 610; [United States v. Crescent Amusement Co.](#), 323 U.S. 173, 65 S.Ct. 254, 89 L.Ed. 160.

28] The defendants argue that these privileges granted to the circuits flow from their negotiations with the individual theatre-owners rather than from a standard policy of discrimination deliberately pursued by them. This is perhaps true, but the

result is the same whether the bargaining power of the large exhibitors forces upon the distributors a discriminatory policy, or whether the latter voluntarily carry such a policy into effect. Acquiescence in an unreasonable restraint, as well as the creation of such a restraint, violates the Sherman Act. Under the bidding system we are requiring such discriminations would appear impossible. Those provisions which are not compatible with the operation of his system, or which are inherently unreasonable, such as a provision for a clearance between theatres where there is no substantial competition, will no longer be includible in licenses, as mentioned elsewhere, but otherwise the bidders will compete for licensing contracts on a parity, in that the same offer will be made to all prospective exhibitors in a community.

\*353 The foregoing is not to be construed, however, as indicating that the distributor-defendants have discriminated among their licensees with respect to film rentals, clearances, or minimum admission prices. They have perhaps done so, but we are without sufficient knowledge of the many factors entering into the determination of these provisions such as the character of specific communities, the nature of the different theatre appointments, of the patrons, operating policies, locations, and responsibility of operators. In the absence of such facts, we are unable to infer that the distributor-defendants have violated the Sherman Act in this particular regard, but any discriminations in the other ways noted above in favor of affiliated licensee or licensees connected with independent



circuits as against individual independents must be enjoined and we believe will not exist in future licenses under the bidding system for which we are providing.

#### DIVESTITURE OF THEATRES

29] We cannot accede to the prayer of the plaintiff that the major defendants should be divested of their theatres in order that no distributor of motion pictures shall be an exhibitor. Undoubtedly such a step while not *pro facto* preventing price-fixing agreements or unreasonable clearance would eliminate the government's most urgent objections to the present methods of conducting the motion picture business, but it would also withdraw the defendant-distributors from competition in the exhibition field and at the same time would create a new set of theatre owners which would be quite unlikely for some years to give the public as good service as the exhibitors they would have supplanted in view of the latter's demonstrated experience and skill in operating what must be regarded as in general the largest and best equipped theatres. We think that the opportunity of independents to compete under the bidding system for pictures and runs renders such a harsh remedy as complete divestiture unnecessary, at least until the efficiency of that system has been tried and found wanting.

In the year 1945 there were about 18,076 motion picture theatres in the United States of which the five major defendants had interests in 3,137, or 17.35 per cent. Of the latter, Paramount or its subsidiaries owned independently of the other defendants 1395

— a little less than half, or about 7.72 per cent; Warner 501, or about 2.77 per cent; Loew's 135, or about .74 per cent; Fox 636, or about 3.52 per cent, and RKO 109, or about .60 per cent. There were 361 theatres, or about 2.00 per cent, in which two or more of these defendants had joint interests, whether held directly or indirectly through stock ownership in the same corporation or through a lease or operating agreement. This tabulation excludes theatres connected with one or more of the defendants through film-buying or management contracts or through corporations in which a defendant owns an indirect minority stock interest. It includes all theatres in which each defendant otherwise owns a direct or indirect interest of any amount. See Loew's Exhibit 2; KO's Exhibit 11; Plaintiff's Exhibits 8, 9, 12, 13, 22, 47, 48, 64, 87, 88, 97, 100, 118-120, 156-164, 360.

It would seem unlikely that theatre owners having aggregate interests of little more than one-sixth of all the theatres in the United States are exercising such a monopoly of the motion picture business that they should be subjected to the drastic remedy of complete divestiture in order to effect a proper degree of free competition. It is only in certain localities, and not in general, that an ownership even of first-run theatres approximating monopoly exists. Under the proposed system, the only theatres the competition of which in exhibition even Paramount—the largest owner—would in anywise control are the 7.72 per cent which it now owns. Each of the other four major defendants would control a far smaller percentage of the theatres. Even in places like Philadelphia and Cincinnati,

where Warner and RKO have owned all the first-run theatres, their theatre interests cannot properly be aggregated to establish a conspiracy in restraining exhibition, for in such localities there would seem to be nothing to prevent \*354 other persons from building theatres of a similar type if the market for the distribution of films should be opened to the highest bidder and the builder of a new theatre could compete with the other theatre owners in obtaining pictures for exhibition in the theatre he had built. The only pictures that the present sole exhibitors in such localities could control would be their own, which they can always exhibit freely in their own theatres.

In about 60 per cent of the 92 cities having populations of over 100,000 on which the government mainly relies to prove its case, there are independent first-run theatres in competition with those of the major defendants except so far as they may be restricted by the trade practices we have criticized.<sup>8</sup> In about 91 percent of these cities there is competition in first runs between independents and some of the major defendants or among the major defendants themselves, except so far as they may be restricted by the above trade practices.<sup>9</sup> If the bidding system we propose be set up, minimum admission prices in licenses eliminated, and the other restrictive agreements which we have discussed terminated, it is our opinion that adequate competition would exist. Indeed in all of the 92 cities, even where there is no present competition in first runs there is always competition in some run

Moreover, there is no substantial proof that any of the corporate defendants was organized or has been maintained for the purpose of achieving a national monopoly, as was the case in *Standard Oil Co. v. United States*, 221 U.S. 1, 31 S.Ct. 502, 55 L.Ed. 619, 34 L.R.A.,N.S., 834, Ann. Cas. 1912D, 734; *United States v. American Tobacco Co.*, 221 U.S. 106, 31 S.Ct. 632, 55 L.Ed. 663, and *United States v. Aluminum Co. of America*, 2 Cir., 148 F.2d 416. The five major defendants cannot be treated collectively so as to establish claims of general monopolization in exhibition. They can only be restrained from the unlawful practices in fixing minimum prices, obtaining unreasonable clearances, block-booking, and other things we have criticized.

If in certain localities there is ownership by a single defendant of all the first-run theatres, there is no sufficient proof that it has been for the purpose of creating a monopoly and has not rather arisen from the inertness of competitors, their lack of financial ability to build theatres comparable to those of the defendants, or from the preference of the public for the best equipped houses and not from 'inherent vice' on the part of these defendants. Each defendant had a right to build and to own theatres and to exhibit pictures in them, and it takes greater proof than that each of them possessed great financial strength, many theatres, and exhibited the greater number of first-runs to deprive it of the ordinary rights of ownership. Outside the limits of the trade practices and agreements which we have found to violate the anti-trust laws and which will under the final decree

be abolished, here is general competition among all the defendants as well as between them and independent distributors for the exhibition of their various pictures. record p. 1062.

As was said by the expediting court in [United States v. The Pullman Co., D.C.E.D. Pa., 1945, 64 F.Supp. 108, 112](#): 'If there is only one store in a town at which everyone trades, that fact does not itself constitute a monopoly in the legal sense. It is only when the merchant maintains his position by devices which compel every one to trade with him exclusively that the situation becomes legally objectionable.'

**\*355** In the case at bar, as we have reiterated, many of the objections are to the trade practices we have alluded to, and not to the ownership of theatres either by the major defendants or by their wholly-owned subsidiaries. If those theatres were all owned by entirely independent corporations and distributing-producing defendants, if not in competition in the distribution of their films, would control competition in the exhibition business by in the aggregate controlling the distribution of most of the best pictures in the United States and imposing restrictions upon their use. The root of the difficulties we have discovered lies not in the ownership of many or most of the best theatres by the producer-distributors, but in price-fixing, non-competitive granting of runs and clearances, unreasonable clearances, formula deals, master agreements, franchises, block-booking, pooling agreements and certain discriminations among licensees between defendants and independents. These

practices, if employed in the future, in favor of powerful independents would effect all of the undesirable results that have existed when the five major defendants and their subsidiaries have owned or controlled numerous theatres in which the defendants' pictures have been exhibited. That such would be the case seems amply demonstrated by the decisions where powerful independent circuits were involved. [United States v. Crescent Amusement Co., 323 U.S. 173, 65 S.Ct. 254, 89 L.Ed. 160](#); [Interstate Circuit Inc. v. United States, 306 U.S. 208, 59 S.Ct. 467, 83 L.Ed. 610](#). If the objectionable trade practices were eliminated, the only difference between such an assumed situation in which the defendants owned no theatres and the present would be the inability of the major defendants to play their own pictures in their own theatres. The percentage of pictures on the market which any of the five major defendants could play in its own theatres would be relatively small and in no wise approximates a monopoly of film exhibition.<sup>10</sup>

There has however been restraint of competition in exhibition by the five major defendants through ownership of theatres jointly with one another or if their interest be more than five per cent even where jointly held with independents which, in our opinion, calls for a divestiture of such interests whether such partial interest is in fee or through stock ownership or otherwise.

**30]** There is no evidence that in a city such as Cincinnati, in which a major defendant owns all of the first-run theatres, other exhibitors, affiliated or unaffiliated, **\*356** have been prevented from also owning

theatres for exhibition on first-run and here consequently is no monopoly in the legal sense, see [United States v. Pullman Co., D.C., 64 F.Supp. 108, 112](#), and no reason for directing a divestiture. But when theatres are jointly owned by a major defendant and another party, it is evident that both joint owners wish to participate and indeed are directly or indirectly participating in the business of exhibiting motion pictures. In such case their joining of interests is illegal under the anti-trust laws for the reason that the major defendant hereby eliminates putative competition between self and the other joint owner, who otherwise would be in a position to operate theatres independently. Such an elimination of competition is unreasonable in view of the defendant's being a powerful factor in the industry capable of exerting vast influence to its ends, and of the methods it has employed to restrain and control normal competition in distributing and exhibiting motion pictures through price-fixing, system of clearances, block-booking, pooling and the other practices we have alluded to.

We find such joint interests in a great number of theatres, a summary of which is set forth below,<sup>11</sup> and hold that they must be terminated by a sale to, or purchase from the co-owner or owners, or by a sale to a party not one of the other defendant-exhibitors. The decree or subsequent orders to be entered in conformity with this opinion will control sales or exchanges of such fractional interests for the purpose of restoring or creating a reasonable competition in the areas in question.

Theatres Jointly Owned With Independents:  
Paramount 993 Warner 20 Fox 66 KO  
187 Loew's 21 Theatres Jointly Owned  
By Two Defendants: Paramount-Fox 6  
Paramount-Loew's 14 Paramount-Warner  
25 Paramount-RKO 150 Loew's-RKO 3  
Loew's-Warner 5 Fox-RKO 1 Warner-  
RKO 10 ----- Total... 1,501 Theatres  
Of the above theatres jointly owned with  
independents, the following numbers will  
not be affected by the decree, since the  
defendant or co-owning independent owns  
less than a 5% interest: Paramount 177 KO  
32 ----- Total 209 Theatres -----  
Total affected by the decree according to  
KO'S 1,292 Theatres Exhibit 11

## GENERAL CONSIDERATIONS

31] It may be said that such restrictions in commercial dealings as we would impose will interfere with the right of a copyright owner to choose his customers or contract for the disposition of his own property. The answer is that no such absolute right exists where its exercise will involve an extension of a copyright monopoly or an unreasonable interference with competition in the distribution and exhibition of moving pictures. A system of fixed admission prices, clearances and block-booking is so restrictive of competition in its tendency that it should be modified to comply with the terms of the Sherman Act. The modifications in practices we have indicated will relieve conditions that have grown up through the years. Indeed the practices are defended on the ground that business convenience and long usage ought to sanction them. But, in spite of their long continuance,



we cannot escape the conclusion that in various ways the system stifles competition and violates the law and that business convenience and loyalty to former customers afford a lame excuse for depriving others of rights to compete and for perpetuating unreasonable restrictions. The remedy we are giving against the infractions is certainly no more drastic in effect than the one the Supreme Court granted in [Interstate Circuit v. United States](#), 306 U.S. 208, 59 S.Ct. 467, 83 L.Ed. 610, nor more \*357 severe than the one imposed in [United States v. Crescent Amusement Co.](#), 323 U.S. 173, 65 S.Ct. 254, 89 L.Ed. 160. The defendants have built up great business enterprises in a very popular field. Yet they have carried on practices we have found unduly restrictive of interstate commerce and even though we do not suggest that they any more than ‘those eighteen upon whom the tower in Siloam fell’ have been ‘sinners above all men’, yet measures should be taken to restore the moving picture business to a condition of competition that will benefit both competitors and the general public and to abate practices that are unlawful.

It is argued that the steps we have proposed would involve an interference with commercial practices that are generally acceptable and a hazardous attempt on the part of judges—unfamiliar with the details of business—to remodel delicate adjustments which have hitherto provided the public with what is a new and great art. But we see nothing ruinous in the remedies proposed. Disputes which may arise under the bidding system are likely to relate to questions whether the bidder has

a theatre adequate for the run for which he bids, whether the clearance requested is reasonable as regards his own theatre and those of others, and similar matters generally involved in comparing bids. If the defendants will consent to an arbitration system for the termination of such disputes of the kind that has worked so well under the consent decree, they will facilitate the adjustment of most of the differences that are likely to occur, with a large saving of time and money as compared with separate court actions.

A suit in the district court for violation of the Sherman Act is doubtless an awkward way to cure such ills as have arisen, but is perhaps the best remedy now available to the government. There surely are evils in the existing system, and the Sherman Act provides a mode of correction which is lawfully invoked. At all events, that which is written is written, and is controlling on us.

It does not follow from the foregoing that we should wholly break up the exhibition business of each of the major defendants even though a ‘root and branch’ decree might be legally possible. Such total divestiture would be injurious to the corporations concerned, and, if we are right in our analysis of the situation, we should still have to give relief against price-fixing, systems of clearance, formula deals, master agreements and franchises, block-booking, pooling agreements, and other agreements we have held invalid. The relief proposed we believe should suffice, while total divestiture would be damaging to the public as well as to the defendants and not accomplish any useful purpose at the present time.



## THE DECREE

A decree is granted in accordance with the views expressed in the foregoing opinion to be settled on ten day's notice. It should provide for the dismissal of all claims asserted by the plaintiff against any of the defendants which act only as producers of motion pictures and for the dismissal of claims against any other defendants based on their acts as producers, whether as individuals or in conjunction with others.

The granting of licenses by any of the defendant-distributors which fix minimum prices for admission to theatres either of the defendants or of any other exhibitor should be enjoined in which such minimum admission prices are fixed by the parties either in writing, or through a committee, or through arbitration, or upon the happening of any event, or in any other wise.

The defendants should be enjoined from concertedly agreeing to maintain a system of clearances as among themselves or with other exhibitors, and no clearances should be granted against theatres in substantial competition with the theatre receiving a license for exhibition in excess of what is reasonably necessary to protect the licensee in the run granted. Existing clearances in excess of what is reasonably necessary to protect the licensees in the runs awarded to them shall be invalid pro tanto. In determining what is a reasonable clearance the following factors should be taken into consideration:

- \*358 (1) The admission prices of the theatres involved, as set by the exhibitor;
- (2) The character and location of the theatres involved, including size, type of entertainment, appointments, transit facilities, etc.;
- (3) The policy of operation of the theatres involved, such as the showing of double features, gift nights, give-aways, premiums, cut-rate tickets, lotteries, etc.;
- (4) The rental terms and license fees paid by the theatres involved and the revenue derived by the distributor-defendant from such theatres;
- (5) The extent to which the theatres involved compete with each other for patronage;
- (6) The fact that a theatre involved is affiliated with a defendant-distributor or with an independent circuit of theatres should be disregarded; and
- (7) There should be no clearance between theatres not in substantial competition.

The further performance by any of the defendants of existing formula deals, master agreements or the extent that we have previously found them invalid, or franchises should be enjoined, and the defendants should also be enjoined from entering into or carrying out any similar agreements in the future.

Defendants owning a legal or equitable interest in theatres of ninety-five percent or more either directly or through subsidiaries

may exhibit pictures of their own or of their wholly owned subsidiaries in such theatres upon such terms as to admission prices and clearances and on such runs as they see fit.

No defendant or its subsidiaries shall exhibit its films other than on its own behalf or through wholly owned subsidiaries, or subsidiaries in which it has an interest of at least ninety-five per cent, without offering the license at a minimum price for any run desired by the operators of each theatre within the competitive area. The license desired shall in such case be granted to the highest responsible bidder having a theatre of a size and equipment adequate to show the picture upon the terms offered. The license shall be granted solely upon the merits and without discrimination in favor of affiliates, old customers, or any person whatever. Each license shall be offered and taken theatre by theatre and picture by picture. No contracts for exhibition shall be entered into, or if already outstanding shall be performed, in which the license to exhibit one feature is conditioned upon an agreement of the licensee to take a license of one or more other features, but licenses to exhibit more than one feature may be included in a single instrument provided the licensee shall have had the opportunity to bid for each feature separately and shall have made the best bid for each picture so included. To the extent that any of the pictures have not been trade-shown prior to the granting of a license for more than a single picture, the licensee shall be given by the licensor the right to reject a percentage of such pictures not trade-shown prior to the granting of the license to be fixed by the decree. But that right to reject any picture must be exercised within ten days

after there has been an opportunity afforded to the licensee to inspect it.

The defendants shall be enjoined from entering into or continuing to perform existing pooling agreements whereby given theatres of two or more exhibitors, normally in competition, are operated as a unit or whereby the business policies of such exhibitors are collectively determined by a joint committee, or by one of the exhibitors, or whereby profits of the 'pooled' theatres are divided among the owners according to pre-agreed percentages. They shall also be enjoined from making or continuing to perform agreements that the parties may not acquire other theatres in the competitive area without first offering them for inclusion in the pool. The making or continuance of leases of theatres under which defendants lease any of their theatres to another defendant or to an independent operating a theatre in the competitive area in return for a share of the profits shall be enjoined.

Each defendant shall cease and desist from ownership of an interest in any theatre, whether in fee or in stock or otherwise, \*359 in conjunction with another defendant-exhibitor. Each defendant shall cease and desist from ownership, jointly with an independent, of an interest in any theatre, greater than five per cent, unless such defendant's interest is ninety-five per cent or more; and where the interest of such defendant is more than five per cent and less than ninety-five per cent, such joint interests shall be dissolved either by a sale to, or by a purchase from, such co-owner or co-owners. Arrangements of such joint interests with an independent,

if by purchase, shall, however, be subject to the direction of this court so that their effectuation may promote competition in the exhibition of motion pictures. Where a defendant owns a ninety-five or greater per cent interest in any theatre, such theatre may be considered as its own so far as this opinion and the decree to be entered hereon are concerned. Each of the defendants shall be enjoined from expanding its theatre holdings except for the purpose of acquiring a co-owner's interest in jointly owned theatres, and this only in cases where the court shall permit such acquisition, instead of requiring an outright sale of the undivided interest of the defendant in question. The foregoing provisions as to divestiture of partial interests in theatres shall apply both to interests held in fee and beneficially and to those represented by shares of stock. But shall not prevent a defendant from acquiring theatres or interests herein in order to protect its investments, or in order to enter a competitive field; if in the latter case, his court or other competent authority shall approve the acquisition after due application is made therefor.

Each defendant shall be enjoined from operating, booking or film-buying through any agent who is also acting in such matters for any other exhibitor, independent or affiliated.

The decree shall also provide for arbitration of disputes as to bids, clearances, runs, and any other subjects appropriate for arbitration in respect to all parties who may consent to the creation of such tribunals for adjustment of such disputes. It shall also provide for an appeal board similar to the

one created by the consent decree as to any parties consenting thereto. It shall make such disposition of the provisions of the existing consent decree signed November 30, 1940, as may be necessary in view of the foregoing opinion.

In order to secure compliance with the decree to be entered, duly authorized representatives of the Department of Justice shall on the written request of the Attorney General or the Assistant Attorney General in charge of anti-trust matters, and on reasonable notice to the defendant or defendants affected, be permitted reasonable access to all books and papers of the defendants and reasonable opportunity to interview their officers or employees, as provided in Section XVIII of the Consent Decree.

Proceedings under the decree to be entered shall be stayed pending appeal or for the purpose of enabling the parties to adjust their business without an unfair burden or as practice may require upon such terms as the decree shall provide.

Jurisdiction of this cause should be retained for the purpose of enabling any of the parties to the decree to apply to the court at any time for such orders or actions as may be necessary or appropriate for the construction or carrying out of the same, for the enforcement of compliance herewith, and for the punishment of violations hereof, or for other or further relief.

Findings should be proposed by the parties for the assistance of the court, but such

proposed findings will form no part of the record.

## All Citations

66 F.Supp. 323, 69 U.S.P.Q. 573

## Footnotes

- 1 The following are definitions of terms used in this opinion:  
Block-booking— The practice of licensing, or offering for license, one feature, or group of features, upon condition that the exhibitor shall also license another feature or group of features released by the distributor during a given period.  
Clearance— The period of time, usually stipulated in license contracts, which must elapse between runs of the same picture within a particular area or in specified theatres.  
Exchange District— An area in which an office is maintained by a distributor for the purpose of soliciting license agreements for the exhibition of its pictures in theatres situated throughout the territory served by the exchange and for the physical distribution of such films throughout this territory.  
Feature— Any motion picture, regardless of topic, the length of the film of which is in excess of 4,000 feet.  
Formula Deal— A licensing agreement with a circuit of theatres in which the rental price of a given film is measured for the circuit as a whole by a specified percentage of the picture's national gross.  
Franchise— A licensing agreement, or series of licensing agreements, entered into as part of the same transaction, in effect for more than one motion picture season and covering the exhibition of pictures released by one distributor during the entire period of the agreement.  
Independent— A producer, distributor, or exhibitor, as the context requires, which is not a defendant in this action or a subsidiary or affiliate of a defendant.  
Master Agreement— A licensing agreement, also known as a 'blanket deal', covering the exhibition of films in a number of theatres, usually comprising a circuit.  
Motion Picture Season— A one-year period beginning about September 1 of each year.  
Road-show— A public exhibition of a motion picture in a limited number of theatres, in advance of its general release, at admission prices higher than those customarily charged in first-run theatres in the areas where they are located.  
Runs— The successive exhibitions of a motion picture in a given area, first-run being the first exhibition in that area, second-run being the next subsequent, and so on.  
Trade-showing— A private exhibition of a film prior to its release for public exhibition, as required by Section III of the consent decree.
- 2 That the distributor-defendants have more than merely a passive interest, as they claim, in the maintenance of specified minimum prices is shown by their inclusion in the licenses of provisions for severe penalties if less than those prices are charged. Some licenses provide that if the schedule of minimum prices is violated, all existing licenses of the distributor for that theatre may be cancelled at the option of the distributor, other licenses provide that the particular license may be cancelled or that the exhibitor's clearance over subsequent runs be greatly reduced. See Plaintiff's Exhibits 275-290.
- 3 The defendants in the Goldman case were substantially the same as those here, except that Universal Corporation was there eliminated by agreement.
- 4 Reagan, vice-president in charge of distribution and sales for Paramount, testified as follows:  
'Q. Well, does that [the admission price] fix his right to a particular run or to clearance? A. It would have an influence upon the run and clearance, yes sir.'  
'Q. Why would you be interested in the minimum admission price or the admission price charged by the exhibitor in connection with determining what run you would negotiate for? A. Because the admission price that he charges determines the film rental that I can earn for my pictures.' Record pp. 718-719.  
See also testimony of Kupper in charge of distribution organization of RKO. Record p. 1084.
- 5 Testimony of John J. Friedl, president of Minnesota Amusement Company— the stock of which is owned by Paramount, was as follows:  
'Q. Are there occasional instances of special attractions where there is a negotiation as to a higher admission price with the distributor? A. That has come up on several occasions. In the case of the picture 'Woodrow Wilson', and several other pictures, they have been released by the distributors as road show attractions, and in those cases the distributors

insisted upon road show prices, and it was the option of the purchaser, or the theatre, to buy or not to buy those pictures at those prices; but if he expected to play the picture at that time, he would have to charge such admission price.

'Q. And if he was not willing to advance his admission price to meet the distributor's terms, he had the opportunity to play this picture on regular run, is that right? A. At a later date, that is correct.

'Q. Is the provision for that minimum admission price included not only in license contracts for first-run exhibition but also for subsequent-run exhibitions? A. Yes, I think it applies in all cases.

'Q. Is it included in license contracts for percentage pictures and also for flat rental pictures? A. Yes, sir.

'Q. Where the admission price is included for subsequent-run exhibition, does your answer with respect to who determines the admission price apply to that as well? A. That is correct. But, of course, it is reasonable to assume, to understand, that in setting our admission prices, we do not do that on an arbitrary basis because it is reasonable to expect that the larger theatres playing the first-runs would get the maximum price for the protection of the distributor and the producer. And in the secondary houses the prices are less.

'Q. That is, generally speaking, the first-run houses charge a higher price than subsequent-run, and then the prices step down among the runs? A. That is correct.' Record p. 1000.

6 This table is derived from Plaintiff's Exhibits 41, 42, 57 (1-49), 82, 94, 126, 127, 128, 139, 365, 369. In most of the exhibits there was no indication as to whether the admission price given included or excluded taxes. When this information was given in the exhibits, it is stated in the table as 'tax incl.', or 'tax excl.' The word 'none' is used to mean that though a license was in evidence, no admission price was specifically stated in the contract, either through inadvertence or on the understanding that the admission prices currently being charged or contained in previous licenses would be continued. Record pp. 433, 724, 782, 1082, 1211. The symbol 'x' is used to indicate that no license of that distributor for that particular theatre was in evidence.

Theatre	City, State	Paramount	Loew's	Warner	RKO	Fox	Col.	U. A.	Univ.
Sneicer	Akron, Ohio	30¢ tax excl.	27¢	30¢	30¢	x	x	30¢	x
Bailey	Buffalo, N. Y.	30¢	x	30¢	none	27¢	29¢	none	x
Liberty	Covington Ky.	28¢ tax excl.	x	33¢ tax incl.	none	x	x	x	x
Madison	Covington, Ky.	28¢ tax excl.	28¢	x	none	28¢	x	x	x
LaSalle	Niagara Falls, N. Y.	30¢ tax incl.	27¢	x	none	27¢	x	x	x
Paramount	Akron, Ohio	20¢ tax excl.	22¢	25¢	none	20¢	x	25¢	x
Capitol	Cleveland, Ohio	30¢	27¢	30¢	x	30¢	x	x	x
Shaker	Cleveland, Ohio	35¢ tax excl.	x	35¢	x	35¢	x	35¢	x
Heights	Cleveland Hts Ohio	30¢ tax excl.	27¢ tax incl.	30¢	none	30¢	x	x	x
Senate	Detroit, Mich.	x	37¢	35¢	none	35¢	x	none	x
Ritz	Baltimore, Md.	x	25¢	28¢ tax incl.	none	25¢	x	none	25¢
Vilma	Baltimore Md.	x	25¢	28¢	none	25¢	x	none	x
Centre	Baltimore Md.	x	30¢	33¢ tax incl.	x	30¢	x	x	30¢
Hampden	Baltimore Md.	x	x	x	x	27¢	x	27¢	25¢
Columbia	Baltimore Md.	x	25¢	28¢	none	25¢	x	x	25¢
Broadway	Baltimore Md.	x	27¢	x	x	27¢	x	27¢	25¢
Appollo	Baltimore Md.	x	25¢	x	x	27¢	x	25¢	25¢



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Irvington	Baltimore Md.	x	x	28¢	25¢	25¢	x	x	25¢
Montevista	Cincinnati Ohio	30¢	30¢	x	33¢	x	x	30¢	x
20th Century	Cincinnati Ohio	29¢	30¢	x	30¢	x	x	30¢	x
Jackson	Cincinnati Ohio	29¢	x	x	x	x	x	30¢	x
Esquire	Cincinnati Ohio	29¢	x	x	x	x	x	30¢	x
Sunset	Cincinnati Ohio	29¢	x	x	x	x	x	30¢	x
Westwood	Cincinnati Ohio	29¢	x	x	x	x	x	30¢	x
Lawrence	New Haven Conn.	27¢	27¢	33¢	27¢	27¢	x	25¢	x
Westville	New Haven Conn.	30¢	30¢	33¢	none	30¢	x	30¢	x
Pequot	New Haven Conn.	30¢	30¢	33¢	30¢	x	x	33¢	x
Whalley	New Haven Conn.	30¢	30¢	33¢	none	30¢	x	30¢	x
Hamilton	Indianapolis Ind.	35¢	x	35¢	35¢	35¢	x	x	x
Sunshine	Albuquerque N. M.	none	40¢	x	42¢	40¢	30¢	x	x
Rio	Appleton Wisc.	40¢	46¢	none	none	45¢ tax incl.	none	x	46¢ plus 9¢ tax
Rex	Beloit Wisc.	36¢	27¢	40¢	35¢	36¢ tax incl.	35¢	x	42¢ plus 8¢ tax
Capitol	Charlestown W. Va.	x	40¢	x	40¢	x	x	x	x
Albee	Huntington W. Va.	40¢	40¢	34¢	35¢	40¢	x	x	40¢
Reed	Alexandria Va.	35¢	35¢	39¢	none	35¢	37¢	x	35¢
Rosna	Norfolk, Va.	27¢	27¢	x	x	x	x	x	x
Flynn	Burlington Vt.	25¢	36¢	x	35¢	40¢	x	x	x
Gloria or Riviera	Charleston S.C.	40¢	40¢	44¢	27¢	40¢	15¢	x	35¢
Stadium	Woonsocket R.I.	40¢	40¢	x	none	x	x	x	x
Bijoux	Woonsocket	x	x	x	44¢	35¢	35¢	x	30¢

7 'Q. And some negotiations are conducted on the basis of a first-run of a product, some second, some subsequent? A. Yes, sir.

'Judge Bright: You mean the particular run is established before the negotiation with the exhibitor?

'The Witness: Sometimes it generally is established, although that has been the result of years of experience that we have had in negotiating with our customers.

'Q. You do not mean that each time there is a negotiation the whole question of run is opened up again? A. No, it is not.

'Q. The policy on which the theatre is operated has usually been established over a long period of time? A. Yes.

'Judge Bright: How about a new theatre or new exhibitor?

'The Witness: There is nothing established there, and we consider all the factors there and make a decision on whether we want to do business with him on the run that we would like to have.

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- 'Q. Now, how is the matter of terms upon which Paramount films will be licensed, determined? A. Determined by negotiation based upon experience we have had with the particular theatre with whom we are negotiating. ' Record p. 693.
- 8 According to Loew's Exhibit 13 and RKO'S Exhibit 11, there are independent first-run theatres in all but the following 38 cities: Albany, Bridgeport, Charlotte, Chattanooga, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Des Moines, Elizabeth, Erie, Flint, Fort Worth, Grand Rapids, Houston, Jersey City, Kansas City, Mo., Knoxville, Lowell, Memphis, Milwaukee, Minneapolis, Newark, New Haven, Norfolk, Omaha, Paterson, Peoria, Rochester, San Antonio, Scranton, South Bend, Syracuse, Toledo, Wichita, Worcester, Yonkers.
- 9 Upon the termination of 'pooling' agreements a major defendant may control all of the first-run theatres in only the following 8 cities: Charlotte, Chattanooga, Cincinnati, Erie, Knoxville, Peoria, South Bend, Wichita. Loew's Exhibit 13; RKO'S Exhibit 11.
- 10 The following table is derived from Plaintiff's Exhibit 426 and Record pp. 2400, 2401:

Feature Films Released During The 1943-44 Season By All Distributors			
	No. of Films	Percentages of Total	
		With "Westerns" included:	With "Westerns" Excluded:
Fox	33	8.31%	9.85%
Loew's	33	8.31%	9.85%
Paramount	31	7.81%	9.25%
RKO	38	9.57%	11.34%
Warner	19	4.79%	5.67%
Columbia	41	10.32%	12.24%
United Artists	16	4.04%	4.78%
Universal	49	12.34%	14.63%
Republic	29 features	14.86%	8.66%
	30 "Westerns"		
Monogram	26 features	10.58%	7.76%
	16 "Westerns"		
PRC	20 features	9.07%	5.97%
	16 "Westerns"		
Totals	397	100%	100%

- 11 In so far as information could accurately be obtained from RKO'S Exhibit 11, the numbers of theatres jointly owned by the defendants are approximately as follows:

Theatres Jointly Owned With Independents:

Paramount	993
Warner	20
Fox	66
RKO	187
Loew's	21

Theatres Jointly Owned By Two Defendants:

Paramount-Fox	6
Paramount-Loew's	14
Paramount-Warner	25
Paramount-RKO	150
Loew's-RKO	3
Loew's-Warner	5
Fox-RKO	1
Warner-RKO	10

Total...

Of the above theatres jointly owned with independents, the following numbers will not be affected by the decree, since the defendant or co-owning independent owns less than a 5% interest:

Paramount	177
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RKO		32	
	Total	209	Theatres
Total affected by the decree according to RKO'S Exhibit 11			

End of Document

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**United States v. Paramount Pictures, Inc.**

**70 F. Supp. 53**

**(S.D.N.Y. 1947)**



70 F.Supp. 53  
District Court, S.D. New York.

UNITED STATES  
v.  
PARAMOUNT PICTURES, Inc., et al.

Dec. 31, 1946.  
|  
s Modified Feb. 3, 1947.

## Synopsis

Action United States of America against Paramount Pictures, Inc., and others to enjoin the defendants from violating the Sherman Act, wherein a consent decree was entered, and the plaintiff thereafter applied for further relief.

Findings of fact and conclusions of law.

West Headnotes (9)

### 1] Antitrust and Trade Regulation

#### 🔑 Monopolization or Attempt to Monopolize

In action to enjoin violation of the Sherman Act evidence showed that two of the defendants were t guilty and that the action should be dismissed as to them. Sherman Anti-Trust Act, §§ 1-8, 15 .S.C.A. §§ 1-7, 15 note.

1 Cases that cite this headnote

### 2] Antitrust and Trade Regulation

#### 🔑 Monopolization or Attempt to Monopolize

In action to enjoin violation f the Sherman Act, evidence showed that e f the defendants had monopolized r attempted to monopolize r conspired to monopolize the production f motion picture films. Sherman Anti-Trust Act, §§ 1-8, 15 .S.C.A. §§ 1-7, 15 note.

Cases that cite this headnote

### 3] Judgment

#### 🔑 Construction and Operation of Judgment

The consent decree entered in action to enjoin violation f Sherman Act foreclosed right f plaintiff to complain f acts permitted by the decree, ut t f acts therwise violating the Sherman Act. Sherman Anti-Trust Act, §§ 1-8, 15 U.S.C.A. §§ 1-7, 15 te.

3 Cases that cite this headnote

### 4] Antitrust and Trade Regulation

#### 🔑 Monopolization or Attempt to Monopolize

In action to enjoin violations f the Sherman Act, evidence showed that e of the defendants had combined, conspired or contracted to restrain trade in any part f the usiness of producing motion pictures r had monopolized,

attempted to monopolize or conspired to monopolize such business. Sherman Anti-Trust Act, §§ 1-8, 15 U.S.C.A. §§ 1-7, 15 note.

3 Cases that cite this headnote

## 5] Antitrust and Trade Regulation

🔑 Monopolization or Attempt to Monopolize

Evidence showed that certain defendants had unreasonably restrained trade and commerce in the distribution and exhibition of motion pictures and had monopolized such trade and commerce theretofore and after entry of consent decree by conspiring to maintain theater admission prices and a substantially uniform nation-wide system of runs and clearances. Sherman Anti-Trust Act, §§ 1-8, 15 U.S.C.A. §§ 1-7, 15 note.

9 Cases that cite this headnote

## 1] Antitrust and Trade Regulation

🔑 Monopolization or Attempt to Monopolize

Evidence showed that certain defendants had unreasonably restrained trade and commerce in distribution and exhibition of motion pictures and had attempted to monopolize such trade and commerce by means of conspiracies, agreements, licenses, master agreements, franchises and

formula deals. Sherman Anti-Trust Act, §§ 1-8, 15 U.S.C.A. §§ 1-7, 15 note.

4 Cases that cite this headnote

## 7] Antitrust and Trade Regulation

🔑 Monopolization or Attempt to Monopolize

**Antitrust and Trade Regulation**

🔑 Pricing

Evidence showed that certain defendants had unreasonably restrained trade and commerce in distribution and exhibition of motion pictures before and after consent decree by joint ownership and operation of theaters, conspiring to fix theater admission prices and conspiring to discriminate against independent competitors in fixing minimum admission prices, runs, clearances and other license terms. Sherman Anti-Trust Act, §§ 1-8, 15 U.S.C.A. §§ 1-7, 15 note.

33 Cases that cite this headnote

## 8] Antitrust and Trade Regulation

🔑 Motion Picture Industry

Motion picture licensing agreements whereby fee for a feature for a circuit of theaters is measured as a percentage of the feature's national gross, rather than covering the exhibition of features in a number of theaters or covering

more than one season and features released during such time, and called respectively “formula deals”, “master agreements” and “franchises” have tended to restrain trade and violate the Sherman Act. Sherman Anti-Trust Act, Sec. 1, 15 U.S.C.A. 1.

## 2 Cases that cite this headnote

### 9] Antitrust and Trade Regulation

#### 🔑 Motion Picture Industry

“Block-booking” or the practice of licensing or offering for license, one feature, or group of features, upon condition that the exhibitor shall also license another feature or group of features released the distributor during a given period, violates the Sherman Act. Sherman Anti-Trust Act, § 1, 15 U.S.C.A. § 1 .

## 3 Cases that cite this headnote

### Attorneys and Law Firms

**\*54** Simpson, Thacher & Abtlett, of New York City, for defendant Paramount.

Davis, Polk, Wardwell, Sunderland & Kiendl, of New York City, for defendant Loew's.

Donovan, Leisure, Newton, Lumbard & Irvine, of New York City, for defendant RKO.

Joseph M. Proskauer, of New York City, for defendant Warner.

Dwight, Harris, Koegel & Caskey, of New York City, for defendant 20th Century Fox.

Before AUGUSTUS N. HAND, Circuit Judge, and GODDARD and BRIGHT, District Judges.

This action having been duly tried and the proofs and arguments of the respective parties having been duly heard and considered, this court, having filed its opinion herein dated June 11, 1946, 66 F.Supp. 323, does hereby find and decide as follows:

### Findings of Fact

1. The following are definitions of terms used in these findings and in the judgment to be entered hereon:

**Block-booking-** The practice of licensing, or offering for license, one feature, or group of features, upon condition that the exhibitor shall also license another feature or group of features released by the distributor during a given period.

**Clearance-** The period of time, usually stipulated in license contracts, which must elapse between runs of the same feature within a particular area or in specified theatres.

**\*55 Exchange District-** An area in which an office is maintained by a distributor for the purpose of soliciting license agreements for the exhibition of its pictures in theatres

situated throughout the territory served the exchange and for the physical distribution of such films throughout this territory.

Feature- Any motion picture, regardless of topic, the length of the film of which is in excess of 4,000 feet.

Formula Deal- A licensing agreement with a circuit of theatres in which the license fee for a given feature is measured for the theatres covered by the agreement by a specified percentage of the feature's national gross.

Franchise- A licensing agreement, or series of licensing agreements, entered into as part of the same transaction, in effect for more than one motion picture season and covering the exhibition of features released by the distributor during the entire period of the agreement.

Independent- A producer, distributor, exhibitor, as the context requires, which is not a defendant in this action or a subsidiary or affiliate of a defendant.

Master Agreement- A licensing agreement, also known as a 'blanket deal', covering the exhibition of features in a number of theatres, usually comprising a circuit.

Motion Picture Season- A one-year period beginning about September 1 of each year.

Road-show- A public exhibition of a feature in a limited number of theatres, in advance of its general release, at admission prices higher than those customarily charged in first-run theatres in the areas where they are located.

Runs- The successive exhibitions of a feature in a given area, first-run being the first exhibition in that area, second run being the next subsequent, and so on, and shall include also successive exhibitions in different theatres, even though such theatres may be under a common ownership or management.

Trade-Showing- A private exhibition of a feature prior to its release for public exhibition.

2. Paramount Pictures, Inc., is a corporation organized and existing under the laws of the State of New York, with its principal place of business at 1501 Broadway, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

3. Paramount Film Distributing Corporation, a wholly owned subsidiary of Paramount Pictures, Inc., is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1501 Broadway, New York, New York, and is engaged in the distribution branch of the industry.

4. In 1916 or 1917, a group of exhibitors which controlled many of the then best theatres throughout the country organized First National Exhibitors Circuit Inc. Although this corporation was initially organized to function as a film buying combine, it evolved into a film producing



company first by financing the production of pictures others for exhibition in the theatres of its members and finally producing its own motion pictures.

5. The members of this First National group, consisting of many of the most important exhibitors in the United States controlling many of the best theatres, became franchise holders of the distributing company which they formed. They acquired not only the right to exhibit in their own theatres the pictures produced and distributed by First National, but also they each obtained the right to subfranchise other exhibitors in their respective territories. In a short time there were some 3500 franchise holders, representing as many or more theatres.

6. First National soon began to negotiate for the services of well-known stars and directors in the employ of other producers, including Paramount, and the members of First National began to refuse to exhibit Paramount films. Such well known stars as Mary Pickford and Norma Talmadge went over to the First National Group.

**\*56** 7. Many of the theatres owned by members of First National had, for a long time prior to 1918, exhibited Paramount pictures. The formation and growth of First National gradually cut down the number of Paramount pictures exhibited in the theatres of the First National group. By 1919 Paramount faced a situation where a group of owners of many of the best theatres in the large cities, many of whom had been its customers in the past, had combined together for co-operative buying and had expanded into a strong organization which

distributed its own pictures and threatened to supply its members with enough pictures to permit them to operate without using any pictures of other producers, including Paramount.

8. In these circumstances Paramount determined to acquire interests in theatres of its own so that it might assure itself of outlets for Paramount productions. Prior to the fall of 1917 Paramount had theatre interests. Between 1917 and 1919 it acquired an interest in two theatres in New York City as show windows, to replace the Strand Theatre which had gone over to the First National Group. During that year in conjunction with its representative in the South, it formed Southern Enterprises, Inc., which acquired various theatres in the South. At about the same time Paramount acquired a 50% interest in the Black chain of theatres in New England.

9. In January, 1932, Paramount went into equity receivership in the United States District Court for the Southern District of New York. It stayed in equity receivership until March 1933, when it went into voluntary bankruptcy. It remained in bankruptcy until June, 1934, when upon passage of Section 77B of the Bankruptcy Law, 11 U.S.C.A. § 207, it petitioned for reorganization. It was finally reorganized under its present name in June, 1935. During these years various companies operating theatres in which Paramount was interested were themselves the subject of bankruptcy or receivership proceedings.

10. Some of the theatre interests which Paramount held at the time of the trial

f this action had been acquired and were wholly owned by it either directly or indirectly through subsidiary companies prior to its bankruptcy and reorganization. In the course of its reorganization, some of its partly owned theatre interests were created, i.e., in some instances the plan of reorganization approved by this court provided for the sale or other disposition by Paramount of a partial interest (sometimes amounting to 50%, sometimes more and sometimes less) in theretofore wholly owned theatre operating companies, or companies holding legal or equitable interests in theatres or theatre operating companies. The result was the creation of many of Paramount's present partly owned theatre interests.

11. In the course of the reorganization proceedings Paramount lost its interests in some theatres and also changed its relationship with respect to interests in some of its theatre operating companies. The effect of these proceedings and the policy of decentralization inaugurated in the course thereof, was that in some instances Paramount disposed of a partial interest in companies theretofore wholly owned.

12. Loew's Incorporated is a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 1540 Broadway, New York, New York, and is engaged in the business of producing, distributing and exhibiting motion pictures, whether directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

13. Radio-Keith-Orpheum Corporation is a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated corporations, in various parts of the United States and in foreign countries.

14. RKO Radio Pictures, Inc., a wholly owned subsidiary of Radio-Keith-Orpheum Corporation, is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the production and distribution branch of the industry.

\*57 15. Keith-Albee-Orpheum Corporation was a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1270 Sixth Avenue, New York, New York, and was engaged in the business of exhibiting motion pictures prior to its dissolution September 29, 1944. Approximately 99% of its common stock and 33% of its preferred stock were held by Radio-Keith-Orpheum Corporation.

16. RKO Proctor Corporation, a wholly owned subsidiary of Radio-Keith-Orpheum Corporation is a corporation organized and existing under the laws of the State of New York, with a place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the business of exhibiting motion pictures.

17. RKO Midwest Corporation, a wholly owned subsidiary of Radio-Keith-Orpheum Corporation, is a corporation organized and existing under the laws of the State of Ohio, with a place of business at 1270 Sixth Avenue, New York, New York, and is engaged in the business of exhibiting motion pictures.

18. RKO was organized in 1928 by Radio Corporation of America largely for the purpose of obtaining an effective means of developing the use of its motion picture sound recording and reproduction devices in the motion picture production and exhibition fields.

19. At the time of its organization, RKO secured production and distribution facilities by merger with a small company, FBO Productions, Inc., which had limited production facilities and a national distributing organization. RKO invested substantial sums to modernize these facilities.

20. The formation of RKO introduced a new and substantial competitive factor in the production and distribution of motion pictures.

21. During its initial organizational period, RKO acquired interests in a number of companies operating circuits of vaudeville theatres.

22. RKO went into receivership in 1933 and continued in receivership and reorganization until 1940. At the time of its receivership RKO operated considerably more theatres

than its present total of 106. During the receivership it lost 57 theatres.

23. The organization of RKO did increase competition in each of the three branches of the industry.

24. Warner Bros. Pictures, Inc., is a corporation organized and existing under the laws of the State of Delaware, having its principal place of business at 321 West 44th Street, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

25. On April 4, 1923, the four Warner brothers, Harry M., Jack L., Albert, and Sam, transferred their business of production and distribution of motion pictures to a corporation known as Warner Bros. Pictures, Inc., (hereinafter referred to as Warner).

26. Beginning in 1925, Warner began the work of developing sound pictures under license and agreements from Western Electric, culminating in the production of such sound pictures as 'The Jazz Singer', starting Al Jolson, in October, 1927, and the first 100% talking picture 'The Lights of New York' in the summer of 1928.

27. The Stanley Company of America had in 1928 and for a year prior thereto about 250 theatres situated principally in and around Pennsylvania and New Jersey.

28. Negotiations were begun with the view of exchanging stock of Warner for the

stock of Stanley Company of America. This transaction was consummated late in 1928.

29. With the acquisition of the stock of Stanley Company of America, Warner acquired 250 theatres which could be immediately equipped with sound installation.

30. In the year and nine months immediately following the acquisition of the stock of Stanley Company of America, Warner secured in a similar fashion several other circuits of theatres owning theatres in the same general locality and a smaller number of theatres scattered in various other parts of the country.

\*58 31. In 1931 Warner had an interest in 591 theatres, the largest number of theatres in which Warner has ever had an interest.

32. Today, the Warner companies have an interest in 547 theatres- a net reduction of 44 from its peak holdings of 591 in 1931.

33. First National Pictures, Inc., a corporation engaged in the production and distribution of silent motion pictures, had been organized as far back as 1917 on approximately 24 exhibitors on a cooperative basis for the purpose of acquiring film of first quality for exhibition in their own theatres, as well as for distribution of them for other theatres in the respective territories in which they operated.

34. In 1928 Stanley Company of America acquired one-third of the stock of First National Pictures, Inc., all the stock of First National Pictures, Inc., being subject to a voting trust.

35. Warner acquired as part of the Stanley Company of America transaction in 1928, one-third of the stock of First National Pictures, Inc.

36. At or about the time of the acquisition of the Stanley Company of America stock, or shortly thereafter, Warner purchased another one-third of the stock of First National Pictures, Inc., from other First National Pictures, Inc., stockholders.

37. Subsequently, in 1929, Warner acquired the remaining one-third of the stock of First National Pictures, Inc., from defendant, Twentieth Century-Fox.

38. Vitagraph, Inc., a wholly owned subsidiary of Warner Bros. Pictures, Inc., is a corporation organized and existing under the laws of the State of New York, with a place of business at 321 West 44th Street, New York, New York, and is engaged in the business of distributing motion pictures. On July 20, 1944, its name was changed to Warner Bros. Pictures Distributing Corporation.

39. Warner Bros. Circuit Management Corporation, a wholly owned subsidiary of Warner Bros. Pictures, Inc., is a corporation organized and existing under the laws of the State of New York, with a place of business at 321 West 44th Street, New York, New York, and, among other things, acts as booking agent for the exhibition interests of the said Warner Bros. Pictures, Inc.

40. Twentieth Century-Fox Film Corporation is a corporation organized and existing under the laws of the State of



New York, having its principal place of business at 444 West 56th Street, New York, New York, and is engaged in the business of producing, distributing, and exhibiting motion pictures, either directly or through subsidiary or associated companies, in various parts of the United States and in foreign countries.

41. Twentieth Century-Fox produces its features in its own studio in Los Angeles, California, distributes them in this country through thirty-one exchanges or theatres in which it operates in the principal centers of population, and licenses its features for exhibition in its own and other theatres.

42. Twentieth Century-Fox acquired its initial interest in theatres through the purchase of stock in corporations then engaged in operating theatres. Since such original acquisition, it has acquired additional interests in theatres, some of which were acquired in competition with other defendants and with independent circuits and some of which are new theatres constructed by it.

43. National Theatres Corporation is owned and controlled by Twentieth Century-Fox Film Corporation, and is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 2854 Hudson Boulevard, Jersey City, New Jersey, and is a holding company for the theatre interests of the said Twentieth-Century-Fox Film Corporation.

44. Columbia Pictures Corporation is a corporation organized and existing under the laws of the state of New York,

with its principal place of business at 729 Seventh Avenue, New York, and is engaged in the business of producing and distributing motion pictures, either directly or through subsidiary or associated companies in various parts of the United States and in foreign countries.

\*59 45. Screen Gems, Inc., a wholly owned subsidiary of Columbia Pictures Corporation, is a corporation organized and existing under the laws of the State of California, with a place of business at 700 Santa Monica Boulevard, Hollywood, California, and is engaged in the business of producing motion pictures.

46. Columbia Pictures of Louisiana, Inc., a wholly owned subsidiary of Columbia Pictures Corporation, is a corporation organized and existing under the laws of the State of Louisiana, with a place of business at 150 South Liberty Street, New Orleans, Louisiana, and is engaged in the business of distributing motion pictures.

47. Universal Corporation is a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 1250 Sixth Avenue, New York, New York, and is engaged in the business of producing and distributing motion pictures, either directly or through subsidiary or associated corporations, in various parts of the United States and in foreign countries. On May 25, 1943, its name was changed to Universal Pictures Company, Inc., when a subsidiary of the same name was merged into it, but Universal Corporation was the surviving corporation.

48. The corporation named in the complaint as Universal Pictures Company, Inc., was a subsidiary corporation controlled by Universal Corporation, which was engaged in the business of producing motion pictures, prior to its merger into Universal Corporation on May 25, 1943.

49. Universal Film Exchanges, Inc., a wholly owned subsidiary of Universal Corporation, is a corporation organized and existing under the laws of the State of Delaware, with a place of business at 1250 Sixth Avenue, New York, New York, and is engaged in the business of distributing motion pictures.

50. The Universal group of defendants at the time of the trial consisted of the following corporations: (1) Universal Pictures Company, Inc. (hereinafter sometimes called Universal Pictures), a Delaware Corporation with its principal office in New York, N.Y., engaged in the business of producing motion pictures and distributing the same through wholly-owned subsidiaries; (2) Universal Film Exchanges, Inc. (hereinafter sometimes called Universal Film Exchanges), a Delaware corporation, with its principal office in New York, N.Y., engaged in the business of distributing motion pictures throughout the United States (except for the Metropolitan District of New York City), a wholly-owned subsidiary of Universal Pictures; (3) Big U Film Exchange, Inc. (hereinafter sometimes called Big U), a New York corporation, with its principal office in New York, N.Y., engaged in the business of distributing motion pictures throughout the Metropolitan District of New York City,

a wholly-owned subsidiary of Universal Pictures. The term 'Universal' as used herein means any or all of the Universal defendants.

51. Prior to May 25, 1943, the name of Universal Pictures Company, Inc., was Universal Corporation, incorporated in Delaware in 1936. It owned approximately 92% of the outstanding common stock of a Delaware corporation which was incorporated in the year 1925 and was also known as Universal Pictures Company, Inc. Said corporation last named had its principal office in New York, N.Y., and was engaged in the business of producing motion pictures and distributing the same through its subsidiaries. It owned all of the outstanding stock of Universal Film Exchange, Inc., and 20% of the outstanding common stock of Big U Film Exchange, Inc. The other 80% of said stock was held by Universal Corporation. On May 25, 1943, Universal Pictures Company, Inc. (Delaware, 1925) was merged into Universal Corporation (the surviving corporation), and the name of the surviving corporation was changed to Universal Pictures Company, Inc.

52. Big U Film Exchange, Inc., a wholly owned subsidiary of Universal Corporation, is a corporation organized and existing under the laws of the State of New York, with a place of business at 1250 Sixth Avenue, New York, New York, and is engaged in the business of distributing motion pictures.

\*60 53. United Artists Corporation is a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 729 Seventh

Avenue, New York, New York, and is engaged in distribution of motion pictures in various parts of the United States and in foreign countries.

54. During the entire period in question United Artists Corporation distributed photoplays in the United States of America that were produced by David O. Selznick, Mary Pickford, Charles Chaplin, Hunt Stromberg, William Cagney, Bing Crosby, Edward Small, Sol Lesser, Lester Cowan, Jack Skirball, Benedict Bogeau, Seymour Nebenzal, Jules Levey, David Loew, Arnold Pressburger, Charles R. Rogers, Andrew Stone, Constance Bennet, Howard Hughes, Preston Sturgis, J. Arthur Rank, Edward Golden, or corporations with which the aforesaid individuals were associated and their independent producers.

55. United Artists Corporation maintains 26 ranches or exchanges located throughout the United States, and through these facilities it distributes and has distributed all of the product handled by it during the period in question.

56. Paramount Pictures, Inc.; Loew's Incorporated; Radio-Keith-Orpheum Corporation; Warner Bros. Pictures, Inc.; and Twentieth Century Fox Film Corporation and their respective distribution and exhibition subsidiaries are the five major defendants.

57. As between the eight defendants, Paramount, Loew's, Fox, RKO, Warner, Columbia, United Artists and Universal, there are officers or directors in common, and each of said defendants has any

controlling stock or other securities in any other of said defendants.

58. Neither of the defendants Columbia, Universal and United Artists has any theatres.

59. There exists active competition among the defendants and others in the production of motion pictures.

60. None of the defendants has monopolized or attempted to monopolize or contracted or combined or conspired to monopolize or to restrain trade or commerce in any part of the business of producing motion pictures.

61. In the distribution of feature motion pictures no film is sold to the exhibitor; the right to exhibit under copyright is licensed.

62. In licensing features, each of the distributor defendants has agreed with each of its respective licensees that the licensee should charge no less than a stated admission price during the exhibition of the feature licensed.

63. The minimum admission prices included in licenses of each of the eight distributor-defendants for any given theatre are in general uniform, being the usual admission prices currently charged by the exhibitor.

64. The defendants' licenses are in effect price-fixing arrangements among all of the distributor-defendants, as well as between such defendants individually and their various exhibitors. Thus there was a general arrangement of fixing prices in which both the distributors and exhibitors were involved. The licenses required existing

admission price schedules to be maintained under severe penalties for infraction. In the case of such exceptional features as 'Gone With The Wind', 'For Whom The Bell Tolls', 'Wilson', and 'Song of Bernadette', licensed for exhibition prior to general release and as to which the distributors were not satisfied with current prices, they would refuse to grant licenses unless the prices were raised.

65. The defendants granting film licenses have agreed with their licensees to a system which determines minimum admission prices in all theatres where feature motion pictures licensed by them are exhibited. In this way are controlled the prices to be charged for most of the feature motion pictures exhibited either by the defendants or by independents within the United States.

66. All of the five major defendants have a definite interest in keeping up prices in any given territory in which they own theatres and this interest they were safeguarding by fixing minimum prices in \*61 their licenses when distributing films to exhibitors in those areas. Even if the licenses were at flat rate, a failure to require their licensees to maintain fixed prices would leave them free for lowering the current charge to decrease through competition the income to the licensor theatres in the neighborhood. The whole system presupposed a fixing of prices by all parties concerned in all competitive areas. There exists great similarity, and in many cases identity, in the minimum prices fixed for the same theatres in the licenses of all of the defendants.

67. The major defendants made operating agreements as exhibitors with each other and with independent exhibitors in which joint operation of certain theatres covered by the agreements is provided and minimum admission prices to be charged are either stated therein or are to be jointly determined by other means. These agreements show the express intent of the major defendants to maintain prices at artificial levels.

68. Certain master agreements and franchises between various of the defendants in their capacities as distributors and various of the defendants in their capacities as exhibitors stipulate minimum admission prices, often for dozens of theatres owned by an exhibitor-defendant in a particular area in the United States.

69. Licenses granted by one defendant to another disclose the same inter-relationship among the defendants. Each of the five major defendants as an exhibitor has been licensed by the other seven defendants as distributors to exhibit the pictures of the latter at specified minimum admission prices. RKO, Loew's, Warner, Paramount, and Fox, in granting and accepting licenses with minimum admission prices specified, have among themselves engaged in a national system to fix prices, and Columbia, Universal, and United Artists, in requiring the maintenance of minimum admission prices in their licenses granted to these exhibitor-defendants, have participated in that system.

70. The distributor-defendants have acquiesced in the establishment of a price-



fixing system and have conspired with each other to maintain prices.

71. In agreeing to maintain a stipulated minimum admission price, each exhibitor hereby consents to the minimum price level at which it will compete against the licensees of the same distributor whether they exhibit on the same run or not. The total effect is that through the separate contracts between the distributor and its licensees a price structure is erected which regulates the licensees' ability to compete against one another in admission prices. Each licensee knows from the general uniformity of admission price practices that other licensees having theatres suitable for exhibition of a distributor's feature in the particular competitive area will also be restricted as to maintenance of minimum admission prices, and this acquiescence of the exhibitors in the distributor's control of price competition renders the whole a conspiracy between each distributor and its licensees. An effective system of price control in which the distributor and its licensees knowingly take part by entering into price-restricting contracts is thereby erected.

72. The differentials in admission price set by a distributor in licensing a particular feature in theatres exhibiting on different runs in the same competitive area are calculated to encourage as many patrons as possible to see the picture in the prior-run theatres where they will pay higher prices than in the subsequent runs. The reason for this is that if 10,000 people of a city's population are ultimately to see the feature- no matter what run- the gross revenue to be realized from their patronage is increased relatively

to the increase in numbers seeing it in the higher-priced prior-run theatres. In effect, the distributor, by the fixing of minimum admission prices, attempts to give the prior-run exhibitors as near a monopoly of the patronage as possible.

73. Among the provisions common to the licensing contracts of all the distributor-defendants are those which the licensor agrees to exhibit or grant a \*62 license to exhibit a certain feature motion picture before a specified number of days after the last date of the exhibition therein licensed. This so-called period of 'clearance' or 'protection' is stated in the various licenses in differing ways; in terms of a given period between designated runs; in terms of admission prices charged competing theatres; in terms of a given period of clearance over specifically named theatres; in terms of so many days' clearance over specified areas or towns; in terms of clearances as fixed against other distributors; or in terms of combinations of these formulae.

74. The cost of each black and white print is from \$150 to \$300, and a technicolor print is from \$600 to \$800. Many of the bookings are for less than the cost of the print so that exhibitions could be confined to the larger high-priced theatres unless a system of successive runs with a reasonable protection for the earlier runs is adopted in the way of clearance.

75. Without regard to period of clearance, licensing features for exhibition on different successive dates is essential in the distribution of feature motion pictures.



76. Either a license for successive dates, or one providing for clearance, permits the public to see the picture in a later exhibiting theatre at lower than prior rates.

77. A grant of clearance, when it is accompanied by a fixing of minimum admission prices is not unduly extended as to area or duration affords a fair protection of the interest of the licensor in the rental to be derived from the exhibition of the feature licensed, without unreasonably interfering with the interest of the public.

78. Clearance, reasonable as to time and area, is essential in the distribution and exhibition of motion pictures. The practice is of proved utility in the motion picture industry and necessary for the reasonable conduct of the business.

79. The major defendants have acquiesced in and forwarded a uniform system of clearances and in numerous instances have maintained unreasonable clearances to the prejudice of independents.

80. Some licenses granted clearance to all theatres which the exhibitor party to the contract might thereafter own, lease, control, manage, or operate against all theatres in the immediate vicinity of the exhibitor's theatre thereafter erected or opened. The purpose of this type of clearance agreements was to fix the run and clearance status of any theatre thereafter opened without regard to the basis of its appointments, size, location, and other competitive features normally entering into such determination, but rather upon the sole basis of whether it

was operated by the exhibitor party to the agreement.

81. The distributor-defendants have acted in concert in the formation of a uniform system of clearance for the theatres to which they license their films and the exhibitor-defendants have assisted in creating and have acquiesced in this system.

82. The defendants have acted in concert in their grants of run and clearance.

83. Clearances are given to protect a particular run against a subsequent run and the practice of clearance is so closely allied with that of run as to make findings on the one applicable to the other.

84. Both independent distributors and exhibitors, when attempting to bargain with the defendants, have been met by a fixed scale of clearances, runs, and admission prices to which they have been obliged to conform if they wished to get their pictures shown upon satisfactory runs or were to compete in exhibition either with the defendants' theatre or theatres to which the latter had licensed their pictures.

85. Competition can be introduced into the present system of fixed admission prices, clearances, and runs, by requiring a defendant-distributor when licensing its features to grant the license for each run at a reasonable clearance (if clearance is involved) to the highest bidder, if such bidder is responsible and has a theatre of a size, location, and equipment adequate to yield a reasonable return to the licensor. In other words, if two theatres are bidding and are

fairly comparable, the one offering the best terms shall receive the license. Thus, price fixing among the licensors or between a licensor and its licensees as well as the non-competitive clearance system may be terminated.

\*63 86. Formula deals have been entered into Paramount and RKO with independent and affiliated circuits. The circuit may allocate playing time and film rentals among the various theatres as it sees fit. Arrangements whereby all the theatres of a circuit are included in a single agreement, and opportunity is afforded for other theatre owners to bid for the feature in their several areas, seriously and unreasonably restrain competition.

87. Loew's is not, and never has been, a party either as a distributor or as an exhibitor, to any 'formula deal' license agreements.

88. Master agreements which cover exhibition in two or more theatres in a particular circuit and allow the exhibitor to allocate the film rental paid among the theatres as it sees fit and also to exhibit the features upon such playing time as it deems best and leaves other terms to the circuit's discretion, have been entered into the distributor defendants and unreasonably restrain trade.

89. Franchises have been entered into by the distributor defendants, and unreasonably restrain trade, because they cover too long a period (more than one season), and also because they embrace all the features released by a given distributor.

90. Loew's today has outstanding franchise agreements for any theatre in which it does not have an interest, and Loew's is not currently granting franchises. During its entire history Loew's, as a distributor, granted a total of 213 franchises, of which 154 were to independent theatres and only 59 to those in which another producer-exhibitor had an interest.

91. Twentieth Century-Fox has not granted any franchises since June 6, 1940. In 1938-39, the motion picture season in which Twentieth Century-Fox had the greatest number of franchises outstanding, there were 400. Of these, 361 were with independent exhibitors.

92. During the period in question Universal entered into franchise agreements with 727 independent exhibitors and 43 affiliated exhibitors.

93. Block-booking, when the license for any feature is conditioned upon taking of other features, is a system which prevents competitors from bidding for single features on their individual merits.

94. For many years the distributor defendants, except United Artists Corporation, licensed their films in 'blocks', or indivisible groups, before they had been actually produced. In such cases the likely knowledge prospective exhibitors had of the films which they had contracted for was from a description of each picture by title, plot and players. In many cases licenses for all the films had to be accepted in order to obtain any, though sometimes the

exhibitor was given a right of subsequent cancellation for a certain number of pictures. Because of complaints of lock king and blind-selling based upon the supposed unfairness of contracts which often includes pictures of the inferior quality of which could not be known, Sections III and IV of the consent decree required the five consenting distributors to trade-show their films before offering them for license and limited the number which might be included in any contract to five. More than one lock of five, however, could be licensed where the contents of any had been trade-shown. While this restriction in the consent decree has ceased time limitation, the consenting distributors have continued to observe the restriction. The dissenting distributors have retained up to the present time their previous methods of licensing in locks, but have allowed their customers considerable freedom to cancel the license as to a percentage of the pictures contracted for.

95. United Artists did not at any time license the exhibition of its pictures in locks but

on the contrary licensed the exhibition of its pictures separately and individually.

96. During the period in question cited Artists did not condition the licensing of any photoplay in any exhibitor's theatre upon that exhibitor's agreement to license their United photoplays for exhibition in said theatre.

97. Blind-selling is a practice whereby a distributor licenses a feature before the exhibitor is afforded an opportunity to view it.

\*64 98. Since the consent decree of November 20, 1940, the five major defendants have given each exhibitor, whether a defendant or independent, an opportunity at trade shows to view each feature before licensing it. In general, trade shows, which are designed to prevent blind-selling, are poorly attended by exhibitors.

99. During the 1943-44 season, the number of features distributed by eight distributor-defendants and the three other national distributors were as follows:

		Percentages of Total	
		With	With
	No. of	"Westerns"	"Westerns"
Distributor-defendants	Films	Included	Excluded
Fox	33	8.31%	9.85%
Loew's	33	8.31%	9.85%
Paramount	31	7.81%	9.25%
RKO	38	9.57%	11.34%

Warner	19	4.79%	5.67%
Columbia	41	10.32%	12.24%
United Artists	16	4.04%	4.78%
Universal	49	12.34%	14.63%

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Sub-total	260		
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#### Other National Distributors

Republic	29 features		14.86%
	30 "Westerns"		

Monogram	26 features		10.58%
	16 "Westerns"		

PRC	20 features		9.07%
	16 "Westerns"		

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100%

Sub-

Total	137	397
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Total without "Westerns"	335
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100. The percentage of features in the market which any of the five major defendants could play in its own theatres

ould be relatively small and in -wise approximates a monopoly of film exhibition.

101. Continuously since its organization RKO has distributed features for independent producers. The particular

independent producers whose features have been distributed by RKO have varied from time to time. In the nine seasons ending 1943-44, 19.8% of the features distributed RKO were independently produced, and 28.4% of RKO'S gross receipts from domestic licenses of features was derived from such independently produced features.

102. It could be financially impossible for RKO to operate its theatres on features distributed by RKO alone.

103. Twentieth Century Fox produced less than 9 per cent. of the total number of features nationally distributed in the United States during each year between 1936-37 and 1944-45.

104. Universal has customarily produced at its studios at Universal City, California, during each theatrical year (commencing \*65 or about September 1st) between 45 and 50 feature-length motion picture photoplays, seven so-called Westerns, four Serials, 15 two-reel subjects, 30 single-reel subjects and 104 newsreels.

105. Said motion pictures were distributed Universal and licensed for exhibition by motion picture theatres throughout the United States by means of a system of 31 exchanges located in various States in the United States, from the East Coast to the West Coast and from Canada to the Southern boundary. Universal also maintained a Home Office in the City of New York.

106. In marketing its motion pictures, Universal's usual and customary practice

as to offer to license to exhibitors, title and description as aforesaid, its entire line of pictures, consisting of feature-length motion picture photoplays, Westerns, short-subjects (consisting of serials and two-reel and one-reel pictures) and newsreels. In this way approximately 50 feature-length motion picture photoplays, a group of Westerns, short-subjects, two so-called 'Special' photoplays, three features produced by independent producers, and newsreels, were offered to exhibitors universal each year.

106A. During recent years, in excess of 600 feature-length motion picture photoplays were released each year in the United States, exclusive of foreign-made films. Universal releases of feature-length photoplays, including Westerns and so-called Marquee pictures, during said period, equalled approximately 8% of the total number of feature-length photoplays released in the United States each year.

107. During the period in question, United Artists Corporation distributed between 20 to 26 pictures a year when the corporation had a good year and has handled as low as four in distribution in a releasing season.

108. At no time during the period in question did United Artists distribute more than 5% of the feature photoplays American made and distributed in the United States of America and generally distributed less than 5% of such releases.

109. That in each distribution agreement with each producer using the facilities of United Artists for distribution among



other things there appears substantially the following language:

‘United agrees to devote its best efforts to the proper marketing and disposition of the motion pictures delivered hereunder in all the territories licensed hereunder wherein it customarily markets motion pictures, and to make such marketing as complete and efficient as practicable, so that the gross returns from the marketing of the product hereunder shall be as large as possible and at the same time consistent with the sound business policy of United.

‘United will use its best efforts to procure prices, license fees and rentals in a fair and open market reasonably satisfactory to the Producer.

‘Exhibition Contracts: The exhibition contracts for each of such motion pictures delivered hereunder shall be made separate and apart from the exhibition contract of any other motion picture marketed

ited, with the exception that in territories other than the ited States where it is customary to include more than e motion picture on a contract, the Producer authorizes United to market its product in accordance with that custom. In no event, however, shall any motion picture of the Producer be used to enforce the licensing,

leasing r other disposition of any ther motion picture marketed United, and in such territory where it is the custom to include e contract more than one motion picture United shall set ut the respective license fees for each motion picture after the ame f such motion picture.

‘United agrees upon the written direction f Producer that United shall market wherever permissible the motion pictures designated by the Producer or its agent as a unit, and in such case such unit shall be licensed separate and apart from any other motion picture marketed ited, with the exception that in those countries where it is the custom to market all of the motion pictures one contract, United shall adhere to the prevailing custom.

‘The Producer shall have the right to designate a representative for the territories \*6 hereinafter specified. The Producer shall ear all the expenses f such representative. Such representative must have an office in the central location f such territory, and if so United shall submit to such representative for his approval r rejection all proposed written contracts with exhibitors for that territory. The territories and their central location are as follows:

Territory	Central Location
United States and Canada	New York
British Isles	London
Australia	Sydney

‘Producer agrees that such submission shall be necessary if made impractical conditions beyond the control of United, such as conditions arising out of war.

‘If the Producer has designated such a representative for any such territory, United shall submit for his approval or rejection each proposed written contract for the distributing, exhibiting or marketing of such Producer's motion pictures or any of them in the territory in which such representative is action. No such contract shall be accepted United if within three (3) succeeding business days following the date which said proposed written contract has been received by the Producer or its representative the Producer or its representative shall return such proposed contract to United with its rejection noted thereon or appended thereto.

‘Should the Producer or its representative reject any such proposed contract the Producer or its representative shall have fourteen (14) days from the date of rejection in which to obtain a more favorable contract. Should the Producer or its representative fail so to do the original contract shall ipso facto be deemed approved unless the Producer or its representative shall have designated its original rejection as final. No proposed contract which the rejection has been designated as final shall be entered into by United.

‘Should the Producer or its representative at any time agree in advance with United upon the rental terms or license fees for the distribution, exhibition or marketing of any motion picture in any specified theatre

or situation, United shall be obligated to submit the contract containing the terms so agreed upon to the Producer or its representative for approval.’

110. Various contract provisions which discriminations against small independent exhibitors and in favor of the large affiliated and unaffiliated circuits were accomplished are: Suspending the terms of a given contract, if a circuit theatre remains closed for more than eight weeks, and reinstating it without liability upon reopening; allowing large privileges in the selection and elimination of films; allowing deductions in film rentals if double bills are played; granting moveovers and extended runs; granting roadshow privileges; allowing overage and underage; granting unlimited playing time; excluding foreign pictures and those of independent producers; granting rights to question the classification of features for rental purposes. These provisions are found most frequently in franchises and master agreements, which are made with the larger circuits of affiliated and unaffiliated theatres. Small independents are usually licensed, however, upon the standard forms of contract, which do not include them. The competitive advantages of these provisions are so great that their inclusion in contracts with the larger circuits constitutes an unreasonable discrimination against small competitors.

111. The discriminations referred to in Finding 110 would appear to be impossible under a system where the exhibitors competing for a license to exhibit a given feature on a given run do so on a parity since the same offer must be made to all

prospective exhibitors in each competitive area.

112. Agreements were made by the exhibitor-defendants with each other and their affiliates which given theatres of two or more exhibitors, normally in competition with each other, were operated as a unit, and most of their business policies collectively determined by a joint committee representing the exhibitors, and the profits of the 'pooled' theatres were divided among the exhibitors in various ways. \*67 of such theatres according to pre-agreed percentages or otherwise. Some of the agreements provide that the parties thereto may not acquire other theatres in the competitive vicinity without first offering them for inclusion in the 'pool'. The result is to eliminate competition pro tanto both in exhibition and in distribution of features which would flow almost automatically to the theatres in the earnings of which they have a joint interest.

113. Other forms of operating agreements are between major defendants and independent exhibitors rather than between major defendants. The effect is to ally two or more theatres of different ownership into a coalition for the nullification of competition between them and for their more effective competition against theatres not members of the 'pool'.

114. In certain other cases the operating agreements are accomplished by leases of

theatres, the rentals being determined by a stipulated percentage of profits earned by the 'pooled' theatres. This is but another means of carrying out the restraints found above.

115. Many theatres, or the corporations owning them, are held jointly by one or more of the exhibitor-defendants, together with another exhibitor-defendant, in some cases in conjunction with independents. These joint interests enable the major defendants to operate theatres collectively, rather than competitively. When a defendant or an independent owns an interest of five percent or less, such an interest is de minimis and only to be treated as an inconsequential investment in exhibition.

116. When theatres are jointly owned by a major defendant and another party, it is evident that the joint owners wish to participate and indeed are directly or indirectly participating in the business of exhibiting motion pictures. The major defendant thereby eliminates putative competition between itself and the other joint owner, who otherwise could be in a position to operate theatres independently.

117. Such joint interests as those described above in findings 112 through 116 exist in a great number of theatres, a summary of which is set forth in the following tabulation taken from RKO'S Exhibit 11:

Theatres jointly owned with independents:

Paramount	993
Warner	20

Fox	66
RKO	187
Loew's	21
Theatres jointly owned by two defendants:	
Paramount-Fox	6
Paramount-Loew's	14
Paramount-Warner	25
Paramount-RKO	150
Loew's-RKO	3
Loew's-Warner	5
Fox-RKO	1
Warner-RKO	10
Total	1,501

Theatres

Of the above theatres jointly ed with independents, the following umber will t be affected by the decree, since the defendant or co-owning independent owns less than a 5% interest:

Paramount.....	177
RKO.....	32
Total.....	209

Theatres

Total affected by the decree  
according to RKO's Exhibit

11 1,292

Theatres

118. In the year 1945 there were about 18,076 motion picture theatres in the United States, of which the five major defendants had interests in 3,137, or 17.35%. Of the latter, Paramount or its subsidiaries owned independently of the other defendants, 1,395- a little less than half, or about 7.72%; Warner 501, or about 2.77%; Loew's 135, or about .74%; Fox 636, or about 3.52%; and RKO 109, or about .60%. There were 361 theatres, or about 2.00%, in which two or more of these defendants had joint interests, whether held directly or indirectly through stock ownership in the same corporation or through a lease or operating agreement. This tabulation excludes theatres connected with one or more of the defendants through film-buying contracts or management contracts or through corporations in which a defendant owned an indirect minority stock interest. It includes all theatres in which each defendant otherwise owned a direct or indirect interest of any amount.

119. The present theatre holdings of the five defendant-exhibitors, Paramount, Loew's, Fox, RKO and Warner, aggregate little more than one-sixth of all the theatres in the United States, and by such theatre holdings alone the defendants do not and cannot collectively or individually have a monopoly of exhibition.

120. On January 1, 1935, Loew's operated in the United States 126 theatres. The first-run theatres, which are engaged to a large extent in exhibiting Loew's own product, Metro pictures, serve as 'showcases' for those pictures in the areas where the theatres are located.

121. The formation of RKO resulted in the conversion of vaudeville theatres acquired by it into motion picture theatres and thereby introduced new and substantial competition into the exhibition field in the cities in which each of these theatres was located.

122. Ownership and operation by RKO of theatres in certain principal cities of the United States enables RKO through the utilization of the facilities of such theatres to plan and direct the first exploitation of the features which it distributes in such areas in a more effective manner than is possible in areas where RKO does not operate theatres.

123. The successful exhibition of a feature in its initial runs in any area is widely publicized and closely served by subsequent run exhibitors in that area and success in exploiting a picture in such exhibitions produces increased revenue both for the distributor and for subsequent run exhibitors.

124. Each of the five major defendants is able to coordinate the initial exhibition of its features in its theatres with an extensive and accurately timed national advertising campaign.

125. Twentieth Century-Fox is interested in theatres in only 16 of the 92 cities having a population of over 100,000. In 12 of these 16 cities features of one or more defendants is licensed to independent first run exhibitors competing with Twentieth Century-Fox (New York, Seattle, Denver, Portland, Oakland, San Diego, Long Beach,



Los Angeles, San Francisco, Spokane, Sacramento, and Kansas City, Kansas) as well as to other defendants having theatres in some of these cities. In three of the remaining four cities, there is also first run competition from others of the defendants.

126. The 17.35% of theatres which comprise the five circuits of the major defendants pay from 35 to 54% of the total domestic film rental respectively received by the eight distributor defendants and 45% of the total domestic film rental received all of said distributor-defendants. The five largest unaffiliated circuits together pay less than 5% of such rental.

127. The major defendants, as distributors, during the 1943-44 season, received from 71 to 81% of the film rental that was paid to all distributors by exhibitors affiliated with the five major defendants. The minor defendants received from 26 to 15% of such rental and the independent distributors from 2 1/2 to 4 1/2% of such rental.

128. During the 1943-44 season the eight distributor defendants received 45.2% of the total feature film rental, received by them, from theatres affiliated with the five major defendants; and 54.8% of such rental from other exhibitors.

129. In some situations where Paramount had theatre interests, other defendant distributors licensed their features to competing theatres and not to the Paramount theatres, and in some cases the operating companies in which Paramount was interested were not able to obtain the

right to exhibit the features of some of the other defendant distributors.

130. Paramount features are licensed for exhibition in from 8,000 to 14,500 theatres in the United States annually. The number of licenses each year varies from feature to feature and from year to year.

131. In 21 of the 36 out of the 92 cities where Loew's operates theatres one of the other four producer-exhibitors licensed \*69 its features in the 1943-44 season for first-run exhibition in a Loew's theatre, to the extent of more than three features, the Loew's theatres' first-run exhibition being otherwise limited to its own features and those of non-theatre-owning producers.

132. Over the 10 years from 1935 to 1945, the total number of features licensed to the other four theatre-owning distributors to Loew's first-run houses, decreased from 1382 to 998 and the features of non-theatre-owning distributors, increased from 1201 to 1879.

133. In 1935, the other four theatre-owning distributors earned \$2,611,986 from Loew's theatres and the non-theatre-owning distributors earned \$2,205,330 (\$406,656 less). In 1944, the non-theatre-owning distributors earned \$5,261,116 in Loew's theatres, which was \$419,477 more than the \$4,841,639 earned in Loew's theatres in that year by the four other theatre-owning distributors.

134. In 1944, the percentage of the total film rental paid to Loew's theatres to each of the non-theatre-owning distributors,

Columbia (8.8%), United Artists (8.3%) and Universal (7.4%), was higher than that paid to each of three producer-exhibitors, RKO (2.1%), Warner Bros. (2.1%) and Twentieth Century-Fox (6.1%).

135. In the year 1944, of the total film rental paid by Loew's theatres, 47.9% was to Loew's itself for the exhibition of Loew's pictures, and 27.1% was to theatre-owning distributors. Thus a total of 75% of all film rentals paid by Loew's theatres went to persons other than the four other defendant-producer-exhibitors.

136. During the 1943-44 season RKO received 56.9% of its total license fees from independent theatres, 14.1% from its theatres, and (in the aggregate) 29% from theatres affiliated with other defendants.

137. In the 1943-44 season, of the total number of exhibitions of features in first-run and metropolitan circuit run theatres operated by RKO, 23.1% were exhibitions of features distributed by RKO, 29.6% were exhibitions of features distributed by other theatre-owning distributors, and 47.3% were exhibitions of features distributed by non-theatre-owning distributors.

138. In the four pre-war seasons of 1937-1940, Warner derived about 61-6/10% of its domestic gross rentals from theatres not affiliated with any of the defendants, about 14% from theatres in which it had an interest, about 13% from theatres in which Paramount had an interest, about 4% from theatres in which Twentieth Century -Fox had an interest, about 6% from theatres in

which RKO had an interest, and less than 1% from theatres in which Loew had an interest.

139. Of its total domestic and foreign rentals Warner received about 30% from abroad, about 43% from theatres in which one of the defendants had an interest, about 10% from Warner's own American theatres, and the balance, about 16%, from American theatres in which one or more of the defendants had an interest.

140. Not a single one of the Loew first run theatres in the 39 of the 92 largest cities where Loew operates or has an interest in first run theatres licensed a Warner feature for exhibition in the 1943-44 season. In the same season the Warner theatres regularly exhibited the Loew features in many of the 28 of the 92 largest cities where Warner operated or had an interest in first run theatres.

141. The dollars paid by Warner to each of the other defendants and by each of the other defendants to Warner show no uniformity of pattern from company to company from year to year.

142. There were marked variances from year to year in the sums paid as rental by the theatres in which Warner had an interest to United Artists, Universal, and Columbia, the non-theatre owning defendants.

143. Between 1937 and 1944 the theatres in which Warner had an interest substantially decreased the amount of film rental paid to the five theatre owning defendants, and substantially increased film rental paid to the non-theatre owning defendants.

144. Of the total film revenue received Twentieth Century-Fox in 1944 from all theatres in the United States, 60.8% was paid by exhibitors not defendants in \*70 this action; 14.1% was paid by its theatres; 1.26% by Loew theatres; 5.52% RKO theatres; 13.46% by theatres in which Paramount had an interest; and 4.82% Warner theatres.

145. On January 1, 1935, there were 13,386 theatres operating in the United States. In 1945, there were 18,076 theatres operating in the United States.

146. In about 60% of the 92 cities having populations of over 100,000, there are independent first-run theatres in competition with those of the major defendants except so far as it may be restricted by the trade practices found to have unreasonably restrained competition.

147. In about 91% of the 92 cities with over 100,000 population, there is competition first runs between independent theatres and theatres of one or more of the defendants, or among the defendants themselves, except so far as it may be restricted by the trade practices found to have unreasonably restrained competition. In the remainder of the 92 cities there is always competition in some run.

148. In the aforementioned 92 cities, at least 70% of all of the first run theatres are affiliated with one or more of the major defendants. In four of said cities there are no affiliated theatres. In 38 of said cities there are no independent first run theatres.

In the remaining 50 cities the degree of first run competition varies from the most predominantly affiliated first run situations, such as Boston, Chicago, Los Angeles, Philadelphia, St. Paul, and Washington, D.C., in each of which the independent first run theatres played less than eleven of the defendants' features on first run during the 1943-44 season, to the most predominantly independent first run situations, such as Nashville, Louisville, Indianapolis, and St. Louis, where the affiliated first run theatres played at least 31 of the defendants' pictures on first run during that season. In each of the said 50 cities did less than three of the distributor-defendants license their product on first run to the affiliated theatres. In 19 of said 50 cities less than three defendant-distributors licensed their product on first run to independent theatres. In a majority of said 50 cities the major share of all of the defendants' features were licensed for first run exhibition in theatres affiliated with the major defendants.

149. Loew's operates first-run theatres in 36 of the 92 cities in the United States with more than 100,000 population; in every one of these 36 cities, there are other 'first-run' theatres exhibiting the features of one or more of the other defendant distributors; in 21 of these 36, one or more of the other first-run theatres are operated by independents. .

150. Of the 92 cities in the United States having a population in excess of 100,000, Twentieth Century-Fox is interested in first run theatres in 16 and licenses its features to them. In four of the remaining cities, one of the defendants has theatre interests. This leaves 72 cities in which there are first

run theatres operated by defendants other than Twentieth Century-Fox. In 23 of the 72 cities, Twentieth Century-Fox licenses its features to independent exhibitors.

151. Except for a very limited number of theatres in the very largest cities, the 18,000 and more theatres in the United States exhibit the product of more than one distributor. Such theatres could not be operated on the product of only one distributor.

152. There is no substantial proof that any of the corporate defendants was organized or has been maintained for the purpose of achieving a national monopoly either in production, distribution, or exhibition of motion pictures, except as found in findings 153 and 154 below.

153. In localities where there is ownership by a single defendant of all the first-run theatres, there is no sufficient proof that it has been for the purpose of creating a monopoly and has not rather arisen from the inertness of the competitors, their lack of financial ability to build theatres comparable to those of the defendants, or from the preference of the public for the best equipped houses and not from 'inherent vice' on the part of these defendants.

154. The illegalities and restraints herein found, are not in the ownership of many or most of the best theatres of the producer-distributors, but in admission price-fixing, competitive granting of runs and clearances, unreasonable clearances, formula deals, master agreements, franchises, lock-

booking, pooling agreements and certain discriminations among licensees between defendants and independents. These practices, if employed in the future, in favor of powerful independents would effect all of the undesirable results that have existed when the five exhibitor defendants and their subsidiaries have owned or controlled numerous theatres in which the defendants' pictures have been exhibited.

155. Total divestiture would be injurious to the corporations concerned and would be damaging to the public.

156. Total divestiture would not remedy the price-fixing, systems of clearance, formula deals, master agreements and franchises, block-booking, pooling agreements and the other practices which have been found unreasonably to restrict competition.

157. During the nine pre-war years of 1933-1941, the average cost of American made Warner features rose from \$241,000 in 1933 to \$448,000 in 1940. By 1945 the average cost had risen to \$1,371,000.

158. In the past the foreign business of Warner has been exceedingly profitable.

159. With the cessation of the war the foreign markets for Warner pictures are being severely restricted.

160. The arbitration system created by the Consent Decree of November 20, 1940, has demonstrated its usefulness in dealing with exhibitors' complaints of unreasonable clearance and if extended to cover differences which may occur under the system to be established by the Decree



herein, will be effective and result in quick and expeditious decisions and a saving of time and money.

#### Conclusions of Law.

1. The court has jurisdiction of this cause under the provisions of the Act of July 2, 1890 entitled 'An act to protect trade and commerce against unlawful restraints and monopolies,' hereinafter referred to as the Sherman Act, 15 U.S.C.A. 1-7, 15 note.

2. Universal Pictures Company, Inc., and Screen Gems, Inc., have not violated the Sherman Act and should be dismissed as defendants herein.

3. None of the defendants herein has violated the Sherman Act by monopolizing or attempting to monopolize or conspiring to monopolize the production of motion picture films.

4. The consent decree entered herein on November 20, 1940, does not foreclose enforcement in this suit at this time of any rights or remedies, which the plaintiff may have against any of the defendants by virtue of violations of the Sherman Act by them, except such acts as were in accord with such decree during the period it was in force.

5. None of the defendants herein has violated the Sherman Act by combining, conspiring or contracting to restrain trade in any part of the business of producing motion pictures or by monopolizing, attempting to monopolize, or conspiring to monopolize such business.

6. The defendants, and each of them are entitled to judgment dismissing all claims of the plaintiff based upon their acts as producers, whether as individuals or in conjunction with others.

7. The defendants Paramount Pictures, Inc.; Paramount Film Distributing Corporation; Loew's Incorporated; Radio-Keith-Orpheum Corporation, RKO Radio Pictures, Inc.; Keith-Albee-Orpheum Corporation; RKO Proctor Corporation; RKO Midwest Corporation; Warner Bros. Pictures, Inc.; Vitagraph, Inc.; Warner Bros. Circuit Management Corporation; Twentieth Century-Fox Film Corporation; National Theatres Corporation; Columbia Pictures Corporation; Columbia Pictures of Louisiana, Inc.; Universal Corporation; Universal Film Exchanges, Inc.; Big Film Exchange, Inc.; and United Artists Corporation have unreasonably restrained trade and commerce in the distribution and exhibition of motion pictures and attempted to monopolize such trade and commerce, both before and after entry of said consent decree, in violation of the Sherman Act by:

(a) Acquiescing in the establishment of a price fixing system by conspiring with one another to maintain theatre admission prices;

(b) Conspiring with each other to maintain a nation-wide system of runs and clearances which is substantially uniform in each local competitive area.

8. The distributor defendants Paramount Pictures, Inc.; Paramount Film Distributing Corporation; Loew's,



Incorporated; Radio-Keith-Orpheum Corporation; RKO Radio Pictures, Inc.; Warner Bros. Pictures, Inc.; Vitagraph, Inc.; Twentieth Century-Fox Film Corporation; Columbia Pictures Corporation; Columbia Pictures of Louisiana, Inc.; Universal Corporation; Universal Film Exchanges, Inc.; Big U Film Exchange, Inc.; and United Artists Corporation, have unreasonably restrained trade and commerce in the distribution and exhibition of motion pictures and attempted to monopolize such trade and commerce, both before and after the entry of said consent decree, in violation of the Sherman Act by:

(a) Conspiring with each other to maintain a nation-wide system of fixed minimum motion picture theatre admission prices;

(b) Agreeing individually with their respective licensees to fix minimum motion pictures theatre admission prices;

(c) Conspiring with each other to maintain a nation-wide system of runs and clearances which is substantially uniform as to each local competitive area;

(d) Agreeing individually with their respective licensees to grant discriminatory license privileges to theatres affiliated with other defendants and with large circuits as found in finding No. 110 above;

(e) Agreeing individually with such licensees to grant unreasonable clearance against theatres operated by their competitors;

(f) Making master agreements and franchises with such licensees;

(g) Individually conditioning the offer of a license for one or more copyrighted films upon the acceptance by the licensee of one or more other copyrighted films, except in the case of the United Artists Corporation;

(h) The defendants Paramount and RKO making formula deals.

¶ 9. The exhibitor-defendants, Paramount Pictures, Inc.; Loew's Incorporated; Radio-Keith-Orpheum Corporation; Keith-Albee-Orpheum Corporation; RKO Proctor Corporation; RKO Midwest Corporation; Warner Bros. Pictures, Inc.; Warner Bros. Circuit Management Corporation; Twentieth Century-Fox Film Corporation; and National Theatres Corporation have unreasonably restrained trade and commerce in the distribution and exhibition of motion pictures both before and after the entry of said consent decree, in violation of the Sherman Act by:

(a) Jointly operating motion picture theatres with each other and with independents through operating agreements or profit-sharing leases;

(b) Jointly owning motion picture theatres with each other and with independents through stock interests in theatre buildings;

(c) Conspiring with each other and with the distributor-defendants to fix substantially uniform minimum motion pictures theatre admission prices, runs, and clearances;

(d) Conspiring with the distributor-defendants to discriminate against independent competitors in fixing minimum

admission price, run, clearance and their license terms.

8] 10. The Formula deals, master agreements and franchises referred to in Findings 86, 88 and 89 have tended to restrain trade and violate Section 1 of the Sherman Act.

9] 11. Block-booking as hereinabove defined, violates the Sherman Act.

12. Further conclusions of law are made and embodied in the decree filed herewith.

DECREE.

## Opinion

PER CURIAM.

The court having rendered its opinion herein on June 11, 1946, 66 F.Supp. 323, having duly considered the proposals of the parties and of amici curiae as to its findings and judgment, and having filed its findings of fact and conclusions of law, \*73 wherein certain of the defendants herein were found to have violated the Act of Congress approved July 2, 1890, 26 Stat. 209, commonly known as the Sherman Act.

It is hereby ordered, adjudged and decreed, as follows:

I. 1. The complaint is dismissed as to the defendants Screen Gems, Inc., and the corporation named as Universal Pictures Company, Inc., merged during the pendency of this case into the defendant Universal Corporation. The complaint is also dismissed as to all claims made against

the remaining defendants herein as to their acts as producers, whether as individuals or in conjunction with others.

II. Each of the defendant distributors, Paramount Pictures, Inc.; Paramount Film Distributing Corporation; Loew's Incorporated; Radio-Keith-Orpheum Corporation; RKO Radio Pictures, Inc.; Warner Bros. Pictures, Inc.; Warner Bros. Pictures Distributing Corporation (formerly known as Vitagraph, Inc.); Twentieth-Century Fox Film Corporation; Columbia Pictures Corporation; Columbia Pictures of Louisiana, Inc.; Universal Corporation; Universal Film Exchanges, Inc.; Big Film Exchange, Inc.; and United Artists Corporation; and the successors of each of them, and any and all individuals who act in behalf of any thereof with respect to the matters enjoined, and each corporation in which said defendants or any of them own a direct or indirect stock interest of more than 50%, is hereby enjoined:

1. From granting any license in which minimum prices for admission to a theatre are fixed by the parties, either in writing or through a committee, or through arbitration, or upon the happening of any event or in any manner or by any means.

2. From agreeing with each other or with any exhibitors or distributors to maintain a system of clearances; the term 'clearances' as used herein meaning the period of time stipulated in license contracts which must elapse between runs of the same feature within a particular area or in specified theatres.

3. From granting any clearance between theatres not in substantial competition.

4. From granting or enforcing any clearance against theatres in substantial competition with the theatre receiving the license for exhibition in excess of what is reasonably necessary to protect the licensee in the run granted. Whenever any clearance provision is attacked as not legal under the provisions of this decree, the burden shall be upon the distributor to sustain the legality thereof.

5. From further performing any existing franchise to which it is a party and from making any franchises in the future. The term 'franchise' as used herein means a licensing agreement or series of licensing agreements, entered into as a part of the same transaction, in effect for more than one motion picture season and covering the exhibition of pictures released by the distributor during the entire period of agreement.

6. From making or further performing any formula deal or master agreement to which it is a party. The term 'formula deal' as used herein means a licensing agreement with a circuit of theatres in which the license fee of a given feature is measured for the theatres covered by the agreement by a specified percentage of the feature's national gross. The term 'master agreement' means a licensing agreement, also known as a 'blanket deal' covering the exhibition of features in a number of theatres usually comprising a circuit.

7. From performing or entering into any license in which the right to exhibit a feature is conditioned upon the licensee's taking one or more other features. To the extent that any of the features have not been trade shown prior to the granting of the license for more than a single feature, the licensee shall be given by the licensor the right to reject 20% of such features not trade shown prior to the granting of the license, such right of rejection to be exercised in the order of release within ten days after there has been an opportunity afforded to the licensee to inspect the feature.

8. From licensing in the future any feature for exhibition in any theatre, not its own, in any manner except the following:

**\*74** (a) A license to exhibit each feature released for public exhibition in any competitive area shall be offered to the operator of each theatre in such area who desires to exhibit it on some run (other than that upon which such feature is to be exhibited in the theatre of the licensor) selected by such operator, and upon uniform terms;

(b) Each license shall be granted solely upon the merits and without discrimination in favor of affiliates, old customers or others;

(c) Where a run is desired, or is to be offered, upon terms which exclude simultaneous exhibition in competing theatres, the distributor shall notify, not less than thirty days in advance of the date when bids will be received, all exhibitors in the competitive area, offering to license the features upon

one or more runs, and in such offer shall state the amount of a flat rental as the minimum for such license for a specified number of days of exhibition, the time when the exhibition is to commence and the availability and clearance, if any, which will be granted for each run. Within fifteen days after receiving such notice, any exhibitor in such competitive area may bid for such license, and in his bid shall state what run such exhibitor desires and what he is willing to pay for such feature, which statement may specify a flat rental, or a percentage of gross receipts, or both, or any other form of rental, and shall also specify what clearance such exhibitor is willing to accept, the time and days when such exhibitor desires to exhibit it, and any other offers which such exhibitor may care to make. The distributor may reject all offers made for any such feature, but in the event of the acceptance of any, the distributor shall grant such license upon the run bid for to the highest responsible bidder, having a theatre of a size, location and equipment adequate to yield a reasonable return to the licensor. The method of licensing specified in this subdivision shall not be required in areas where there is no competition among theatres or in runs, or in which there is no offer made by any exhibitor within the time above mentioned. The words 'exclude simultaneous exhibition' shall be held to mean the exhibition of a specified run in one theatre with clearance over other theatres in the competitive area. The words 'competitive area' shall refer to the territory occupied by more than one theatre in which it may fairly and reasonably be said that such theatres

compete with each other for the exhibition of features on any run.

(d) each license shall be offered and taken by theatre by theatre and picture by picture.

(e) A theatre is not a defendant's own theatre unless it owns therein a legal or equitable interest of 95% or more, either directly or through affiliates or subsidiaries.

9. From arbitrarily refusing the demand of an exhibitor, who operates a theatre in competition with another theatre threatened or operated by a defendant distributor, or its affiliate or subsidiary, made by registered mail, addressed to the home office of the distributor, to license a feature to him for exhibition on a run selected by the exhibitor, instead of licensing it to another exhibitor for exhibition in his competing theatre on such run. Such demand shall be deemed to have been refused either upon the receipt by the exhibitor of a refusal in writing or upon the expiration of ten days after the receipt of the exhibitor's demand.

III. Each of the defendant exhibitors, Paramount Pictures, Inc., Loew's Incorporated, Radio-Keith-Orpheum Corporation, Keith-Albee-Orpheum Corporation, RKO Proctor Corporation, RKO Midwest Corporation, Warner Bros. Pictures, Warner Bros. Circuit Management Corporation, Twentieth Century Fox Film Corporation, and National Theatres, Inc., is hereby enjoined and restrained:

(1) From performing or enforcing agreements referred to in paragraphs 5 and



6 of the foregoing section II hereof to which it may be a party.

(2) From making or continuing to perform pooling agreements whereby given theatres of two or more exhibitors jointly in competition are operated as a unit or whereby the business policies of such exhibitors are collectively determined by a joint committee or one of the exhibitors or whereby profits of the 'pooled' theatres are divided among the owners according to prearranged percentages. The pooling agreement of two or more defendants, with others not parties to this action which violate this provision shall be dissolved prior to July 1, 1947.

(3) From making or continuing to perform agreements that the parties may not acquire other theatres in a competitive area where a pool operates without first offering them for inclusion in the pool.

(4) From making or continuing leases of theatres under which it leases any of its theatres to another defendant or to an independent operating a theatre in the same competitive area in return for a share of the profits. The leases referred to herein between a defendant and independents which violate this provision shall be terminated prior to July 1, 1947.

(5) From continuing to own or acquiring any beneficial interest in any theatre, whether in fee or shares of stock or otherwise, in conjunction with another defendant, and from continuing to own or acquire such an interest in conjunction with an independent (meaning any former, present or putative

motion picture theatre operator which is owned or controlled by the defendant holding the interest in question), where such interest shall be greater than 5% unless such interest shall be 95% or more. The existing relationships which violate this provision shall be terminated within two years. The relationships between the defendants and independents which violate this provision shall be terminated by a sale to, or purchase from the co-owner or co-owners, or by a sale to a party other than one of the other defendants. In dissolving relationships among defendants and between defendants and independents which violate this provision, one defendant may acquire the interest of another defendant or independent if such defendant desiring to acquire such interest shall show to the satisfaction of the court, and the court shall first find, that such acquisition will not unduly restrain competition in the exhibition of feature motion pictures. Each of the defendants shall submit to this court within six months a statement outlining the extent to which it has complied and the manner in which it proposes to comply with this provision, setting forth in detail the names, locations, and general descriptions of the theatres, corporate securities, and beneficial interests of any kind involved, the sales thereof that it has made, and such interests as it proposes to acquire, with a statement of facts regarding each competitive situation involved in such proposed acquisition sufficient to show the probable effect of such acquisition on that situation. Similar reports shall be made quarterly thereafter until this provision shall have been fully complied with. Reasonable notice of such acquisition plans shall be served upon the



Attorney General and plaintiff shall be given an opportunity to be heard with respect thereto before any such acquisition shall be approved by the court.

(6) From expanding its present theatre holdings in any manner whatsoever except as permitted in the preceding paragraph.

(7) From operating, owning, or buying features for any of its theatres through any agent who is known by it to be also acting in such manner for any other exhibitor, independent or affiliate.

IV. Nothing contained in this Decree shall be construed to limit, in any way whatsoever, the right of each distributor-defendant to license, or in any way to arrange or provide for, the exhibition of any or all the motion pictures which it may at any time distribute, in such manner, and upon such terms, and subject to such conditions as may be satisfactory to it, in any theatre in which such distributor defendant has or may acquire pursuant to the terms of this Decree, a proprietary interest of 95% or more either directly or through subsidiaries.

V. The provisions of the existing consent decree are hereby declared to be of no further force or effect, except in so far as may be necessary to conclude arbitration proceedings now pending and to liquidate in an orderly manner the financial obligations of the defendants and the American Arbitration Association, incurred in the establishment of the consent decree arbitration systems. Existing awards and those made pursuant to pending proceedings shall continue to be enforceable. But this

shall not in any way preclude the parties or any other persons from setting up a reasonable system of arbitration either through the use of the present awards or any others as among themselves.

VI. For the purpose of securing compliance with this Decree, and for any other purpose, duly authorized representatives of the Department of Justice shall, upon written request of the Attorney General or the Assistant Attorney General in charge of antitrust matters, and upon notice to any defendant, reasonable as to time and subject matter, made to such defendant at its principal office, and subject to any legally recognized privilege, (1) be permitted reasonable access, during the office hours of such defendant, to all books, ledgers, accounts, correspondence, memoranda and other records and documents in the possession or under the control of such defendant, relating to any of the matters contained in this Decree, and that during the times that the plaintiff shall desire such access, counsel for such defendant may be present, and (2) subject to the reasonable convenience of such defendant, and without restraint or interference from it, be permitted to interview its officers or employees regarding any such matters, at which interview counsel for the officer or employee interviewed and counsel for such defendant company may be present.

Information obtained pursuant to the provisions of this section shall not be divulged by any representative of the Department of Justice to any person other than a duly authorized representative of the Department of Justice, except in the course

of legal proceedings to which the United States is a party, or as otherwise required by law.

VII. Paragraphs 7 and 8 of section II of this judgment shall not become effective until July 1, 1947.

VIII. Jurisdiction of this cause is retained for the purpose of enabling any of the parties to the judgment and all others, to apply to the court at any time for such orders or direction as may be necessary or appropriate for the construction, modification, or carrying out of the same, for the enforcement of compliance therewith, and for the punishment of violations thereof, or for other or further relief.

IX. The operation of this judgment is stayed for sixty days from the date hereof, and, if an appeal is taken, for thirty days thereafter in order to enable any appellant to move before the Supreme Court for a stay in respect to any portion of the judgment from which an appeal has been taken.

#### In Re Findings and Decree

In order to meet some of the objections raised at the hearing to the system of bidding for features described in the opinion of the court, we have modified the system there proposed so that competitive bidding will be necessary within a competitive area and in such an area where it is desired by the exhibitors. In other words, the decree provides an opportunity to bid for any exhibitor in a competitive area who may desire to do so.

The arrangement for arbitration and an appeal board has been terminated except as to unfinished litigations and other matters referred to in the decree, because of the unwillingness of some of the parties to consent to their continuance. Nevertheless, as we have indicated in the opinion, these tribunals have dealt with trade disputes, particularly those as to clearances and runs, with rare efficiency, as both government counsel and counsel for other parties have conceded.

Indeed, the arbitration system set up under the consent decree of November 20, 1940, was created pursuant to the prayer of the amended and supplemental complaint by the United States filed November 14, 1940, in which, among other things, the plaintiff prayed that 'a nation-wide system of impartial arbitration tribunals or such other means of enforcement as the court may deem proper be established pursuant to the final decree of this court in order to secure adequate enforcement of whatever general and nation-wide prohibitions of illegal practices may be contained therein.'

We strongly recommend that some such system be continued in order to avoid cumbersome and dilatory court litigation and to preserve the practical advantages of the tribunals created by the consent decree.

#### All Citations

70 F.Supp. 53

**End of Document**

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**United States v. Paramount Pictures, Inc.**

**334 U.S. 131**

**(1948)**

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Fed.Cir., September 21, 2005

68 S.Ct. 915

Supreme Court of the United States

UNITED STATES

v.

PARAMOUNT PICTURES, Inc., et al.

LOEW'S Inc., et al.

v.

UNITED STATES.

PARAMOUNT PICTURES, Inc., et al.

v.

SAME.

COLUMBIA PICTURES  
CORPORATION et al.

v.

SAME.

UNITED ARTISTS CORPORATION

v.

SAME.

UNIVERSAL PICTURES  
COMPANY, Inc., et al.

v.

SAME.

AMERICAN THEATRES  
ASS'N, Inc., et al.

v.

UNITED STATES et al.

ALLRED et al.

v.

SAME.

Nos. 79 to 86.

|  
Argued Feb. 9, 10, 11, 1948.

|  
Decided May 3, 1948.

## Synopsis

Suit by the United States of America against Paramount Pictures, Inc., and others, to prevent and restrain violations of the Sherman Anti-Trust Act, wherein American Theatres Association, Inc., and others and W. C. Allred and others sought to intervene. Judgment denying leave to intervene but granting injunction and other relief were rendered, [66 F.Supp. 323](#), [70 F.Supp. 53](#), and the United States of America, Loew's, Incorporated, and others, Paramount Pictures, Inc., and another, Columbia Pictures Corporation and another, United Artists Corporation, Universal Pictures Company, Inc., and others, American Theatres Association, Inc., and others, and W. C. Allred and others separately appeal.

Affirmed in part and reversed in part, and cases remanded with directions.

Mr. Justice FRANKFURTER dissenting in part.

West Headnotes (51)

## I Antitrust and Trade Regulation

### Pricing

Evidence sustained finding that certain motion picture producers, exhibitors and licensees had entered into conspiracies to fix theater admission prices. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).



5 Cases that cite this headnote

2] **Conspiracy**

🔑 Nature and Elements in General

It is not necessary to find an express agreement in order to find a conspiracy, but it is sufficient that a concert of action is contemplated and that defendants conform to the arrangement.

22 Cases that cite this headnote

3] **Antitrust and Trade Regulation**

🔑 Price Fixing in General

So far as the Sherman Anti-Trust Act is concerned, a price-fixing combination is illegal per se. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

4 Cases that cite this headnote

4] **Antitrust and Trade Regulation**

🔑 Motion picture industry

Combination of owners of copyrights covering motion picture films fixing prices for exhibition of films in the movie industry would violate the Sherman Anti-Trust Act. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2; Copyright Act, § 1, 17 U.S.C.A. § 1.

10 Cases that cite this headnote

5] **Antitrust and Trade Regulation**

🔑 Motion picture industry

Where distributors in licenses issued to motion picture exhibitors fixed minimum admission prices which exhibitors agreed to charge, the agreements constituted a conspiracy to monopolize interstate trade in distribution and exhibition of motion picture films. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

1 Cases that cite this headnote

1] **Antitrust and Trade Regulation**

🔑 Copyrights

A copyright may not be used to deter competition between rivals in exploitation of their sense. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2; Copyright Act, § 1, 17 U.S.C.A. § 1.

3 Cases that cite this headnote

7] **Antitrust and Trade Regulation**

🔑 Monopolization or attempt to monopolize

Evidence sustained finding of conspiracy to restrain interstate trade in distribution and exhibition of motion picture films by imposing unreasonable clearances. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

7 Cases that cite this headnote

## 8] Antitrust and Trade Regulation

### 🔑 Injunction

Where motion picture distributors had conspired to restrain trade by imposing unreasonable clearances, distributors were properly enjoined from agreeing with each other or with any exhibitors or distributors to maintain a system of clearances or from granting any clearance between theaters not in substantial competition or from granting or enforcing any clearance against theaters in substantial competition with theater receiving license for exhibition in excess of what is reasonably necessary to protect licensee in the run granted. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

[22 Cases that cite this headnote](#)

## 9] Appeal and Error

### 🔑 Injunction

Decree enjoining motion picture distributors from agreeing with each other or with any exhibitor or distributor to maintain system of clearances or from granting any clearances between theaters not in substantial competition or from granting or enforcing any clearance against theaters in substantial competition with theater receiving license for exhibition in excess of what is reasonably necessary to protect

licensee in run granted would not be modified to allow licensors, in granting clearances, to take into consideration what is reasonably necessary for a fair return to censor. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

[30 Cases that cite this headnote](#)

## 0] Antitrust and Trade Regulation

### 🔑 Damages and Other Relief

Where motion picture distributors had entered into conspiracy to restrain trade by imposing unreasonable clearances, provision of decree restricting clearances that, whenever clearance provision is attacked as not legal under decree, burden should be on distributor to sustain the legality thereof was justified. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. § 1, 2.

[2 Cases that cite this headnote](#)

## 1] Antitrust and Trade Regulation

### 🔑 Damages and Other Relief

Where clearances had been used along with price fixing to suppress competition with theaters of certain motion picture exhibitors, clearances could have been eliminated completely for a substantial period of time even though they were not illegal per se.

Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

18 Cases that cite this headnote

**2] Antitrust and Trade Regulation**

➤ Damages and Other Relief

Equity has the power to uproot all parts of an illegal scheme, be valid as well as be invalid, in order to rid trade or commerce of all taint of conspiracy. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

Cases that cite this headnote

**3] Antitrust and Trade Regulation**

➤ Damages and Other Relief

**Antitrust and Trade Regulation**

➤ Injunction

Where motion picture exhibitors had agreements with each other and their affiliates whereby heaters of two or more of them, normally competitive, were operated as a unit or managed by a joint committee or by one of the exhibitors, the profits being shared according to prearranged percentages, dissolution of existing pooling agreements and enjoining of future arrangement of such character was proper. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

10 Cases that cite this headnote

**4] Antitrust and Trade Regulation**

➤ Motion picture industry

**Antitrust and Trade Regulation**

➤ Motion picture industry

**Antitrust and Trade Regulation**

➤ Damages and Other Relief

**Antitrust and Trade Regulation**

➤ Injunction

Where joint ownership of heaters by motion picture exhibitors was a device for strengthening their competitive position as exhibitors by forming an alliance as distributors, such joint ownership was a restraint of trade condemned by Sherman Anti-Trust Act and exhibitors were properly ordered to disaffiliate by terminating joint ownership of theaters and were properly enjoined from future acquisition of such interest. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

2 Cases that cite this headnote

**5] Antitrust and Trade Regulation**

➤ Forfeiture and seizure of property; divestiture

Where acquisitions by defendant motion picture exhibitors of interest in heater of independent operators were products of unlawful practices, the acquisitions so far as they were fruits of monopolistic practices or restraints of trade should be divested and no permission

to buy out her owner should be given to defendant exhibitor. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

[6 Cases that cite this headnote](#)

## **I] Antitrust and Trade Regulation**

🔑 Forfeiture and seizure of property;divestiture

Even if defendant motion picture exhibitors' acquisitions of interest in theaters of independent operators were lawfully acquired, if they were utilized as part of conspiracy to eliminate or suppress competition in furtherance of ends of conspiracy, such acquisition should be divested without permission to buy out her owner. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

[4 Cases that cite this headnote](#)

## **7] Antitrust and Trade Regulation**

🔑 Forfeiture and seizure of property;divestiture

If defendant motion picture exhibitors' acquisitions of interest in theaters of independent operators involved no more than innocent investment and were not in furtherance of conspiracy to eliminate or suppress competition, defendant exhibitors might be given permission to acquire interest of independent operator on showing that neither monopoly

nor unlawful restraint of trade in exhibition of films would result. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

[25 Cases that cite this headnote](#)

## **8] Antitrust and Trade Regulation**

🔑 Monopolization or attempt to monopolize

Evidence sustained findings that licensing agreements with circuit of theaters in which license fee for a given feature is measured, for the theaters covered by agreement, by a specified percentage of feature's national gross, and that master licensing agreements covering exhibition in two or more theaters in a particular circuit and allowing exhibitor to allocate film rental paid among the theaters as it sees fit and to exhibit features upon such playing times as deems best, and leaves other terms to discretion of circuit, constitute unlawful restraints of trade and justified injunctions against such agreements. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

[20 Cases that cite this headnote](#)

## **9] Antitrust and Trade Regulation**

🔑 Motion picture industry

Licensing agreements with circuit of theaters which eliminated possibility of bidding for motion

picture films theater by theater and thus eliminated opportunity for small competitor to obtain choice first runs and put a premium on size of circuit were unlawful restraints of trade. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

14 Cases that cite this headnote

## 20] Antitrust and Trade Regulation

### 🔑 Motion picture industry

The pooling of purchasing power of an entire motion picture theater circuit in bidding for films was a misuse of monopoly power in so far as it combines the theaters in closed towns with competition situations, and distributors who joined in such arrangements by exhibitors were active participants in effectuating a restraint of trade and a monopolistic practice. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

20 Cases that cite this headnote

## 21] Appeal and Error

### 🔑 Verdict, findings, and judgment

Finding that motion picture franchise contracts with exhibitor extending over period of more than a motion picture season and covering exhibition of features released by distributor during period of agreement constitute

a restraint of trade would be set aside so that district court might examine problem in light of elimination from decree of competitive bidding. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

10 Cases that cite this headnote

## 22] Antitrust and Trade Regulation

### 🔑 Injunction

“Block booking”, which is practice of licensing or offering for license one motion picture feature or group of features on condition that exhibitor will also license another feature or group of features released by distributor during a given period, was properly enjoined as an improper enlargement of monopoly of copyright. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2; Copyright Act § 1, 17 U.S.C.A. § 1.

30 Cases that cite this headnote

## 23] Antitrust and Trade Regulation

### 🔑 Injunction

Performance or entering into any motion picture license in which right to exhibit one feature is conditioned upon licensee's taking one or more other features was properly enjoined. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15



U.S.C.A. §§ 1, 2; Copyright Act, § 1, 17 U.S.C.A. § 1.

11 Cases that cite this headnote

**24] Copyrights and Intellectual Property**

🔑 Nature of statutory copyright

The copyright law, like the patent statutes, makes reward to the owner a secondary consideration. Copyright Act § 1, 17 U.S.C.A. § 1.

32 Cases that cite this headnote

**25] Antitrust and Trade Regulation**

🔑 Illegal Restraints or Other Misconduct

The policy of the anti-trust laws is not qualified or conditioned by the convenience of those whose conduct is regulated and whose vested interest in a practice which contravenes the policy of the anti-trust laws cannot receive judicial sanction. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

Cases that cite this headnote

**26] Copyrights and Intellectual Property**

🔑 Licenses in general

A refusal to license is not more copyright infringement than a refusal to accept it. Copyright Act, § 1, 17 U.S.C.A. §

1; Sherman Anti-Trust Act, §§ 1, 2 as amended 15 U.S.C.A. §§ 1, 2.

4 Cases that cite this headnote

**27] Antitrust and Trade Regulation**

🔑 Monopolization or attempt to monopolize

Evidence sustained finding that motion picture distributors had discriminated against small independent exhibitors and in favor of large affiliated and unaffiliated motion picture circuits through various kinds of contract provisions. Sherman Anti-Trust Act, §§ 1, 2 as amended 15 U.S.C.A. §§ 1, 2.

2 Cases that cite this headnote

**28] Antitrust and Trade Regulation**

🔑 Motion picture industry

Where motion picture distributors had discriminated against small independent exhibitors and in favor of large affiliated and unaffiliated motion picture theater circuits through various kinds of contract provisions, such discriminatory practices were included among the restraints of trade which the Sherman Anti-Trust Act condemns. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

Cases that cite this headnote

**29] Antitrust and Trade Regulation**

🔑 **Illegal Restraints or Other Misconduct**

**Antitrust and Trade Regulation**

🔑 **Illegal Restraints or Other Misconduct**

Acquiescence in an illegal scheme is as much a violation of the Sherman Anti-Trust Act as the creation and promotion of one. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

20 Cases that cite this headnote

**30] Antitrust and Trade Regulation**

🔑 **Damages and Other Relief**

Where motion picture distributors had violated the Sherman Anti-Trust Act, provision of decree for competitive bidding was not appropriate and would be eliminated so that a more effective decree might be fashioned. Copyright Act, § 1, 17 U.S.C.A. § 1; Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

2 Cases that cite this headnote

**31] Constitutional Law**

🔑 **Press in General**

Moving pictures, like newspapers and radio, are included in the “press” whose freedoms are guaranteed by the First Amendment. U.S.C.A. Const.Amend. 1.

19 Cases that cite this headnote

**32] Constitutional Law**

🔑 **Enforcement of generally applicable laws**

Suit to enjoin violation of the Sherman Anti-Trust Act in exhibition of motion pictures, especially in first-run theaters, but not involving monopoly in production of moving pictures, did not present a question of freedom of press under the First Amendment. Sherman Anti-Trust Act, §§ 1, 2 as amended 15 U.S.C.A. §§ 1, 2; U.S.C.A. Const.Amend 1.

18 Cases that cite this headnote

**33] Antitrust and Trade Regulation**

🔑 **Trial, Hearing and Determination**

Where five major motion picture distributors-exhibitors had conspired to monopolize exhibition of motion pictures, in determining need for divestiture by such distributors of their theater holdings, it was not sufficient to conclude that none of such distributors was organized or had been maintained for purpose of achieving a national monopoly or that they, through their present theater holdings alone, did not, and could not collectively or individually, have a monopoly of

exhibition, but it was relevant to determine what the results of the conspiracy were, even if they fell short of monopoly. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

6 Cases that cite this headnote

### 34] Antitrust and Trade Regulation

#### 🔑 Injunction

Where court found existence of conspiracy to effect a monopoly in exhibition of motion pictures, the enjoining of continuance of unlawful restraints and dissolving combination which launched the conspiracy was not sufficient, but the undoing of that which the conspiracy achieved was required. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

2 Cases that cite this headnote

### 35] Antitrust and Trade Regulation

#### 🔑 Forfeiture and seizure of property;divestiture

Where court found that defendant distributors-exhibitors had conspired to monopolize exhibition of motion pictures, the problem under the Sherman Anti-Trust Act was not solved merely by measuring monopoly in terms of size or extent of each defendant's theater holdings or by concluding that single ownerships of theaters were not obtained for purpose of

achieving a national monopoly, but was the relationship of the unreasonable restraint of trade to the position of defendants in the exhibition field that was of first importance in determining whether divestiture of theater holdings should be required of major distributors. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

17 Cases that cite this headnote

### 36] Antitrust and Trade Regulation

#### 🔑 Illegal Restraints or Other Misconduct

The Sherman Anti-Trust Act outlaws unreasonable restraints irrespective of amount of trade or commerce involved. Sherman Anti-Trust Act, § 1, as amended, 15 U.S.C.A. § 1.

3 Cases that cite this headnote

### 37] Antitrust and Trade Regulation

#### 🔑 Elements in General

Under provision of Sherman Anti-Trust Act condemning monopoly of "any part" of trade or commerce, the quoted phrase means an appreciable part of interstate or foreign trade or commerce. Sherman Anti-Trust Act, § 2, as amended, 15 U.S.C.A. § 2.

18 Cases that cite this headnote

### 38] Antitrust and Trade Regulation

#### 🔑 Intent

Specific intent is not necessary to establish a purpose or intent to create a monopoly, but the requisite purpose or intent is present if monopoly results as a necessary consequence of what was done. Sherman Anti-Trust Act, § 2, as amended, 15 U.S.C.A. § 2.

3 Cases that cite this headnote

### 39] Antitrust and Trade Regulation

#### 🔑 Elements in General

Monopoly power, whether lawfully or unlawfully acquired, may violate the provision of Sherman Anti-Trust Act condemning monopoly of any part of trade or commerce though the power remains unexercised. Sherman Anti-Trust Act, § 2, as amended, 15 U.S.C.A. § 2.

1 Cases that cite this headnote

### 40] Appeal and Error

🔑 Verdict, findings, and judgment

#### Federal Courts

#### 🔑 Particular cases

In suit to restrain violations of Sherman Anti-Trust Act in exhibition of motion pictures where court found that five major distributors-exhibitors had conspired to monopolize

exhibition of pictures, findings regarding necessity for divestiture by such defendants if their theater holdings were deficient, findings would be set aside, and case would be remanded for perfection of findings. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

1 Cases that cite this headnote

### 41] Antitrust and Trade Regulation

#### 🔑 Motion picture industry

#### Antitrust and Trade Regulation

#### 🔑 Motion picture industry

Under the Sherman Anti-Trust Act the legality of vertical integration of producing, distributing and exhibiting motion pictures turns on purpose of intent with which it was conceived or power it creates and the attendant purpose or intent. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

3 Cases that cite this headnote

### 42] Antitrust and Trade Regulation

#### 🔑 Motion picture industry

#### Antitrust and Trade Regulation

#### 🔑 Motion picture industry

Vertical integration of producing, distributing and exhibiting motion pictures is legal if it was a calculated scheme to gain control over an appreciable segment of the market and to restrain or

suppress competition rather than an expansion to meet legitimate business needs. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

7 Cases that cite this headnote

#### 43] Antitrust and Trade Regulation

##### 🔑 Vertical

A vertically integrated enterprise, like other aggregations of business units, will constitute a monopoly, which, although unexercised, violates the Sherman Anti-Trust Act provided a power to exclude competition is coupled with a purpose or intent to do so. Sherman Anti-Trust Act, §§ 1, 2 as amended 15 U.S.C.A. §§ 1, 2.

10 Cases that cite this headnote

#### 44] Antitrust and Trade Regulation

##### 🔑 Market Power;Market Share

Size is itself an earmark of monopoly power, and the fact that power created by size was utilized in the past to crush or prevent competition is potent evidence that the requisite purpose or intent attends the presence of monopoly power. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

10 Cases that cite this headnote

#### 45] Antitrust and Trade Regulation

##### 🔑 Vertical

The nature of market behavior is served and the average in the market which particular vertical integration of business creates or makes possible is material in determining whether monopoly power is created by the vertical integration. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. §§ 1, 2.

6 Cases that cite this headnote

#### 46] Appeal and Error

##### 🔑 Verdict, findings, and judgment

Where district court considered competitive bidding for motion picture films as an alternative to divestiture of theater holdings by major exhibitor defendants in Sherman Anti-Trust suit, the elimination of the competitive bidding provisions from decree necessitated the setting aside of findings on divestiture so that a new start in such phase of case might be made on remand. Sherman Anti-Trust Act, §§ 1, 2, as amended, 15 U.S.C.A. § 1, 2.

48 Cases that cite this headnote

#### 47] Appeal and Error

##### 🔑 Verdict, findings, and judgment

Where district court's findings on monopoly and divestiture



f heater holdings by five major motion picture distributor-exhibitor defendants n Sherman Anti-Trust suit were set aside because deficient, provision f decree barring he five major exhibitors from further heater expansion would be eliminated, since such provision related monopoly question and district court would be allowed to make an entirely fresh start on the entire problem. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

[25 Cases that cite this headnote](#)

#### **48] Appeal and Error**

##### **🔑 Trade, Business, and Finance**

Where five major motion picture distributors-exhibitors had conspired monopolize exhibition f motion pictures, whether a prohibition against censoring f films among he five major distributors-exhibitors would serve as a short range remedy n certain situations dissipate he effect f he conspiracy was question for district court. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

[6 Cases that cite this headnote](#)

#### **49] Alternative Dispute Resolution**

##### **🔑 Jurisdiction and powers of court**

#### **Antitrust and Trade Regulation**

##### **🔑 Damages and Other Relief**

#### **Federal Courts**

##### **🔑 Review of federal district courts**

Where district court found hat defendants had conspired monopolize exhibition of motion pictures, district court had no power to require parties to submit to arbitration n eu of remedies afforded by Congress for enforcing the anti-trust laws, but court had power to authorize maintenance f arbitration system by those parties who consent and to provide rules and procedure under which it was operate, but whether such a system of arbitration, should be inaugurated was for discretion f district court. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

[3 Cases that cite this headnote](#)

#### **50] Antitrust and Trade Regulation**

##### **🔑 Right of Action;Persons Entitled to Sue; tanding; Parties**

The Department of Justice s he representative f the public in anti-trust suits. Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

[2 Cases that cite this headnote](#)

## 51] Appeal and Error

### 🔑 Intervention or addition of new parties

In Sherman Anti-Trust suit against motion picture producers, distributors and exhibitors, where independent exhibitors sought intervene, claiming that system of competitive bidding provided by decree would operate prejudicially to their rights, original motion picture exhibitors would not be granted an injunction in view of the Supreme Court's elimination of the provision for competitive bidding. [Federal Rules of Civil Procedure](#), rule 24(a), 28 U.S.C.A. following section 723c; Sherman Anti-Trust Act, §§ 1, 2, as amended, [15 U.S.C.A. §§ 1, 2](#).

### 17 Cases that cite this headnote

**\*\*920 \*131** Appeals from the District Court of the United States for the Southern District of New York.

### Attorneys and Law Firms

**\*138** Messrs. Tom C. Clark, Atty. Gen., Robert L. Wright, of Washington, D.C., and John F. Sonnett, Asst. Atty. Gen., for the United States.

Mr. Thurman Arnold, of Washington, D.C., for American Theatres Ass'n and others.

Messrs. John G. Jackson, of New York City, and Robert T. Barton, of Richmond, Va., for W. C. Allred and others.

Mr. John W. Davis, of New York City, for Loew's Inc.

**\*139** Mr. Whitney North Seymour, of New York City, for Paramount Pictures, Inc., and another.

Mr. William J. Donovan, of Washington, D.C., for Radio-Keith-Orpheum Corporation and others.

Mr. Louis D. Frohlich, of New York City, for Columbia Pictures Corporation and another.

Mr. Thomas Turner Cooke, of New York City, for Universal Pictures Co. and others.

Mr. George A. Raftery, of New York City, for United Artists Corporation.

Mr. Joseph M. Proskauer, of New York City, for Warner Bros. Pictures, Inc., and others.

Mr. James F. Byrnes, of Washington, D.C., for Twentieth Century-Fox and others.

### Opinion

**\*\*921 \*140** Mr. Justice DOUGLAS delivered the opinion of the Court.

These cases are here on appeal<sup>1</sup> from a judgment of a three-judge District Court<sup>2</sup> holding that the defendants had violated [s 1](#) and [s 2](#) of the Sherman Act, 26 Stat. 209, as amended, 50 Stat. 693, [15 U.S.C. ss 1, 2, 15](#)

U.S.C.A. ss 1, 2, and granting an injunction and other relief. D.C., 66 F.Supp. 323; Id., D.C., 70 F.Supp. 53.

The suit was instituted by the United States under ss 4 of the Sherman Act, 15 U.S.C.A. s 4, to prevent and restrain violations of it. The defendants fall into three groups: (1) Paramount Pictures, Inc., Loew's, Incorporated, Radio-Keith-Orpheum Corporation, Warner Bros. Pictures, Inc., Twentieth Century-Fox Film Corporation, which produce motion pictures, and their respective subsidiaries or affiliates which distribute and exhibit films. These are known as the five major defendants or exhibitor-defendants. (2) Columbia Pictures Corporation and Universal Corporation, which produce motion pictures, and their subsidiaries which distribute films. (3) United Artists Corporation, which is engaged only in the distribution of motion pictures. The five majors, through their subsidiaries or affiliates, own or control theatres; the other defendants do not.

The complaint charged that the producer defendants had attempted to monopolize and had monopolized the production of motion pictures. The District Court found the contrary and that finding is not challenged here. The complaint charged that all the defendants, as distributors, had conspired to restrain and monopolize interstate trade in the distribution and exhibition of films by specific practices which we will shortly relate. It also charged that the five major defendants had engaged in a conspiracy to restrain and monopolize,

and had restrained and monopolized interstate trade in the exhibition of motion pictures in most of the larger cities of the country. It charged that the vertical combination of producing, distributing, and exhibiting motion pictures by each of the five major defendants violated ss 1 and 2 of the Act. It charged that each distributor-defendant had entered into various contracts with exhibitors which unreasonably restrained trade. Issue was joined; and a trial was had.<sup>3</sup>

#### First. Restraint of Trade—(1) Price Fixing.

No film is sold to an exhibitor in the distribution of motion pictures. The right to exhibit under copyright is licensed. The District Court found that the defendants in the cases they issued fixed minimum admission prices which the exhibitors agreed to charge, whether the rental of the film was a flat amount or a percentage of the receipts. It found that substantially uniform minimum prices had been established in the cases of all defendants. Minimum prices were established in master agreements or franchises which were made between various defendants as distributors and various defendants as exhibitors and in joint operating agreements made by the five majors with each other \*142 and with independent theatre owners covering the operation of certain theatres.<sup>4</sup> By these \*\*922 later contracts minimum admission prices were often fixed for dozens of theatres owned by a particular defendant in a given area of the United States. Minimum prices were fixed in cases of each of the five major defendants. The other three

defendants made the same requirement in licenses granted to the exhibitor-defendants. We do not stop to elaborate on these findings. They are adequately detailed by the District Court in its opinion. See 66 F.Supp. 334—339.

2] The District Court found that two price-fixing conspiracies existed—a horizontal one between all the defendants, a vertical one between each distributor-defendant and its licensees. The latter was based on express agreements and was plainly established. The former was inferred from the pattern of price-fixing disclosed in the record. We think there was adequate foundation for it too. It is not necessary to find an express agreement in order to find a conspiracy. It is enough that a concert of action is contemplated and that the defendants conformed to the arrangement. *Interstate Circuit v. United States*, 306 U.S. 208, 226, 227, 59 S.Ct. 467, 474, 83 L.Ed. 610; *United States v. Masonite Corp.*, 316 U.S. 265, 275, 62 S.Ct. 1070, 1076, 86 L.Ed. 1461. That was shown here.

On this phase of the case the main attack is on the decree which enjoins the defendants and their affiliates \*143 from granting any license, except their own theatres, in which minimum prices for admission to a theatre are fixed in any manner or by any means. The argument runs as follows: *United States v. General Electric Co.*, 272 U.S. 476, 47 S.Ct. 192, 71 L.Ed. 362, held that an owner of a patent could, without violating the Sherman Act, grant a license to manufacture and vend and could fix the price at which the licensee could sell the patented article. It is pointed out that defendants do not

sell the films to exhibitors, but only license them and that the Copyright Act, 35 Stat. 1075, 1088, 17 U.S.C. §§ 1, 17 U.S.C.A. § 1, like the patent statutes, grants the owner exclusive rights.<sup>5</sup> And it is argued that if the patentee can fix the price at which his licensee may sell the patented article, the owner of the copyright should be allowed the same privilege. It is maintained that such a privilege is essential to protect the value of the copyrighted films.

3] 4] We start, of course, from the premise that so far as the Sherman Act is concerned, a price-fixing combination is illegal per se. *United States v. Socony-Vacuum Oil Co.*, 310 U.S. 150, 60 S.Ct. 811, 84 L.Ed. 1129; *United States v. Masonite Corporation*, supra. We recently held in *United States v. United States Gypsum Co.*, 333 U.S. 364, 68 S.Ct. 525, that even patentees could not regiment an entire industry by licenses containing price-fixing agreements. What was said here is adequate to bar defendants, through their horizontal conspiracy, from fixing prices for the exhibition of films in the movie industry. Certainly the rights of the copyright owner are no greater than those of the patentee.

5] ] Nor can the result be different when we come to the vertical conspiracy between each distributor-defendant and his licensees. The District Court stated in its findings (70 F.Supp. 61): ‘In agreeing to maintain a stipulated minimum admission price, each exhibitor thereby consents \*144 the minimum price level at which will compete against other licensees of the same distributor whether they exhibit in the same run or not. The total effect is that



through the separate contracts between the distributor and its licensees a price structure is erected which regulates the licensees' ability to compete against one another in admission prices.'

**\*\*923** That consequence seems to us to be incontestable. We stated in [United States v. United States Gypsum Co.](#), *supra*, at page 401 of 333 U.S., at page 545 of 68 S.Ct., that 'The rewards which flow to the patentee and his licensees from the suppression of competition through the regulation of an industry are not reasonably and normally adapted to secure pecuniary reward for the patentee's monopoly.' The same is true of the rewards of the copyright owners and their licensees in the present case. For here the licensees are but a part of the general plan to suppress competition. The case where a distributor fixes admission prices to be charged by a single independent exhibitor, no other licensees or exhibitors being in contemplation, seems to be wholly academic, as the District Court pointed out. It is, therefore, plain that *United States v. General Electric Co.*, *supra*, as applied in the patent cases, affords no haven to the defendants in this case. For a copyright may no more be used than a patent to deter competition between rivals in the exploitation of their licenses. See [Interstate Circuit v. United States](#), *supra*, 306 U.S. at page 230, 59 S.Ct. at page 476, 83 L.Ed. 610.

## (2) Clearances and Runs.

7] Clearances are designed to protect a particular run of a film against a subsequent run.<sup>6</sup> The District Court **\*145** found that all of the distributor-defendants

used clearance provisions and that they were stated in several different ways in combinations: in terms of a given period between designated runs; in terms of admission prices charged by competing theatres; in terms of a given period of clearance over specifically named theatres; in terms of so many days' clearance over specified areas or runs; in terms of clearances as fixed by other distributors.

The Department of Justice maintained below that clearances are unlawful per se under the Sherman Act. But that is a question we need not consider, for the District Court ruled otherwise and that conclusion is not challenged here. In its view their justification was found in the assurance they give the exhibitor that the distributor will not license a competitor to show the film either at the same time or so soon hereafter that the exhibitor's expected income from the run will be greatly diminished. A clearance when used to protect that interest of the exhibitor was reasonable, in the view of the court, when not unduly extended as to area or duration. Thus the court concluded that although clearances might indirectly affect admission prices, they do not fix them and that they may be reasonable restraints of trade under the Sherman Act.

The District Court held that in determining whether a clearance is unreasonable, the following factors are relevant:

(1) The admission prices of the theatres involved, as set by the exhibitors;



(2) The character and cation f he theatres nvolved, ncluding size, ype f entertainment, appointments, ransit facilities, etc.;

**\*146** (3) The policy f peration f he theatres nvolved, such as the showing f double features, gift nights, give-aways, premiums, cut-rate tickets, lotteries, etc.;

(4) The rental terms and license fees paid by he theatres nvolved and the revenues derived by the distributor-defendant from such theatres;

(5) The extent to which he theatres nvolved compete with each other for patronage;

(6) The fact hat a heatre nvolved s affiliated with a defendant-distributor r **\*\*924** with an ndependent circuit f theatres should be disregarded; and

(7) There should be no clearance between theatres not in substantial competition.

It reviewed the evidence n ght f hese standards and concluded that many f he clearances granted by the defendants were unreasonable. We do not stop to retrace those steps. The evidence is ample to show, as the District Court plainly demonstrated, see [66 F.Supp. pages 343—346](#), that many clearances had no relation the competitive factors which alone could justify hem.<sup>7</sup> The clearances which were in vogue had, indeed, acquired a fixed and uniform character and were made applicable to situations without regard the special circumstances which are necessary to sustain them as reasonable restraints f trade. The evidence is ample

to support he **\*147** finding f the District Court hat the defendants either participated in evolving this uniform system of clearances or acquiesced n it and so furthered s existence. That evidence, ke the evidence n the price-fixing phase f the case, s therefore adequate to support the finding f a conspiracy to restrain trade by mposing unreasonable clearances.

**8]** **9]** The District Court enjoined defendants and their affiliates from agreeing with each her r with any exhibitors r distributors maintain a system f clearances, r from granting any clearance between theatres not in substantial competition, or from granting or enforcing any clearance against theatres in substantial competition with he theatre receiving he license for exhibition in excess of what s reasonably necessary to protect he censee n the run granted. In view f the findings his relief was plainly warranted.

ome f he defendants ask hat his provision be construed (or, if necessary, modified) allow censors n granting clearances take into consideration what s reasonably necessary for a fair return he licensor. We reject that suggestion. If hat were allowed, hen the exhibitor-defendants would have an easy method of keeping alive at least some f the consequences f he effective conspiracy which hey aunched. For hey could hen justify clearances granted by other distributors in favor f heir theatres n erms f the competitive requirements f hose theatres, and at he same time justify the restrictions hey mpose upon ndependents n erms f the necessity of protecting their film rental as censor.

That is too potent a weapon to leave in the hands of those whose proclivity to unlawful conduct has been so marked. It plainly should not be allowed so long as the exhibitor-defendants own theatres. For in its baldest terms it is in the hands of the defendants no less than a power to restrict the competition of others in the way **\*148** deemed most desirable by them. In the setting of this case the only measure of reasonableness of a clearance by Sherman Act standards is the special needs of the licensee for the competitive advantages it affords.

Whether the same restrictions would be applicable to a producer who had not been a party to such a conspiracy is a question we do not reach.

0] 1] 2] Objection is made to a further provision of this part of the decree stating that 'Whenever any clearance provision is attacked as not legal under the provisions of this decree, the burden shall be upon the distributor to sustain the legality thereof.' We think that provision was justified. Clearances have been used along with price fixing to suppress competition with the theatres of the exhibitor-defendants and with other favored exhibitors. **\*\*925** The District Court could therefore have eliminated clearances completely for a substantial period of time, even though, as we thought, they were not illegal per se. For equity has the power to uproot all parts of an illegal scheme—the valid as well as the invalid—in order to rid the trade of commerce of all taint of the conspiracy. [United States v. Bausch & Lomb Optical Co.](#), 321 U.S. 707, 724, 64 S.Ct. 805, 814, 88 L.Ed. 1024. The court certainly then could

take the lesser step of making them prima facie invalid. But we do not rest on that alone. As we have said, the only justification for clearances in the setting of this case is in terms of the special needs of the licensee for the competitive advantages they afford. To place on the distributor the burden of showing their reasonableness is to place on the one party in the best position to evaluate their competitive effects. Those who have shown such a marked proclivity for unlawful conduct are in no position to complain that they carry the burden of showing that their future clearances come within the law. Cf. [United States v. Crescent Amusement Co.](#), 323 U.S. 173, 188, 65 S.Ct. 254, 261, 89 L.Ed. 160.

**\*149** (3) Pooling Agreements; Joint Ownership.

3] 4] The District Court found the exhibitor-defendants had agreements with each other and their affiliates by which theatres of two or more of them, normally competitive, were operated as a unit, or managed by a joint committee or by one of the exhibitors, the profits being shared according to prearranged percentages. Some of these agreements provided that the parties might not acquire other competitive theatres without first offering them for inclusion in the pool. The court concluded that the result of these agreements was to eliminate competition pro tanto both in exhibition and in distribution of features,<sup>8</sup> since the parties would naturally direct the films to the theatres in whose earnings they were interested.

The District Court also found that the exhibitor-defendants had the agreements with certain independent exhibitors. Those alliances had, in its view, the effect of nullifying competition between the allied theatres and of making more effective the competition of the group against theatres not members of the pool. The court found that in some cases the operating agreements were achieved through leases of theatres, the rentals being measured by a percentage of profits earned by the theatres in the pool. The District Court required the dissolution of existing pooling agreements and enjoined any future arrangement of that character.

These provisions of the decree will stand. The practices were bald efforts to substitute monopoly for competition and to strengthen the hold of the exhibitor-defendants in the industry by alignment of competitors on their side. Clearer restraints of trade are difficult to imagine.

There was another type of business arrangement that the District Court found to have the same effect as the \*150 pooling agreements just mentioned. Many theatres are owned jointly by two or more exhibitor-defendants or by an exhibitor-defendant and an independent.<sup>9</sup> The result is, according to \*\*926 the District Court, that the theatres are operated 'collectively rather than competitively.' And where the joint owners are an exhibitor-defendant and an independent the effect is, according to the District Court, the elimination by the exhibitor-defendant of 'putative competition between itself and the other joint owner, who otherwise would be in a position to operate

theatres independently.' The District Court found these joint ownerships of theatres to be unreasonable restraints of trade within the meaning of the Sherman Act.

The District Court ordered the exhibitor-defendants to disaffiliate by terminating their joint ownership of theatres; \*151 and it enjoined future acquisitions of such interests. One is authorized to buy but the other of it shows the satisfaction of the District Court and that court first finds that such acquisition 'will not unduly restrain competition in the exhibition of feature motion pictures.' This dissolution and prohibition of joint ownership as between exhibitor-defendants was plainly warranted. To the extent that they have joint interests in the outlets for their films each in practical effect grants the other a priority for the exhibition of its films. For in this situation, as in the case where theatres are jointly managed, the natural gravitation of films to the theatres in whose earnings the distributors have an interest. Joint ownership between exhibitor-defendants then becomes a device for strengthening their competitive position as exhibitors by forming an alliance as distributors. An express agreement to grant each other the preference would be a most effective weapon to stifle competition. A working arrangement or business device that has that necessary consequence gathers no immunity because of its subtlety. Each is a restraint of trade condemned by the Sherman Act.

The District Court also ordered disaffiliation in those instances where theatres were jointly owned by an exhibitor-defendant and an

independent, and where the interest of the exhibitor-defendant was 'greater than 5% unless such interest shall be 95% or more,' an independent being defined for this part of the decree as 'any former, present or putative motion picture theatre operator which is not owned or controlled by the defendant holding the interest in question.' The exhibitor-defendants are authorized to acquire existing interests of the independents in these theatres if they establish, and if the District Court first finds that the acquisition 'will not unduly restrain competition in the \*152 exhibition of feature motion pictures.' All other acquisitions of such joint interests were enjoined.

This phase of the decree is strenuously attacked. We are asked to eliminate it for lack of findings to support it. The argument is that the findings show no more than the existence of joint ownership of theatres by exhibitor-defendants and independents. The statement by the District Court that the joint ownership eliminates 'putative competition' is said to be a mere conclusion without evidentiary support. For it is said that the facts of the record show that many of the instances of joint ownership with an independent interest are cases wholly devoid of any history of or relationship to restraints of trade or monopolistic practices. Some are said to be rather fortuitous results of bankruptcies; others are said to be the results of investments by outside interests who have no desire or capacity to operate theatres, and so on.

It is conceded that the District Court made no inquiry into the circumstances under which a particular interest had been

acquired. It treated all relationships alike, insofar as the disaffiliation provision of the decree is concerned. In this we think it erred.

5] We have gone into the record far enough to be confident that at least some of these acquisitions by the exhibitor-defendants were the products of the unlawful practices which the defendants have inflicted on the industry. To the extent that these acquisitions were the fruits of monopolistic practices or restraints of trade, they should be divested. And no \*\*927 permission to buy out the other owner should be given a defendant. [United States v. Crescent Amusement Co.](#), *supra*, 323 U.S. at page 189, 65 S.Ct. at page 262, 89 L.Ed. 160; [Schine Chain Theatres, Inc., v. United States](#), 334 U.S. 110, 68 S.Ct. 947. Moreover, even if lawfully acquired, they may have been utilized as part of the conspiracy to eliminate or suppress competition in furtherance of the ends of the conspiracy. In that event divestiture would likewise be justified. [United States v. Crescent Amusement Co.](#), *supra*, 323 U.S. at pages 189, 190, 65 S.Ct. at page 262, 89 L.Ed. 650. \*153 In that situation permission to acquire the interest of the independent would have the unlawful effect of permitting the defendants to complete their plan to eliminate him.

Furthermore, if the joint ownership is an alliance with one who is or would be an operator but for the joint ownership, divorce should be decreed even though the affiliation was innocently acquired. For that joint ownership would afford opportunity to perpetuate the effects of the restraints of trade which the exhibitor-defendants have inflicted on the industry.



7] It seems, however, that some of the cases of joint ownership do not fall into any of the categories we have stated. Some apparently involve no more than innocent investments by those who are not actual or potential perpetrators. If in such cases the acquisition was not improperly used in furtherance of the conspiracy, its retention by defendants would be justified absent a finding that no monopoly resulted. And in those instances permission might be given the defendants to acquire the interests of the independents on a showing by them and a finding by the court that neither monopoly nor unreasonable restraint of trade in the exhibition of films would result. In short, we see no reason to place a ban on this type of ownership, at least so long as theatre ownership by the five majors is not prohibited. The results of inquiry along the lines we have indicated must await further findings of the District Court on remand of the cause.

#### (4) Formula Deals, Master Agreements, and Franchises.

8] 9] 20] A formula deal is a licensing agreement with a circuit of theatres in which the license fee of a given feature is measured, for the theatres covered by the agreement, by a specified percentage of the feature's national gross. The District Court found that Paramount and RKO \*154 had made formula deals with independent and affiliated circuits. The circuit was allowed to allocate playing time and film rentals among the various theatres as it saw fit. The inclusion of theatres of a circuit into a single agreement gives no opportunity for other theatre owners to bid for the

feature in their respective areas and, in the view of the District Court, is therefore an unreasonable restraint of trade. The District Court found some master agreements<sup>10</sup> open to the same objection. Those are the master agreements that cover exhibition in two or more theatres in a particular circuit and allow the exhibitor to allocate the film rental paid among the theatres as it sees fit and to exhibit the features upon such playing time as it deems best, and leaves her terms to the discretion of the circuit. The District Court enjoined the making or further performance of any formula deal of the type described above. It also enjoined the making or further performance of any master agreement covering the exhibition of features in a number of theatres.

The findings of the District Court in these respects are supported by facts, and the conclusion that formula deals and master agreements constitute restraint of trade is valid, and the relief is proper. The formula deals and master agreements are unlawful restraints of trade in two respects. In the first place, they eliminate the possibility of bidding for films theatre by theatre. In that way they eliminate the opportunity for the small competitor \*\*928 to obtain the choice first runs, and put a premium on the size of the circuit. They are, therefore, devices for stifling competition and diverting the cream of the business to the large operators. In the second place, the pooling of the purchasing power of an entire circuit in bidding for films is a misuse of monopoly power \*155 insofar as it combines the theatres in closed towns with competitive



situations. The reasons have been stated in *United States v. Griffith*, 334 U.S. 100, 68 S.Ct. 941, and *Schine Chain Theatres, Inc., v. United States*, 334 U.S. 110, 68 S.Ct. 947, and need not be repeated here. It is hardly necessary to add that distributors who join in such arrangements by exhibitors are active participants in effectuating a restraint of trade and a monopolistic practice. See *United States v. Crescent Amusement Co.*, supra, 323 U.S. at page 183, 65 S.Ct. at page 259, 89 L.Ed. 160.

21] The District Court also enjoined the making of further performance of any franchise. A franchise is a contract with an exhibitor which extends over a period of more than a motion picture season and covers the exhibition of features released by the distributor during the period of the agreement. The District Court held that a franchise constituted a restraint of trade because a period of more than one season was so long and the inclusion of all features was disadvantageous to competitors. At least that is the way we read its findings.

Universal and United Artists object to the outlawry of franchise agreements. Universal points out that the charge of inequality of franchises in these cases was restricted to franchises with theatres owned by the major defendants and to franchises with circuits or theatres in a circuit, a circuit being defined in the complaint as a group of more than five theatres controlled by the same person or a group of more than five theatres which franchises with circuits or theatres in a films. It seems, therefore, that the equality of franchises to other exhibitors (except as to block-booking, a practice

which we will later advert) was not in issue in the litigation. Moreover, the findings on franchises are clouded by the statement of the District Court in the opinion that franchises 'necessarily contravene the plan of licensing each picture, theatre by theatre, the highest bidder.' As will be seen hereafter, we eliminate from the decree **\*156** the provision for competitive bidding. But for the inclusion of competitive bidding the District Court might well have treated the problem of franchises differently.

We can see how if franchises were allowed to be used between the exhibitor-defendants each might be able to strengthen its strategic position in the exhibition field and continue the ill effects of the conspiracy which the decree is designed to dissipate. Franchise agreements may have been employed as devices to discriminate against some independents in favor of others. We know from the record that franchise agreements often contained discriminatory clauses operating in favor not only of theatres owned by the defendants but also of the large circuits. But we cannot say on this record that franchises are unequal per se when extended to any theatre or circuit no matter how small. The findings do not deal with the issue doubtlessly due to the fact that any system of franchises would necessarily conflict with the system of competitive bidding adopted by the District Court. Hence we set aside the findings on franchises so that the court may examine the problem in the light of the elimination from the decree of competitive bidding.

We do not take that course in the case of formula deals and master agreements, for the

findings in these instances seem to stand on their own bottom and apparently have no necessary dependency on the provision for competitive bidding.

(5) Block-Booking.

22] 23] Block-booking is the practice of licensing, or offering for license, one or more feature or group of features on condition that the exhibitor will also license another feature or group of features released by the distributors during a given period. The films are licensed in blocks before they are actually produced. All the defendants, except United Artists, have engaged in the practice. Block-booking prevents competitors from bidding for single features on their individual merits. The District Court (66 F.Supp. 349) held it illegal for that reason and for the reason that it 'adds to the monopoly of a single copyrighted picture that of another copyrighted picture which must be taken and exhibited in order to secure the first.' That enlargement of the monopoly of the copyright was condemned below in reliance on the principle which forbids the owner of a patent to condition its use on the purchase or use of patented or unpatented materials. See *Ethyl Gasoline Corporation v. United States*, 309 U.S. 436, 459, 60 S.Ct. 618, 626, 84 L.Ed. 852; *Morton Salt Co. v. Suppiger Co.*, 314 U.S. 488, 491, 62 S.Ct. 402, 404, 86 L.Ed. 363; *Mercoird Corp. v. Mid-Continent Investment Co.*, 320 U.S. 661, 665, 64 S.Ct. 268, 271, 88 L.Ed. 376. The court enjoined defendants from performing or entering into any license in which the right to exhibit one feature is conditioned upon the licensee's taking one or more other features.<sup>11</sup>

24] \*158 We approve that restriction. The copyright law, like the patent statutes, makes reward to the owner a secondary consideration. In *Fox Film Corp. v. Doyal*, 286 U.S. 123, 127, 52 S.Ct. 546, 547, 76 L.Ed. 1010, Chief Justice Hughes spoke as follows respecting the copyright monopoly granted by Congress 'The sole interest of the United States and the primary object in conferring the monopoly is in the general benefits derived by the public from the labors of authors.' It is said that reward to the author or artist serves to induce release to the public of the products of his creative genius. But the reward does not serve its public purpose if it is not related to the quality of the copyright. Where a high quality film greatly desired is licensed only if an inferior one is taken, the latter borrows quality from the former and strengthens its monopoly by drawing on the other. The practice tends to equalize rather than differentiate the reward for the individual copyrights. Even where all the films included in the package are of equal quality, the requirements that all be taken if one is desired increases the market for some. Each stands not on its own footing but on the whole or in part on the appeal which another film may have. As the District Court said, the result is to add to the monopoly of the copyright in violation of the principle of the patent cases involving tying clauses.<sup>12</sup>

\*159 It is argued that *Transparent-Wrap Machine Corp. v. Stokes & Smith Co.*, 329 U.S. 637, 67 S.Ct. 610, 91 L.Ed. 563, points to a contrary result. That case held that the inclusion in a patent license of a condition requiring the licensee to assign

improvement patents was not per se legal. But that decision, confined to improvement patents, was greatly influenced by the federal statute governing assignments of patents. It therefore has no controlling significance here.

25] Columbia Pictures makes an earnest argument that enforcement of the restriction as to block-booking will be very disadvantageous to it and will greatly impair its ability to operate profitably. But the policy of the anti-trust laws is not qualified or conditioned by the convenience of those whose conduct is regulated. Nor can a vested interest, in a practice which contravenes the policy of the anti-trust laws, receive judicial sanction.

26] We do not suggest that films may not be sold in blocks or groups, when there is no requirement, express or implied, for the purchase of more than one film. All we hold to be illegal is a refusal to license or more copyrights unless another copyright is accepted.

#### (6) Discrimination.

27] The District Court found that defendants had discriminated against small independent exhibitors and in favor of large affiliated and unaffiliated circuits through various kinds of contract provisions. These included suspension of the terms of a contract if a circuit theatre remained closed for more than eight weeks with reinstatement without ability on reopening; allowing large privileges in the selection and elimination of films; \*160 allowing deductions in film rentals if double bills are played; granting

moveovers<sup>13</sup> and extended runs; granting road show privileges;<sup>14</sup> allowing overage and underage;<sup>15</sup> granting unlimited playing time; excluding foreign pictures and those of independent producers; and granting rights to question the classification of features for rental purposes. The District Court found that the competitive advantages of these provisions were so great that their inclusion in contracts with the larger circuits and their exclusion from contracts with the small independents constituted an unreasonable discriminatory contract constituted a conspiracy discriminatory contract constituted a conspiracy between licensor and licensee. Hence the District Court deemed unnecessary to decide whether the defendants had conspired among themselves to make these discriminations. No provision of the decree specifically enjoins these discriminatory practices because they were thought to be impossible under the system of competitive bidding adopted by the District Court.

28] These findings are amply supported by the evidence. We concur in the conclusion that these discriminatory practices are included among the restraints of trade which the Sherman Act condemns. \*\*931 See *Interstate Circuit v. United States*, *supra*, 306 U.S. at page 231, 59 S.Ct. at page 476, 83 L.Ed. 610; *United States v. Crescent Amusement Co.*, *supra*, 323 U.S. at pages 182, 183, 65 S.Ct. at page 259, 89 L.Ed. 160. It will be for the \*161 District Court on remand of these cases to provide effective relief against their continuance, as for elimination of the provision for

competitive bidding leaves this phase of the cases unguarded.

29] There is some suggestion in this as well as in other phases of the cases that large exhibitors with whom defendants dealt fathered the legal practices and forced them into the defendants. But as the District Court observed, that circumstance of true does not help the defendants. For acquiescence in an illegal scheme is as much a violation of the Sherman Act as the creation and promotion of one.

#### Second—Competitive Bidding.

30] The District Court concluded that the only way competition could be introduced into the existing system of fixed prices, clearances and runs was to require that films be censored on a competitive bidding basis. Films are to be offered to all exhibitors in each competitive area.<sup>16</sup> The license for the desired run is to be granted to the highest responsible bidder, unless the distributor rejects all offers. The licenses are to be offered and taken theatre by theatre and picture by picture. Licenses to show films in theatres, in which the censor was directly or indirectly an interest of ninety-five per cent or more, are excluded from the requirement for competitive bidding.

Paramount is the only one of the five majors who opposes the competitive bidding system. Columbia Pictures, Universal, and United Artists oppose it. The intervenors representing certain independents oppose it. And \*162 the Department of Justice, which

apparently proposed the system originally, speaks strongly against it here.

At first blush there is much to commend the system of competitive bidding. The trade victims of this conspiracy have in large measure been the small independent operators. They are the ones that have felt most keenly the discriminatory practices and predatory activities in which defendants have freely indulged. They have been the victims of the massed purchasing power of the larger units in the industry. It is largely out of the ruins of the small operators that the large empires of exhibitors have been built. Thus it would appear to be a great boon to them to substitute open bidding for the private deals and favors on which the large operators have thrived. But after reflection we have concluded that competitive bidding involves the judiciary so deeply in the daily operation of this nationwide business and promises such dubious benefits that it should not be undertaken.

Each film is to be censored on a particular run to 'the highest responsible bidder, having a theatre of a size, location and equipment adequate to yield a reasonable return to the licensor.' The bid 'shall state what run such exhibitor desires and what he is willing to pay for such feature, which statement may specify a flat rental, or a percentage of gross receipts, or both, or any other form of rental, and shall also specify what clearance such exhibitor is willing to accept, the time and days when such exhibitor desires exhibit it, and any other offers which such exhibitor may care to make.' We do not doubt that if a competitive bidding system is adopted all these provisions are necessary.



For the censing of films at auction is quite obviously a more complicated matter than the like sales for cash of tobacco, wheat, or other produce. Columbia puts these pertinent queries: 'No two exhibitors are likely to make the **\*\*932** same bid as **\*163** dates, clearance, method of fixing rental, etc. May bids containing such diverse factors be readily compared? May a flat rental bid be compared with a percentage bid? May the value of any percentage bid be determined unless the admission price is fixed by the license?'

The question as to who is the highest bidder involves the use of standards incapable of precise definition because the bids being compared contain different ingredients. Determining who is the most responsible bidder likewise cannot be reduced to a formula. The distributor's judgment of the character and integrity of a particular exhibitor might result in acceptance of a winner that favoritism was shown would be well that favoritism was shown would be well nigh impossible, unless perhaps all the exhibitors in the country were given classifications of responsibility. If, indeed, the choice between bidders is not to be entrusted to the uncontrolled discretion of the distributors, some effort to standardize the factors involved in determining 'a reasonable return to the licensor' would seem necessary.

We mention these matters merely to indicate the character of the job of supervising such a competitive bidding system. It would involve the judiciary in the administration of intricate and detailed rules governing priority, period of clearance, length of run,

competitive areas, reasonable return, and the like. The system would be apt to require as close a supervision as a continuous receivership, unless the defendants were to be entrusted with vast discretion. The judiciary is unsuited to affairs of business management; and control through the power of contempt is crude and clumsy and lacking in the flexibility necessary to make continuous and detailed supervision effective. Yet delegation of the management of the system to the discretion of those who had the genius to conceive the present conspiracy and to execute it with the subtlety which this record reveals, could be done only with the **\*164** greatest reluctance. At least such choices should not be faced unless the need for the system is great and its benefits plain.

The system uproots business arrangements and established relationships with no apparent overall benefit to the small independent exhibitor. If each feature must go to the highest responsible bidder, those with the greatest purchasing power would seem to be in a favored position. Those with the longest purse—the exhibitor-defendants and the large circuits—would seem to stand in a preferred position. If in fact they were enabled through the competitive bidding system to take the cream of the business, eliminate the smaller independents, and thus increase their own strategic hold in the industry, they would have the cloak of the court's decree around them for protection. Hence the natural advantage which the larger and financially stronger exhibitors would seem to have in the bidding gives us pause. If a premium is placed on purchasing power, the court-created



system may be a powerful factor towards increasing the concentration of economic power in the industry rather than cleansing the competitive system of unwholesome practices. For where the system in operation promises the advantage to the exhibitor who is in the strongest financial position, the injunction against discrimination<sup>17</sup> is apt to hold an empty promise. In this connection it should be noted that even though the independents in a given competitive area do not want competitive bidding, the exhibitor-defendants can invoke the system.

Our doubts concerning the competitive bidding system are increased by the fact that defendants who own theatres are allowed to pre-empt their own features. They thus start with an inventory which all other exhibitors \*165 lack. The latter have no prospect of assured runs except what they get by competitive bidding. The proposed system does not offset in any way \*\*933 the advantages which the exhibitor-defendants have by way of theatre ownership. It would seem in fact to increase them. For the independents are deprived of the stability which flows from established business relationships. Under the proposed system they can get features only if they are the highest responsible bidders. They can no longer depend on their private sources of supply which their ingenuity has created. Those sources, built perhaps on private relationships and representing important elements of good will, are banned, even though they are free of any taint of illegality.

The system was designed, as some of the defendants put it, to remedy the difficulty of any theatre to break into or change the

existing system of runs and clearances. But we do not see how, in practical operation, the proposed system of competitive bidding is likely to open up to competition the markets which defendants' unlawful restraints have dominated. Rather real danger seems to us to be in the opportunities the system affords the exhibitor-defendants and the other large operators to strengthen their hold in the industry. We are reluctant to alter decrees in these cases where there is agreement with the District Court in the nature of the violations. *United States v. Crescent Amusement Co.*, supra, 323 U.S. at page 185, 65 S.Ct. at page 260, 89 L.Ed. 160; *International Salt Co. v. United States*, 332 U.S. 392, 400, 68 S.Ct. 12, 17. But the provisions for competitive bidding in these cases promise to be in the way of relief against the real evils of the conspiracy. They implicate the judiciary heavily in the details of business management and supervision so to be effective. They vest powerful control in the exhibitor-defendants over their competitors if close supervision by the court is not undertaken. In light of these considerations we conclude that the competitive \*1 bidding provisions of the decree should be eliminated so that a more effective decree may be fashioned.

We have already indicated in preceding parts of this opinion that this alteration in the decree leaves a hiatus or two which will have to be filled on remand of the cases. We will indicate hereafter another phase of the problem which the District Court should also reconsider in view of this alteration in the decree. But out of an abundance of caution we add this additional word. The competitive bidding system was perhaps the

central arch of the decree designed by the District Court. Its elimination may effect the cases in ways other than those which we expressly mention. Hence on remand of the cases the freedom of the District Court to reconsider the adequacy of decree is not limited to those parts we have specifically indicated.

### Third. Monopoly, Expansion of Theatre Holdings, Divestiture.

31] 32] There is a suggestion that the hold the defendants have in the industry is so great that a problem under the First Amendment is raised. Cf. [Associated Press v. United States](#), 326 U.S. 1, 65 S.Ct. 1416, 89 L.Ed. 2013. We have no doubt that moving pictures, like newspapers and radio, are included in the press whose freedoms are guaranteed by the First Amendment. That issue would be focused here if we had any question concerning monopoly in the production of moving pictures. But monopoly in production was eliminated as an issue in these cases, as we have noted. The chief argument at the bar is phrased in terms of monopoly of exhibition, restraints on exhibition, and the like. Actually, the issue is even narrower than that. The main contest is over the cream of the exhibition business—that of the first-run theatres. By defining the issue so narrowly we do not intend to belittle its importance. It shows, however, that the question here is not \*167 what the public will see or if the public will be permitted to see certain features. It is clear that under the existing system the public will be denied access to none. If the public cannot see the features in the first-run, it may do so in the second, third, fourth, or later run. The central problem presented by these cases

is which exhibitors get the \*\*934 highly profitable first-run business. That problem has important aspects under the Sherman Act. But it bears only remotely, if at all, on any question of freedom of the press, save only as the timeliness of release may be a factor of importance in specific situations.

The controversy over monopoly relates to monopoly in exhibition and more particularly monopoly in the first-run phase of the exhibition business.

The five majors in 1945 had interests in somewhat over 17 per cent of the theatres in the United States—3,137 out of 18,076.<sup>18</sup> Those theatres paid 45 per cent of the total domestic film rental received by all eight defendants.

In the 92 cities of the country with populations over 100,000 at least 70 per cent of all the first-run theatres are affiliated with one or more of the five majors. In 4 of those cities the five majors have no theatres. In 38 of those cities there are no independent first-run theatres. In none of the remaining 50 cities did less than three of the distributor-defendants license their product on first run to theatres of the five majors. In 19 of the 50 cities less than three of the distributor-defendants licensed their product on first run to independent theatres. In a majority of the 50 cities the greater share of all of the features of defendants were licensed for first-run exhibition in the theatres of the five majors.

In about 60 per cent of the 92 cities having populations of over 100,000, independent

theatres compete with those of the five majors in first-run exhibition. In about 91 per cent of the 92 cities there is competition between independent theatres and the theatres of the five majors or between theatres of the five majors themselves for first-run exhibition. In all of the 92 cities there is always competition in some run even where there is no competition in first runs.

In cities between 25,000 and 100,000 populations the five majors have interests in 577 of a total of 978 first-run theatres or about 60 per cent. In about 300 additional towns, mostly under 25,000, an operator affiliated with one of the five majors has all of the theatres in the town.

The District Court held that the five majors could not be treated collectively so as to establish claims of general monopolization in exhibition. It found that none of them was organized or had been maintained 'for the purpose of achieving a national monopoly' in exhibition. It found that the five majors by their present theatre holdings 'alone' (which aggregate a little more than one-sixth of all the theatres in the United States), 'do not and cannot collectively or individually have a monopoly of exhibition.' The District Court also found that where a single defendant owns all of the first-run theatres in a town, there is no sufficient proof that the acquisition was for the purpose of creating a monopoly. It found rather that such consequence resulted from the nearness of competitors, their lack of financial ability to build theatres comparable to those of the five majors, or the preference of the public for the best equipped theatres. And the percentage of features in the market

which any of the five majors could play in its own theatres was found to be relatively small and not **\*\*935** nowise to approximate a monopoly of film exhibition.<sup>19</sup>

Even in respect of the theatres jointly owned or jointly operated by the defendants with each other or with independents the District Court found no monopoly or attempt to monopolize. Those joint agreements or ownership were found only to be unreasonable restraints of trade. The District Court, indeed, found no monopoly on any phase of the cases, although it did find an attempt to monopolize in the fixing of prices, the granting of unreasonable **\*170** clearances, block-booking and the other unlawful restraints of trade we have already discussed. The 'root of the difficulties,' according to the District Court, lay not in theatre ownership but in those unlawful practices.

The District Court did, however, enjoin the five majors from expanding their present theatre holdings in any manner.<sup>20</sup> It refused to grant the request of the Department of Justice for total divestiture by the five majors of their theatre holdings. It found that total divestiture would be injurious to the five majors and damaging to the public. Its thought on the latter score was that the new set of theatre owners who would take the place of the five majors would be unlikely for some years to give the public as good service as those they supplanted 'in view of the latter's demonstrated experience and skill in operating what must be regarded as in general the largest and best equipped theatres.' Divestiture was, thought,

harsh a remedy where there was available the alternative of competitive bidding. It accordingly concluded that divestiture was unnecessary 'at least until the efficiency of that system has been tried and found wanting.'

It is clear, so far as the five majors are concerned, that the aim of the conspiracy was exclusionary, i.e. it was designed to strengthen their hold on the exhibition field. In other words, the conspiracy had monopoly in exhibition for one of its goals, as the District Court held. Price, clearance, and run are interdependent. The clearance and run provisions of the licenses fixed the relative playing positions of all theatres in a certain area; the minimum price provisions were based on playing position—the first-run theatres being required to charge the highest prices, \*171 the second-run theatres the next highest, and so on. As the District Court found, 'In effect, the distributor, by the fixing of minimum admission prices \*\*936 attempts to give the prior-run exhibitors as near a monopoly of the patronage as possible.'

33] It is, therefore, not enough in determining the need for divestiture to conclude with the District Court that none of the defendants was organized or has been maintained for the purpose of achieving a 'national monopoly,' nor that the five majors through their present theatre holdings 'alone' do not and cannot collectively or individually have a monopoly of exhibition. For when the starting point is a conspiracy to effect a monopoly through restraints of trade, it is relevant to determine what the results of the conspiracy were even if they fell short of monopoly.

34] An example will illustrate the problem. In the popular sense there is a monopoly if one person owns the only theatre in town. That usually does not, however, constitute a violation of the Sherman Act. But as we noted in *United States v. Griffith*, 334 U.S. 100, 68 S.Ct. 941, and see *Schine Chain Theatres, Inc., v. United States*, 334 U.S. 110, 68 S.Ct. 947, even such an ownership is vulnerable in a suit by the United States under the Sherman Act if the property was acquired, or its strategic position maintained, as a result of practices which constitute unreasonable restraints of trade. Otherwise, there would be reward from the conspiracy through retention of its fruits. Hence the problem of the District Court does not end with enjoining continuance of the unlawful restraints nor with dissolving the combination which launched the conspiracy. Its function includes undoing what the conspiracy achieved. As we have discussed in *Schine Chain Theatres, Inc., v. United States*, 334 U.S. 110, 68 S.Ct. 947, the requirement that the defendants restore what they unlawfully obtained is no more punishment than the familiar remedy \*172 of restitution. What findings would be warranted after such an inquiry in the present cases, we do not know. For the findings of the District Court do not cover this point beyond stating that monopoly was an objective of the several restraints of trade that stand condemned.

35] Moreover, the problem under the Sherman Act is not solved merely by measuring monopoly in terms of size or extent of holdings or by concluding that



single ownerships were not obtained 'for the purpose of achieving a national monopoly.' It is the relationship of the unreasonable restraints of trade to the position of the defendants in the exhibition field (and more particularly in the first-run phase of that business) that is of first importance in the divestiture phase of these cases. That is the position we have taken in *Schine Chain Theatres, Inc., v. United States*, 334 U.S. 110, 68 S.Ct. 947, in dealing with a projection of the same conspiracy through certain large circuits. Parity of treatment of the unaffiliated and the affiliated circuits requires the same approach here. For the fruits of the conspiracy which are denied the independents must also be denied the five majors. In this connection there is a suggestion that one result of the conspiracy was a geographical division of territory among the five majors. We mention it not to intimate that it is true but only to indicate the appropriate extent of the inquiry concerning the effect of the conspiracy on theatre ownership by the five majors.

36] 37] 38] 39] 40] The findings of the District Court are deficient in that score and obscure on another. The District Court in its findings speaks of the absence of a 'purpose' on the part of any of the five majors to achieve a 'national monopoly' in the exhibition of motion pictures. First, there is no finding as to the presence or absence of monopoly on the part of the five majors in the first-run field for the entire country, in the first-run field in the 92 largest cities of the country, or in the first-run field in separate localities. Yet the first-run field, which constitutes the cream of the \*173

exhibition business, is the core of the present cases. Section 1 of the Sherman Act outlaws unreasonable restraints of trade of the amount of trade or commerce involved (*United States v. Socony-Vacuum Oil Co.*, 310 U.S. 150, 224, 225, n. 59, 60 S.Ct. 811, 844-846, 84 L.Ed. 1129), and § 2 condemns monopoly of 'any part' of trade or commerce.' Any part' is construed \*\*937 to mean an appreciable part of interstate or foreign trade or commerce. *United States v. Yellow Cab Co.*, 332 U.S. 218, 225, 67 S.Ct. 1560, 1564, 91 L.Ed. 2010. Second, we pointed out in *United States v. Griffith*, 334 U.S. 100, 68 S.Ct. 941, that 'specific intent' is not necessary to establish a 'purpose or intent' to create a monopoly but that the requisite 'purpose or intent' is present if monopoly results as a necessary consequence of what was done. The findings of the District Court in this phase of the cases are not clear, though we take them to mean by the absence of 'purpose' the absence of a specific intent. So construed they are inconclusive. In any event they are ambiguous and must be recast on remand of the cases. Third, monopoly power, whether lawfully or unlawfully acquired, may violate § 2 of the Sherman Act though it remains unexercised (*United States v. Griffith*, 334 U.S. 100, 68 S.Ct. 941), for as we stated in *American Tobacco Co. v. United States*, 328 U.S. 781, 809, 811, 66 S.Ct. 1125, 1140, 90 L.Ed. 1575, the existence of power 'to exclude competition when it is desired to do so' is itself a violation of § 2, provided it is coupled with the purpose or intent to exercise that power. The District Court, being primarily concerned with the number and extent of the theatre holdings



of defendants, did not address self his phase f the monopoly problem. Here also, parity f treatment as between ndependents and the five majors as heatre owners, who were ed nto the same general conspiracy necessitates consideration of this question.

41] 42] 43] 44] 45] Exploration these phases f the cases would not be necessary if, as the Department of Justice argues, vertical ntegration of producing, distributing and exhibiting \*174 motion pictures s illegal per se. But the majority f the Court does not take that view. In he pinion f the majority he egality f vertical integration under he Sherman Act urns on (1) the purpose r intent with which it was conceived, or (2) the power creates and the attendant purpose r ntent. First, it runs afoul f he Sherman Act f it was a calculated scheme to gain control over an appreciable segment f the market and to restrain or suppress competition, rather than an expansion to meet egitimate business needs. [United States v. Reading Co.](#), 253 U.S. 26, 57, 40 S.Ct. 425, 432, 64 L.Ed. 760; [United States v. Lehigh Valley R. Co.](#), 254 U.S. 255, 269, 270, 41 S.Ct. 104, 108, 109, 65 L.Ed. 253. Second, a vertically integrated enterprise, ke her aggregations of business units ([United tates v. Aluminum Co. of America](#), 2 Cir., 148 F.2d 416), will constitute monopoly which, though unexercised, violates he Sherman Act provided a power to exclude competition is coupled with a purpose r ntent to do so. As we pointed ut n [United States v. Griffith](#), 334 U.S. 107, n. 10, 68 S.Ct. 946, size s itself an earmark of monopoly power. For size carries with it an opportunity for

abuse. And the fact hat the power created by size was utilized n the past to crush r prevent competition is potent evidence hat the requisite purpose r intent attends he presence of monopoly power. See [United States v. Swift & Co.](#), 286 U.S. 106, 116, 52 S.Ct. 460, 463, 76 L.Ed. 999; [United States v. Aluminum Co. of America](#), supra, 148 F.2d at page 430. Likewise bearing n the question whether monopoly power s created by the vertical ntegration, s he nature f the market to be served ([United States v. Aluminum Co. of America](#), supra, 148 F.2d at page 430), and he everage n the market which the particular vertical ntegration creates or makes possible.

46] These matters were not considered by the District Court. For that reason, as well as he others we have mentioned, the findings n monopoly and divestiture which we have discussed n this part f he opinion will be set aside. There is an independent reason for doing \*175 that. As we have seen, the District Court considered competitive bidding as an alternative to divestiture n the sense hat it concluded that further consideration of divestiture should not be had until competitive bidding had been ried and found wanting. Since we eliminate from the decree the provisions for competitive bidding, \*\*938 is necessary to set aside he findings on divestiture so that a new start n this phase f the cases may be made n heir remand.

47] It follows hat he provision f the decree barring the five majors from further theatre expansion should kewise be eliminated. For is related he

monopoly question; and the District Court should be allowed to make an entirely fresh start on the whole of the problem. We in no way intimate, however, that the District Court erred in prohibiting further theatre expansion by the five majors.

48] The Department of Justice maintains that if total divestiture is denied, censoring of films among the five majors should be barred. As a permanent requirement would seem to be only an indirect way of forcing divestiture. For the findings reveal that the theatres of the five majors could not operate their theatres full time in their own films.<sup>21</sup> Whether that step would, in absence of competitive bidding, serve as a short range remedy in certain situations to dissipate the effects of the conspiracy (*United States v. Univis Lens Co.*, 316 U.S. 241, 254, 62 S.Ct. 1088, 1095, 86 L.Ed. 1408; *United States v. Bausch & Lomb Co.*, *supra*, 321 U.S. at page 724, 64 S.Ct. at page 814, 88 L.Ed. 1024; *United States v. Crescent Amusement Co.*, *supra*, 323 U.S. at page 188, 65 S.Ct. at page 261, 89 L.Ed. 650) is a question for the District Court.

#### \*176 Fourth.

The consent decree created an arbitration system which had, in the view of the District Court, proved useful in its operation. The court indeed thought that the arbitration system had dealt with the problems of clearances and runs 'with rare efficiency.' But it did not think it had the power to continue an arbitration system which would be binding on the parties, since the consent decree did not bind the defendants who had

not consented to it and since the government, acting pursuant to the powers reserved under the consent decree, moved for trial of the issues charged in the complaint. The District Court recommended, however, that some such system be continued. But it included no such provision in its decree.

49] We agree that the government did not consent to a permanent system of arbitration under the consent decree and that the District Court has no power to force or require parties to submit to arbitration in lieu of the remedies afforded by Congress for enforcing the anti-trust laws. But the District Court has the power to authorize the maintenance of such a system by those parties who consent and to provide the rules and procedure under which it should operate. The use of the system would not, of course, be mandatory. It would be merely an auxiliary enforcement procedure, barring no one from the use of other remedies which the law affords for violations either of the Sherman Act or of the decree of the court. Whether such a system of arbitration should be inaugurated is for the discretion of the District Court.

#### Fifth—Intervention.

Certain associations of exhibitors and a number of independent exhibitors, appellant-intervenors in Nos. 85 and 86, were denied leave to intervene in the District \*177 Court. They appeal from those orders. They also filed original motions for leave to intervene in this Court. We postponed consideration of the original motions and of our jurisdiction to hear the appeals until a hearing on the merits of the cases.

**Rule 24(a)** of the Rules of Civil Procedure, 28 U.S.C.A. following section 723c, which provides for intervention as of right, reads in part as follows: 'Upon timely application anyone shall be permitted to intervene in an action: \* \* \* (2) when the representation of the applicant's interest **\*\*939** by existing parties is or may be inadequate and the applicant is or may be bound by a judgment in the action.'

**50]** **51]** The complaint of the intervenors was directed towards the system of competitive bidding. The Department of Justice is the representative of the public in these anti-trust suits. So far as the protection of the public interest in free competition is concerned, the interests of those intervenors was adequately represented. The intervenors, however, claim that the system of competitive bidding would have operated prejudicially to their rights. Cf. [United States v. Terminal R. Ass'n of St. Louis](#), 236 U.S. 194, 199, 35 S.Ct. 408, 410, 59 L.Ed. 535. Their argument is that the plan of competitive bidding under the control of the defendants would be a concert of action that would be illegal but for the decree. If pursuant to the decree defendants acted under that plan, they would gain immunity from any liability under the anti-trust laws which otherwise they might have the intervenors. Thus, it is argued, the decree would affect their legal rights and be binding on them. The representation of their interests by the Department of Justice in that score was said to be inadequate since that agency proposed the idea of competitive bidding in the District Court.

We need not consider the merits of that argument. Even if we assume that the intervenors are correct in their **\*178** position, intervention should be denied here and the orders of the District Court denying leave to intervene must be affirmed. Now that the provisions for competitive bidding have been eliminated from the decree there is no basis for saying that the decree affects their legal rights. Whatever may have been the situation below, no other reason appears why at this stage their intervention is warranted. Any justification for making them parties has disappeared.

The judgment in these cases is affirmed in part and reversed in part, and the cases are remanded to the District Court for proceedings in conformity with this opinion.

so ordered.

Affirmed in part and reversed in part.

Mr. Justice JACKSON took no part in the consideration or decision of these cases.

Mr. Justice FRANKFURTER, dissenting in part.

'The framing of decrees should take place in the District rather than in Appellate Courts. They are invested with large discretion to model their judgments to fit the exigencies of the particular case.' On his guiding consideration, the Court earlier this Term sustained a Sherman Law decree, which was not the outcome of a trial involving complicated and contested facts

and their significance, but the formulation of a summary judgment on the bare bones of pleadings. *International Salt Co. v. United States*, 332 U.S. 392, 400, 401, 68 S.Ct. 12, 17, 18. The record in this case bespeaks more compelling respect for the decree fashioned by the District Court of three judges to put an end to violations of the Sherman Law and to prevent the recurrence, than that which led this Court not to find abuse of discretion in the decree by a single district judge in the *International Salt* case.

**\*179** This Court has both the authority and duty to consider whether a decree is well calculated to undo, as far as is possible, the result of transactions forbidden by the Sherman Law and to guard against their repetition. But this is not the function of this Court, and it would ill discharge its duty to displace the district courts and write decrees de novo. We are, after all, an appellate tribunal even in Sherman Law cases. It could not be fairly claimed that this Court possesses greater experience, understanding and prophetic insight in relation to the movie industry, and is therefore better equipped to formulate a decree for the movie industry than was the District Court in this case, presided over as it was by one of the wisest of judges.

The terms of the decree in this case, in effect, are the formulation of a regime for the future conduct of the movie industry. The terms of such a regime, within the scope of judicial oversight, are **\*\*940** not to be derived from precedents in the law reports, nor, for that matter, from any other available repository of knowledge. Inescapably the terms must be derived from

an assessment of conflicting interests, not quantitatively measurable, and a prophecy regarding the workings of untried remedies for dealing with disclosed evils so as to advance most the comprehensive public interest.

The crucial legal question before us is not whether we would have drawn the decree as the District Court drew it, but whether, on the basis of what came before the District Court, we can say that in fashioning remedies it did not fairly respond to disclosed violations and therefore abused a discretion, the fair exercise of which we should respect and not treat as an abuse. Discretion means a choice of available remedies. As bearing upon this question, it is most relevant to consider whether the District Court showed a sympathetic or mere niggling awareness of the proper scope of the Sherman Law and the range of **\*180** its condemnation. Adequate remedies are not likely to be fashioned by those who are not hostile to evils to be remedied. The District Court's opinion manifests a stout purpose on the part of that court to enforce its thoroughgoing understanding of the requirements of the Sherman Law as elucidated by this Court. And so we have before us the decree of a district court thoroughly aware of the demands of the Sherman Law and manifestly determined to enforce it in all its rigors.

How did the District Court go about working out the terms of the decree some of which this Court now displaces? The case was before the lower court from October 8, 1945, to January 22, 1947. A vast body of the evidence which had



be considered below, and must be considered here in overturning the lower court's decree, consisted of documents. A mere enumeration of these documents, not printed in the record before us, required a pamphlet of 42 pages. It took 460 pages for a selection of exhibits deemed appropriate for printing by the Government. The printed record in this Court consists of 3,841 pages. It is on the basis of this vast mass of evidence that the District Court, on June 11, 1946, filed its careful opinion, approved here, as to the substantive issues. Thereafter, it heard argument for three days as to the terms of the judgment. The parties then submitted their proposals for findings of fact and conclusions of law by the District Court. After a long trial, an elaborate opinion on the merits, full discussion as to the terms of the decree, more than two months for the gestation of the decree, the terms were finally promulgated.

I cannot bring myself to conclude that the product of such a painstaking process of adjudication as to a decree appropriate for such a complicated situation as this record discloses was an abuse of discretion, arrived at as it was after due absorption of all the light that **\*181** could be shed upon remedies appropriate for the future. After all, as such remedies here is no test, ultimately, except the wisdom of men judged by events.

Accordingly, I would affirm the decree except as to one particular, that regarding an arbitration system for controversies that may arise under the decree. This raises a pure question of law and not a judgment based

upon facts and their significance, as are those features of the decree which the Court sets aside. The District Court indicated that 'in view of its demonstrated usefulness' such an arbitration system was desirable to aid in the enforcement of the decree. The District Court, however, deemed itself powerless to continue an arbitration system without the consent of the parties. I do not find such want of power in the District Court to select this means of enforcing the decree most effectively, with the least friction and by the most fruitful methods. A decree as detailed and as complicated as is necessary to fit a situation like the one before us is bound, even under the best of circumstances, to raise controversies involving conflicting claims as to facts and their meaning. A court could certainly appoint a master to deal with questions arising under the decree. I do **\*\*941** not appreciate why a proved system of arbitration, appropriate as experience has found to be appropriate for adjudicating numberless questions that arise under such a decree, is not to be treated in effect as a standing master for purposes of this decree. See [Ex parte Peterson](#), 253 U.S. 300, 40 S.Ct. 543, 64 L.Ed. 919. I would therefore leave to the discretion of the District Court to determine whether such a system is not available as an instrument of auxiliary enforcement. With this exception I would affirm the decree of the District Court.

#### All Citations

334 U.S. 131, 68 S.Ct. 915, 92 L.Ed. 1260, 77 U.S.P.Q. 243



## Footnotes

- 1 [Sec. 2](#) of the Expediting Act of February 11, 1903, 32 Stat. 823, as amended, [15 U.S.C. s 29](#), [15 U.S.C.A. s 29](#), and [s 238](#) of the Judicial Code, as amended by the Act of February 13, 1925, 43 Stat. 936, 938, 28 U.S.C. s 345, 28 U.S.C.A. s 345.
- 2 The court was convened pursuant to the provisions of the Act of April 6, 1942, 56 Stat. 198, 199, [15 U.S.C. s 28](#), [15 U.S.C.A. s 28](#).
- 3 Before trial, negotiations for a settlement were undertaken. As a result, a consent decree against the five major defendants was entered November 20, 1940. The consent decree contained no admission of violation of law and adjudicated no issue of fact or law, except that the complaint stated a cause of action. The decree reserved to the United States the right at the end of a three-year trial period to seek the relief prayed for in the amended complaint. After the end of the three-year period the United States moved for trial against all the defendants.
- 4 A master agreement is a licensing agreement or 'blanket deal' covering the exhibition of features in a number of theatres, usually comprising a circuit.  
A franchise is a licensing agreement, or series of licensing agreements, entered into as part of the same transaction, in effect for more than one motion picture season and covering the exhibition of features released by one distributor during the entire period of the agreement.  
An independent as used in these cases means a producer, distributor, or exhibitor, as the context requires, which is not a defendant in the action, or a subsidiary or affiliate of a defendant.
- 5 See note 12, *infra*.
- 6 A clearance is the period of time, usually stipulated in license contracts, which must elapse between runs of the same feature within a particular area or in specified theatres.  
Runs are successive exhibitions of a feature in a given area, first-run being the first exhibition in that area, second-run being the next subsequent, and so on, and include successive exhibitions in different theatres, even though such theatres may be under a common ownership or management.
- 7 Thus the District Court found: 'Some licenses granted clearance to sell) to all theatres which the exhibitor party to the contract might thereafter own, lease, control, manage, or operate against all theatres in the immediate vicinity of the exhibitor's theatre thereafter erected or opened. The purpose of this type of clearance agreements was to fix the run and clearance status of any theatre thereafter opened not on the basis of its appointments, size, location, and other competitive features normally entering into such determination, but rather upon the sole basis of whether it were operated by the exhibitor party to the agreement.'
- 8 A feature is any motion picture, regardless of topic, the length of film of which is in excess of 4,000 feet.
- 9 Theatres jointly owned with independents:
- |                |      |
|----------------|------|
| Paramount..... | 993  |
| Warner.....    | 20   |
| Fox.....       | 66   |
| RKO.....       | 187  |
| Loew's.....    | 21   |
| Total.....     | 1287 |
- Theatres jointly owned by two defendants:
- |                       |     |
|-----------------------|-----|
| Paramount-Fox.....    | 6   |
| Paramount-Loew's..... | 14  |
| Paramount-Warner..... | 25  |
| Paramount-RKO.....    | 150 |
| Loew's-RKO.....       | 3   |
| Loew's-Warner.....    | 5   |
| Fox-RKO.....          | 1   |
| Warner-RKO.....       | 10  |
| Total.....            | 214 |
- Of the 1287 jointly owned with independents, 209 would not be affected by the decree since one of the ownership interests is less than 5 per cent, an amount which the District Court treated as *de minimis*.
- 10 See note 4, *supra*.

11 Blind-selling is a practice whereby a distributor licenses a feature before the exhibitor is afforded an opportunity to view it. To remedy the problems created by that practice the District Court included the following provision in its decree: 'To the extent that any of the features have not been trade-shown prior to the granting of the license for more than a single feature, the licensee shall be given by the licensor the right to reject twenty per cent of such features not trade-shown prior to the granting of the license, such right of rejection to be exercised in the order of release within ten days after there has been an opportunity afforded to the licensee to inspect the feature.'

The court advanced the following as its reason for inclusion of this provision: 'Blind-selling does not appear to be as inherently restrictive of competition as block-booking, although it is capable of some abuse. By this practice a distributor could promise a picture of good quality or of a certain type which when produced might prove to be of poor quality or of another type—a competing distributor meanwhile being unable to market its product and in the end losing its outlets for future pictures. The evidence indicates that trade-shows, which are designated to prevent such blind-selling, are poorly attended by exhibitors. Accordingly, exhibitors who choose to obtain their films for exhibition in quantities, need to be protected against burdensome agreements by being given an option to reject a certain percentage of their blind-licensed pictures within a reasonable time after they shall have become available for inspection.' We approve this provision of the decree.

12 The exclusive right granted by the Copyright Act, 35 Stat. 1075, 17 U.S.C. s 1, 17 U.S.C.A. s 1, includes no such privilege. It provides, so far as material here, as follows:

'That any person entitled thereto, upon complying with the provisions of this Act, shall have the exclusive right: \* '(d) To perform or represent the copyrighted work publicly if it be a drama or, if it be a dramatic work and not reproduced in copies for sale, to vend any manuscript or any record whatsoever thereof; to make or to procure the making of any transcription or record thereof by or from which, in whole or in part, it may in any manner or by any method be exhibited, performed, represented, produced, or reproduced; and to exhibit, perform, represent, produce, or reproduce it in any manner or by any method whatsoever;'

13 A moveover is the privilege given a licensee to move a picture from one theatre to another as a continuation of the run at the licensee's first theatre.

14 A road show is a public exhibition of a feature in a limited number of theatres, in advance of its general release, at admission prices higher than those customarily charged in first-run theatres in those areas.

15 Underage and overage refer to the practice of using excess film rental earned in one circuit theatre to fulfill a rental commitment defaulted by another.

16 Competitive bidding is required only in a 'competitive area' where it is 'desired by the exhibitors.' As the District Court said, 'the decree provides an opportunity to bid for any exhibitor in a competitive area who may desire to do so.'

The details of the competitive bidding system will be found in [70 F.Supp. pages 73, 74](#).

17 The competitive bidding part of the decree provides: 'Each license shall be granted solely upon the merits and without discrimination in favor of affiliates, old customers or others.'

18 The theatres which each of the five majors owned independently of the others were: Paramount 1,395 or 7.72 per cent; Warner 501 or 2.77 per cent; Loew's 135 or .74 per cent; Fox 636 or 3.52 per cent; RKO 109 or .60 per cent. There were in addition 361 theatres or about 2 per cent in which two or more of the five majors had joint interests. These figures exclude connections through filmbuying, or management contracts or through corporations in which a defendant owns an indirect minority stock interest.

There theatres are located in 922 towns in 48 States and the District of Columbia. For further description of the distribution of theatres see Bertrand, Evans, and Blanchard, *The Motion Picture Industry—A Pattern of Control* 15—16 (TNEC Monograph 43, 1941).

19 The number of feature films released during the 1943—44 season by the eleven largest distributors is as follows:

No. of Films	Percentages of Total	
	With "Westerns" included	With "Westerns" excluded
Fox..... 33	8.31	9.85
Loew's..... 33	8.31	9.85
Paramount..... 31	7.81	9.25
RKO..... 38	9.57	11.34
Warner..... 19	4.79	5.67
Columbia..... 41	10.32	12.24

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United Artists.....	16	4.04	4.78
Universal.....	49	12.34	14.63
Republic.....	- 29 features	14.86	8.66
	- 30 "Westerns"		
Monogram.....	- 26 features	10.58	7.76
	- 16 "Westerns"		
PRC.....	- 20 features	9.07	5.97
	- 16 "Westerns"		
	----	-----	-----
Totals.....	397	100.00	100.00
	335 without "Westerns"		

20 excepted from this prohibition was the acquisition of interests in theatres jointly owned, a matter we have discussed in a preceding portion of this opinion.

21 The District Court found, 'Except for a very limited number of theatres in the very largest cities, the 18,000 and more theatres in the United States exhibit the product of more than one distributor. Such theatres could not be operated on the product of only one distributor.'

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**United States v. Paramount Pictures, Inc.**

**85 F. Supp. 881**

**(S.D.N.Y. 1949)**

85 F.Supp. 881  
United States District Court  
S.D. New York.

UNITED STATES  
v.  
PARAMOUNT PICTURES, Inc. et al.

No. 87-273.  
|  
July 25, 1949.

### Synopsis

The United States brought an action against Paramount Pictures, Inc., and others to enjoin defendants from violating the Sherman Anti-Trust Act while distributing and exhibiting motion pictures.

The United States Supreme Court on appeal from a decree requiring defendants to carry on competitive bidding as an alternative to divestiture affecting a vertical integration, remanded the case for reconsideration of the effect of vertical integration on the questions of monopoly and divestiture, and for a determination of other questions.

The District Court for the Southern District of New York, Hand, Augustus N., Circuit Judge, held inter alia, that the evidence established that the integration was accompanied by power to exclude competition, by actual exclusion, and by a conspiracy maintained by fixed prices, runs and discriminatory licensing with an adverse effect on competition, and that divorcement of the business of defendants as exhibitors from their business as producers and distributors was a necessary remedy.

See also D.C., 75 F.Supp. 1002.

West Headnotes (13)

## 1 Antitrust and Trade Regulation

🔑 Cartels, Combinations, Contracts, and Conspiracies in General

## Antitrust and Trade Regulation

🔑 Elements in General

Anti-Trust laws may be violated without a specific intent to restrain trade or to build a monopoly if restraint of trade or monopoly results as consequence of defendant's conduct or business arrangements; and specific intent in common law sense is necessary only where conduct or business arrangements fall short of results condemned by the anti-trust laws. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

1 Cases that cite this headnote

## 2] Antitrust and Trade Regulation

🔑 Monopolization or Attempt to Monopolize

In government's action to enjoin violations of the Sherman Anti-Trust Act through distribution and exhibition of motion pictures, evidence established that geographical distribution of ownership or control of theaters became part of system which



competition was largely absent throughout the United States, and that the status of such distribution was maintained by fixed runs, clearances and prices, by pooling agreements and joint ownerships among major defendants, and by cross-licensing. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

8 Cases that cite this headnote

### 3] Antitrust and Trade Regulation

#### 🔑 Vertical

If vertical integration is conceived with a specified intent to control the market or creates power to control the market which is accompanied by intent to exercise the power, the integration becomes illegal although such integration itself does not per se violate the Sherman Anti-Trust Act. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

Cases that cite this headnote

### 4] Antitrust and Trade Regulation

#### 🔑 Motion Picture Industry

#### Antitrust and Trade Regulation

#### 🔑 Motion Picture Industry

Where evidence established a conspiracy to fix prices, runs and clearances distribution and exhibition of motion pictures, powerfully aided by system of vertical integration, integration,

although itself originally conceived to obtain outlet for pictures and supply of film for theatres, rather than as a calculated scheme to control market, became illegal under the Sherman Anti-Trust Act. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

Cases that cite this headnote

### 5] Antitrust and Trade Regulation

#### 🔑 Injunction

Where injunction in government's anti-trust action against distributors and exhibitors of motion pictures would leave termination of difficult comparisons or secretion of parties who had frequently abused that secretion the past, or to a detailed supervision by the court, and system of arbitration in conjunction herewith would be only ameliorate burden, District Court would not resort to injunction to obviate illegal practices and attempted monopoly. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

2 Cases that cite this headnote

### 6] Antitrust and Trade Regulation

#### 🔑 Forfeiture and Seizure of Property; Divestiture

Where vertical integration of motion picture exhibitors and distributors was accompanied by

power to exclude competition and by actual evidence of exclusion, and evidence established a conspiracy maintained by fixed prices, runs, and clearances, and by discriminatory licensing restricting competition, and geographical distribution of units. The United States owned or controlled by defendants was part of a system in which competition was largely absent, court would require enforcement of the business of defendants as exhibitors from their business as producers and distributors. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

### 15 Cases that cite this headnote

#### 7] Antitrust and Trade Regulation

##### 🔑 Forfeiture and Seizure of Property; Divestiture

Where court decided upon separation of business of defendants as exhibitors of motion pictures from business as producers and distributors in government's anti-trust action, to remedy monopolistic effect of vertical integration, court would not require dissolution of joint interest between defendant's affiliate and an independent corporation merely because affiliate's employee had 15 per cent interest in the independent corporation as an investment. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

### 3 Cases that cite this headnote

#### ] Antitrust and Trade Regulation

##### 🔑 Damages and Other Relief

Where major motion picture distributors and exhibitors had conspired to monopolize exhibition, and practice of franchising tied up distribution of films and restricted competition by defendants by preventing them from obtaining pictures for an unnecessarily long period, and practice had been a method of unlawful discrimination in the past, court would permit major distributors to grant franchises in the future only if result would enable defendants to compete effectively with theaters affiliated with a defendant or with theaters in new circuits to be formed. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

### 13 Cases that cite this headnote

#### 9] Antitrust and Trade Regulation

##### 🔑 Monopolization or Attempt to Monopolize

In government's action to enjoin major motion picture distributors and exhibitors from violating the Sherman Anti-Trust Act, evidence established that grants of clearance when not accompanied by fixing of minimum admission prices or not unduly extended as to

area or duration, afforded fair protection of interest of licensee in run granted without unreasonably interfering with interest of the public. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

1 Cases that cite this headnote

## 0] Antitrust and Trade Regulation

### 🔑 Injunction

In government's anti-trust action against major motion picture distributors and exhibitors, distributors would be enjoined from licensing any feature for exhibition upon any run in any theater in any other manner than that each license should be offered and taken theater by theater solely upon the merits and without discrimination in favor of affiliated theaters, circuit theaters or others. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

1 Cases that cite this headnote

## 1] Antitrust and Trade Regulation

### 🔑 Copyrights

Under the Sherman Anti-Trust Act, licensor could properly license for road shows, so long as licensing as not one in a discriminatory manner, either at flat rental or on basis of some percentage of what the show was thought likely to yield, although licensor could not require a fixed admission

price as condition of the license. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

Cases that cite this headnote

## 2] Antitrust and Trade Regulation

### 🔑 Monopolization or Attempt to Monopolize

In government's action to enjoin major motion picture distributors and exhibitors from violating the Sherman Anti-Trust Act, evidence was sufficient to justify court disestablishing particular theaters either on theory of local monopolies or of illegal fruits. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

Cases that cite this headnote

## 3] Antitrust and Trade Regulation

### 🔑 Damages and Other Relief

Where court ordered enforcement of the "respect" of vertical integration of major motion picture exhibitors and distributors, and temporary prohibition of cross-licensing of pictures would injure both major defendants and the public who would be deprived of seeing pictures, court would not prohibit cross-licensing pending enforcement of those laws where there were no dependent theaters or no dependent first run theaters. Sherman Anti-Trust Act, §§ 1, 2, 15 U.S.C.A. §§ 1, 2.

## 2 Cases that cite this headnote

Before AUGUSTUS N. HAND, Circuit Judge, HENRY W. GODDARD and ALFRED C. COXE, District Judges.

### Attorneys and Law Firms

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### Opinion

AUGUSTUS N. HAND, Circuit Judge.

This case comes before us after a decision by the Supreme Court affirming in part and reversing in part our decree and findings of December 31, 1946, [70 F.Supp. 53](#). [United States v. Paramount Pictures, Inc.](#), [334 U.S. 131](#), [68 S.Ct. 915](#), [92 L.Ed. 1260](#). Under our findings of fact, we held that there had been violations of Sections 1 and 2 of the Sherman Anti-Trust Act, 15 U.S.C.A. §§ 1, 2, which were summarized in the conclusions of law as follows:

“7. The defendants Paramount Pictures, Inc.; Paramount Film Distributing Corporation; Loew's Incorporated; Radio-Keith-Orpheum Corporation, RKO Radio Pictures, Inc.; Keith-Albee-Orpheum Corporation; RKO Proctor Corporation; RKO Midwest Corporation; Warner Bros. Pictures, Inc.; Vitagraph, Inc.; Warner Bros. Circuit Management Corporation; Twentieth Century-Fox Film Corporation; National Theatres Corporation; Columbia

Pictures Corporation; Columbia Pictures of Louisiana, Inc.; Universal Corporation; Universal Film Exchanges, Inc.; Big U Film Exchange, Inc.; and United Artists Corporation have unreasonably restrained trade and commerce the distribution and exhibition of motion pictures and attempted to monopolize such trade and commerce, \* \* \* in violation of the Sherman Act by:

‘(a) Acquiescing the establishment of a price fixing system by conspiring th one another to maintain theatre admission prices;

‘(b) Conspiring with each other to maintain a nation-wide system of runs and clearances which is substantially uniform in each local competitive area.

‘8. The sributor defendants Paramount Pictures, Inc.; Paramount Film Distributing Corporation; Loew's, Incorporated; Radio-Keith-Orpheum Corporation; RKO Radio Pictures, Inc.; Warner Bros. Pictures, Inc.; Vitagraph, Inc.; Twentieth Century-Fox Film Corporation; Columbia Pictures Corporation; Columbia Pictures of Louisiana, Inc.; Universal Corporation; Universal Film Exchanges, Inc.; Big U Film Exchange, Inc.; and United Artists Corporation, have unreasonably restrained trade and commerce the distribution and exhibition of motion pictures and attempted to monopolize such trade and commerce, \* \* \* in violation of the Sherman Act by:

‘(a) Conspiring with each other to maintain a nation-wide system of fixed minimum motion picture theatre admission prices;

\*8 4 ‘(b) Agreeing vidually th heir respective licensees to fix minimum motion picture theatre admission prices;

‘(c) Conspiring with each other to maintain a nation-wide system of runs and clearances which is substantially uniform as to each local competitive area;

‘(d) Agreeing vidually th heir respective licensees to grant scriminatory license privileges o theatres affiliated th other defendants and with large circuits as found in finding No. 110 above;

‘(e) Agreeing vidually with such licensees o grant unreasonable clearance against heatres operated by their competitors;

‘(f) Making master agreements and franchises with such licensees;

‘(g) Individually conditioning the offer of a license for one or more copyrighted films upon the acceptance by the licensee of one or more other copyrighted films, except the case of the United Artists Corporation;

‘(h) The defendants Paramount and RKO making formula deals.

(9) The exhibitor-defendants, Paramount Pictures, Inc.; Loew's Incorporated; Radio-Keith-Orpheum Corporation; Keith-Albee Orpheum Corporation; RKO Proctor Corporation; RKO Midwest Corporation; Warner Bros. Pictures, Inc.; Warner Bros. Circuit Management Corporation; Twentieth Century-Fox Film Corporation; and National Theatres Corporation have unreasonably restrained rade and



commerce the distribution and exhibition of motion pictures \* \* \* in violation of the Sherman Act by:

‘(a) Jointly operating motion picture theatres with each other and the defendants through operating agreements or profit-sharing leases;

‘(b) Jointly owning motion picture theatres with each other and the defendants through stock interests in theatre buildings;

‘(c) Conspiring with each other and the distributor-defendants to fix substantially uniform minimum motion pictures theatre admission prices, runs, and clearances;

‘(d) Conspiring with the distributor-defendants to discriminate against independent competitors in fixing minimum admission price, run, clearance, and other license terms.’

As a remedy for the violations which we have summarized above, we held that a system of competitive bidding for film licenses should be introduced, saying in Finding 85 that:

‘Competition can be introduced on the present system of fixed admission prices, clearances, and runs, by requiring a defendant-distributor when licensing its features to grant the license for each run at a reasonable clearance (if clearance is involved) to the highest bidder, if such bidder is responsible and has a theatre of a size, location, and equipment adequate to yield a reasonable return on the license. In other words, if two theatres are bidding and are fairly comparable, the one offering the best

terms shall receive the license. Thus, price fixing among the licensors or between a licensor and its licensees as well as the non-competitive clearance system may be terminated.’

We also said Finding 111 that the granting of discriminatory license privileges would be impossible under such a system of competitive bidding as we have mentioned. In addition to providing a system of competitive bidding, we enjoined the unlawful practices above referred to, other than discrimination in granting licenses, which was sufficiently obviated by the provisions for competitive bidding.

In connection with the foregoing, we denied the application of the plaintiff to vest the major defendants of their theatres on the ground that such a remedy was too harsh and that the system of competitive bidding when coupled with the junctive relief against the practices we found to be unlawful was adequate relief, at least until the efficiency of that system had been tried and found wanting. We held that the root of the lack of competition lay not

in the ownership of many or most of the best theatres, but in the illegal practices of the defendants, which we believed would be obviated by the remedies we proposed. We examined the theatre holdings of the major \*8 5 defendants, found that they aggregated only about 17% of all theatres in the United States, and held that these defendants by such theatre holdings alone could not collectively or individually have a monopoly of exhibition. While we did not find in express terms that there was no monopoly in first-run exhibition, we

did review the statistics as to the first-run ownership in the 92 largest cities and stated in our opinion of June 11, 1946, that the defendants were not to be viewed collectively in determining the question of monopoly. See 66 F.Supp. 323, 354. We also found no substantial proof that any of the corporate defendants was organized or had been maintained for the purpose of achieving a national monopoly. Finding No. 152. Likewise, even as to localities where one defendant owned all first-run theatres, we found no sufficient proof of purpose to create a monopoly or that the total ownership in such places had not rather arisen from the inertness of competitors, their lack of financial ability to build comparable theatres, or from the preference of the public for the best equipped theatres. Finding No. 153.

In its opinion remanding the case for further consideration in certain respects, the Supreme Court affirmed our findings as to price-fixing, runs, clearances, and discriminatory licenses and other practices which we found to be unlawful, with certain minor reservations as to the unlawfulness of joint interests and franchises. It eliminated, however, the provisions of our decree for competitive bidding 'so that a more effective decree may be fashioned,' adding by way of caution that: 'The competitive bidding system was perhaps the central arch of the decree designed by the District Court. Its elimination may effect the cases in ways other than those which we expressly mention. Hence on remand of the cases the freedom of the District Court to reconsider the adequacy of decree is not limited to those parts we have specifically stated.'

34 U.S. at page 166, 68 S.Ct. at page 933. It rected our further consideration of monopoly, vestiture and expansion of theatre holdings, giving as one reason the following: 'As we have seen, the District Court considered competitive bidding as an alternative to vestiture in the sense that it concluded that further consideration of vestiture should not be had until competitive bidding had been tried and found wanting. Since we eliminate from the decree the provisions for competitive bidding, it is necessary to set aside the findings on divestiture so that a new start on this phase of the cases may be made on their remand.' 334 U.S. at page 175, 68 S.Ct. at page 937.

I As further reasons for recting a reconsideration of the above issues, we were asked to determine whether the vertical integration of the major defendants, which was held not to be unlawful per se, was conceived with an intent to monopolize or was of such a character as to confer a known monopoly power. If the power be established, a specific intent to monopolize need not be shown. As was said by Justice Douglas in *United States v. Griffith*, 334 U.S. 100, 105, 68 S.Ct. 941, 944, 92 L.Ed. 1236, and referred to in *United States v. Paramount Pictures, Inc.*, 334 U.S. 131, 173, 68 S.Ct. 915, 92 L.Ed. 1260: 'It is, however, not always necessary to find a specific intent to restrain trade or to build a monopoly in order to find that the anti-trust laws have been violated. It is sufficient that a restraint of trade or monopoly results as the consequence of a defendant's conduct or business arrangements. *United States v. Patten*, 226 U.S. 525, 543, 33 S.Ct. 141, 145,

57 L.Ed. 333, 44 L.R.A.,N.S., 325; *United States v. Masonite Corp.* 316 U.S. 265, 275, 62 S.Ct. 1070, 1076, 86 L.Ed. 1461. To require a greater showing would cripple the Act. As stated *United States v. Aluminum Co. of America*, 2 Cir., 148 F.2d 416, 432, 'no monopolist monopolizes unconscious of what he is doing.' Specific intent in the sense which the common law used the term is necessary only where the acts fall short of the results condemned by the Act.'

In dealing with the effect of vertical integration upon monopoly, the opinion of the Supreme Court directs us to consider more explicitly than we did in our original opinion whether monopoly exists as to first-run theatres throughout the nation, \*86 in the 92 largest cities, and in local situations.

It also directs us to determine whether there has been a geographic distribution of theatre ownership among the major defendants. The opinion also says:

'It is clear, so far as the five majors are concerned, that the aim of the conspiracy was exclusionary, i.e. was designed to strengthen their hold on the exhibition field. In other words, the conspiracy had monopoly in exhibition for one of its goals, as the District Court held. Price, clearance, and run are interdependent. The clearance and run provisions of the licenses fixed the relative playing positions of all theatres in a certain area; the minimum price provisions were based on playing position- the first-run theatres being required to charge the highest prices, the second-run theatres the next highest, and so on. As the District

Court found, 'In effect, the distributor, by the fixing of minimum admission prices attempts to give the prior-run exhibitors as near a monopoly of the patronage as possible.'

'It is, therefore, not enough to determine the need for divestiture to conclude with the District Court that none of the defendants was organized or has been maintained for the purpose of achieving a 'national monopoly,' or that the five majors through their present theatre holdings 'alone' do not and cannot collectively or individually have a monopoly of exhibition. For when the starting point is a conspiracy to effect a monopoly through restraints of trade, it is relevant to determine what the results of the conspiracy were even if they fell short of monopoly.' 334 U.S.at pages 170-171, 68 S.Ct.at page 935 .

We were also directed to determine whether any 'illegal fruits' were acquired or maintained by the defendants as results of unlawful conspiracies and to divest any such fruits, irrespective of whether monopoly had in fact been achieved. The plaintiff has not introduced evidence to support any claim of divestiture of 'illegal fruits' and expressly reserves the presentation of such an issue for the future.

Because of the view of the Supreme Court as to matters to be specially considered on the remand as well as its view regarding other matters which were left open for consideration by this court, we set aside our findings on monopoly and divestiture and our provisions prohibiting further theatre expansion and our provisions for

competitive bidding, order that 'the District Court should be allowed to make an entirely fresh start on the whole of the problem.'

Although we previously held in Finding No. 154 that the illegalities and restraints were not the ownership of theatres by the major defendants but their unlawful practices, this finding was made because of our view that the competitive bidding system, when coupled with junctions, would eliminate the illegalities, and if such illegalities were eliminated, the theatre ownerships alone would not be unlawful. This interpretation of our finding is justified by our former conclusion that divestiture should not be tried unless the competitive bidding system was found wanting. In other words, if theatre ownership were regarded as under no circumstances related to violations of the Sherman Act, divestiture could not be a proper remedy and would not have been suggested as a possible alternative in our former opinion.

Similarly, our Findings 152 and 153 that none of the defendants had been organized or maintained to achieve a national monopoly in production, distribution, or exhibition, or a local monopoly in first-run theatre ownership should be read in the light of the remedy we adopted. The provisions for competitive bidding were thought to have eliminated the conspiracies which had theretofore existed among the defendants their capacities both as distributors and exhibitors and between defendants and dependents, which the defendants had cooperated and aided one another through certain illegal practices. We accordingly

reated the defendants as no longer able to engage in illegal practices and the public sufficiently safeguarded by the requirement of competitive bidding and the junctions against such practices. These safeguards we thought applied to the national market as well as to local situations. Our conclusion of law that the defendants had attempted to monopolize was correct as to their prior acts, unaffected by our decree. And so the Supreme Court understood us to mean when it said: 'In other words, the conspiracy had monopoly in exhibition for one of its goals, as the District Court held.' 334 U.S. at page 170, 68 S.Ct. at page 935. With the elimination of competitive bidding, as we shall see from our future discussion, our Findings numbered 152 and 153 would not be justified, and should be vacated.

A review of the illegalities which we, and the Supreme Court as well, have found to exist, in addition to a consideration of geographical distribution and a very general absence of competition between the major defendants, convinces us that the absence of a system of competitive bidding, the theatre holdings of the major defendants have played a vital part effecting violations of the Sherman Anti-Trust Act.

We have held that all of the defendants fixed substantially the same price for each theatre which they licensed their films. This system was general and affected most of the theatres in the United States. We likewise held that the system restricted competition between the theatres of the major defendants and those of dependents. The system also plainly restricted competition between



the theatres of the major defendants those areas where such theatres were competition with one another, since the minimum price to be charged by any theatre licensee was fixed and the licensee was prevented from competing in the business of exhibition by lowering his price. That these restrictions on competition were one of the primary objectives of the price-fixing conspiracy was noted in our former opinion, where we said that: ‘\* \* \* all of the five major defendants had a definite interest in keeping up prices in any given territory which they owned theatres, and this interest they were safeguarding by fixing minimum prices on their licenses when distributing their films to independent exhibitors in those areas. Even if the licenses were at a flat rate, a failure to require their licensees to maintain fixed prices would leave them free by lowering the current charge to decrease through competition to come to the licensors' own theatres in the neighborhood.’ 6 F.Supp.at pages 335-336.

In discussing the foregoing practices, Mr. Justice Douglas said in his opinion:

‘The District Court found that two price-fixing conspiracies existed- a horizontal one between all the defendants, a vertical one between each distributor-defendant and its licensees. The latter was based on express agreements and was plainly established. The former was inferred from the pattern of price-fixing disclosed in the record. We think there was adequate foundation for it too. It is not necessary to find an express agreement in order to find a conspiracy. It is enough that a concert of action is contemplated and that the defendants conformed to the

arrangement. *Interstate Circuit v. United States*, 306 U.S. 208, 226-227, 59 S.Ct. 467, 474, 83 L.Ed. 610; *United States v. Masonite Corp.*, 316 U.S. 265, 275, 62 S.Ct. 1070, 1076, 86 L.Ed. 1461. That was shown here.’ 334 U.S.at page 142, 68 S.Ct.at page 922.

It seems obvious from the foregoing that complete freedom from price competition among theatre holders could only be obtained if prices were fixed by all distributors, and such a result was substantially obtained. Consequently, the system of theatre licensing had a vital and all-pervasive effect in restricting competition for theatre patronage.

In our Finding 72 we held that: ‘The differentials in admission price set by a distributor in licensing a particular feature theatres exhibiting on different runs in the same competitive area are calculated to encourage as many patrons as possible to see the picture in the prior-run theatres’ and thus the distributor ‘attempts to give the prior-run exhibitors as near a monopoly of the patronage as possible.’ This policy not only benefited the distributors in securing for them a maximum rental income from their films, but also benefited the major defendants as exhibitors, since they were \*8 by far the largest owners of first-run theatres in the country.

The fixed system of runs and clearances which we found involved a cooperative arrangement among the defendants, was also designed to protect their theatre holdings and safeguard the revenue therefrom. Like the system of fixed prices, it could only succeed in eliminating



competition of the defendants generally cooperated in maintaining it, as we have held they . The major defendants' predominant position in first-run theatre holdings was strongly protected by a fixed system of clearances and runs. As we said in our former opinion: 'The evidence we have referred to shows that both dependent distributors and exhibitors when attempting to bargain with the defendants have been met by a fixed scale of clearances, runs, and admission prices of which they have been obliged to conform if they wished to get their pictures shown upon satisfactory runs or were to compete in exhibition either with the defendants' theatres or with theatres of which the latter have licensed their pictures. Under the circumstances disclosed by the record there has been no fair chance for either the present or any future licensees to change a situation sanctioned by such effective control and general acquiescence as have obtained.' 66 F.Supp.at page 346.

Our view was confirmed by Mr. Justice Douglas as follows: 'clearances have been used along with price fixing to suppress competition with the theatres of the exhibitor-defendants and with other favored exhibitors.' 334 U.S. 131, 148, 68 S.Ct. 915, 924.

While we pointed out in our former opinion that here was discrimination in clearance and run by distributors and theatre holders in particular stances, such as *William Goldman Theatres v. Loew's Inc.*, 3 Cir., 150 F.2d 738, and *Bigelow v. RKO Radio Pictures, Inc.*, 7 Cir., 150 F.2d 877, reversed on other grounds, 327 U.S. 251, 66 S.Ct. 574, 90 L.Ed. 652, we concluded that we could

not say upon the facts before us that this discrimination was general. Nevertheless, as already stated, we held that the defendants had set up a system of fixed runs and clearances which prevented any effective competition by outsiders. This system, in the absence of competitive bidding which has now been rejected, gave the defendants a practical control over the run and clearance status of any given theatre and irrespective of the extent of local discriminations violated the Sherman Act. It involved discrimination against persons applying for licenses and seeking runs and clearances for their theatres, because they had no reasonable chance to improve their status by building or improving theatres while the major defendants possessed superior advantages. Therefore, though the evidence was sufficient to convince us that here was discrimination in negotiation for clearances and runs theatre by theatre, because it was well-nigh impossible to establish that a particular clearance or run was not refused because of the inadequacy of the applicant's theatre, the system of clearances and runs was such as to make competition against the defendants practically impossible.

As we have held, the licensing agreements used by the defendants discriminated against small dependents in favor of the larger circuits of affiliated and unaffiliated theatres. This discrimination was effected through formula deals and certain privileges frequently granted to large circuits franchises and master agreements. They not only showed discrimination against small theatre owners, but in many stances also showed cooperation among the major defendants in their respective capacities

as distributors and exhibitors. The minor defendants as distributors acceded to and cooperated with these restrictions, which excluded small independents.

Formula deals and certain master agreements, both of which involved licenses to more than one theatre, and frequently to affiliated or large independent circuits, permitted the exhibitor to allocate film rental and playing time and thus precluded other theatre owners from the opportunity of competing for films theatre by theatre. While the Supreme Court has said that franchises are not necessarily objectionable \*8 9 per se, the defendants in various stances coupled their franchises with contract provisions which were not included in the standard forms of contract under which small independents were licensed. These provisions, which at times conferred great competitive advantages upon those receiving them, were: 'Suspending the terms of a given contract, if a circuit theatre remains closed for more than eight weeks, and reinstating without liability upon re-opening; allowing large privileges in the selection and elimination of films; allowing reductions in film rentals if double bills are played; granting moveovers and extended runs; granting road show privileges; allowing overage and underage; granting unlimited playing time; excluding foreign pictures and those of independent producers; granting rights to question the classification of features for rental purposes.' (Finding 110).

We have been instructed by the Supreme Court to consider the question of geographical distribution of theatres among the five major defendants. In dealing with

this subject, we do not take into account the presence or absence of independent theatres in the areas dealt with. We have examined the defendants' theatre holdings and find that in cities of less than 100,000 population, there is no doubt that Paramount, Warner, Fox and RKO owned or operated theatres either in largely separate market areas or in pools, without more than trifling competition among themselves or with Loew's. In cities having a population of more than 100,000, there was in general little competition among the defendants, although considerably more than in towns of under 100,000. A summary of the data which substantially represents the true situation, but owing to certain differences the proofs offered must be regarded as approximate rather than as entirely accurate, is as follows:

#### Cities of less than 100,000.

In cities of less than 100,000, Paramount had complete or partial interests in or pooling agreements\* with other defendants affecting 1,236 theatres located in 494 towns. In 13 of these towns containing 31 of the theatres- or only 3%- there was competition with another defendant. In 9% of these towns competition between Paramount and the only other defendant the town was substantially lessened or eliminated by means of a pooling agreement affecting some or all of their theatres; and of this 9% were located 10% of Paramount's theatre interests. And 88% of the towns, containing 87% of Paramount's theatre interests, Paramount was the only defendant operating theatres. Thus it appears that there was little, if any, competition between Paramount and any other defendant in 97% of the towns of under

100,000 and in respect to 97% of the theatres which Paramount had an interest.

Fox had similar theatre centres 42' theatres located in 177 towns. In 13 of these towns containing 29 Fox theatres, or about 7% hereof, there was competition with another defendant. In about 93% of the towns containing the same percentage of Fox's theatre interests, Fox was the only defendant operating theatres.

Warner had similar theatre centres 306 theatres located 155 towns or less than 100,000. In 17 towns, or 11%, containing 30 Warner theatres, or 10% of its holdings, there was competition with another major defendant. In 3% of the towns, competition between Warner and the only other defendant the town was substantially lessened or eliminated by means of pooling agreements; and this 3% were located 4% of Warner's theatre interests. In 86% of the towns containing the same percentage of Warner's theatre interests, Warner was the only defendant operating theatres. Thus, there appears to have been little, if any competition between Warner and any other defendant in 89% of the towns and in respect to 90% of the theatres in which Warner had an interest.

**\*890** Loew had centres only 17 theatres located in 14 towns. In 4 towns, or 29%, containing 4 Loew theatres, or 23%, there was competition with another defendant. In 14% of the towns, competition was substantially lessened or eliminated by means of pooling agreements; and this 14% were located 18% of Loew's theatre interests. In 57% of the towns, containing

59% of Loew's theatre interests, Loew was the only defendant operating theatres. Thus, there appears to have been little, if any, competition between Loew and any other defendant in 71% of the towns and in respect to 77% of the theatres which Loew had an interest. It is to be noted, however, that Loew's theatre centres towns of less than 100,000 constitute a far smaller proportion of its total theatre holdings than do those of the other defendants.

RKO had centres in 150 theatres located 66 towns. In 6 towns, or 10%, containing 6 RKO theatres, or 4%, there was competition with another major defendant. In 60% of the towns, competition was substantially lessened or eliminated by means of pooling agreements, and this 60% were located 73% of RKO's theatre interests. In 30% of the towns, containing 23% of RKO's theatre centres, RKO was the only defendant operating theatres. Thus, there appears to have been little, if any, competition between RKO and any other defendant in 90% of the towns and in respect to 96% of the theatres which RKO had an interest.

As a further illustration of the absence of substantial competition among the five major defendants towns of less than 100,000 population, the proofs as to their total theatre holdings make the following showing which seems to us impressive. They had interests altogether in 2,020 theatres located in 834 towns. In 26 towns, or 3%, containing 100 of their theatres, or 5%, there was competition among some of them. In somewhat over 5% of the towns competition between them was substantially lessened or eliminated by means of pooling agreements,

and this 5% were located 7% of their theatre interests. And in somewhat less than 92% of the towns, containing 88% of their theatre interests, only one of the major defendants owned theatres in the area. Thus, there appears to have been little, if any, competition among the five defendants or any of them in 97% of the towns and in respect to 95% of the theatres which they had an interest.

It appears from the foregoing that the effect of the geographical distribution of theatres having a population of less than 100,000 was largely to eliminate competition among all of the defendants in the areas where any of them had theatres. The details upon which our results have been based appear in the statistical data set forth at the end of the opinion in Appendix 1.

#### Cities of 100,000 and over.

In cities of over 100,000 Paramount had complete or partial interests in or pooling agreements with other defendants affecting 352 theatres in 49 cities. In 18 of these cities, or 37%, containing 91 Paramount theatres, or 26%, there was competition with other defendants. In an additional 10% of the cities containing 17% of Paramount's theatre holdings, there were other defendants having theatre interests, but these interests were so relatively small as compared with Paramount, both on first and later runs, that competition with Paramount was unsubstantial owing to the dominance which the latter's theatre holdings gave it. In 12% of these cities competition between Paramount and the only other defendants in the city was substantially lessened or

eliminated by means of a pooling agreement affecting some or all of their theatres, and this 12% were located 18% of Paramount's theatre interests. And in 41% of the cities, containing 39% of Paramount's theatre interests, Paramount was the only defendant operating theatres. Thus, it appears that there was little, if any, competition between Paramount and any other defendant in 63% of the cities of over 100,000 and in respect to 74% of the theatres which Paramount had an interest.

Fox had similar theatre interests in 211 theatres located in 17 cities. In 5 of these cities, or 29%, containing 54 Fox theatres, or 26%, there was competition with other defendants. In an additional 18% of the cities containing 41% of Fox's theatre holdings, there were other defendants having theatre interests, but these interests were so relatively small as compared with Fox, both on first and later runs, that competition with Fox was unsubstantial owing to the dominance which the latter's theatre holdings gave it. In 53% of the cities, containing 33% of Fox's theatre interests, Fox was the only defendant operating theatres. Thus, it appears that there was little, if any, competition between Fox and any other defendant in 71% of the cities and in respect to 74% of the theatres which Fox had an interest.

Warner had similar theatre interests in 243 theatres located in 26 cities. In 14 of these cities, or 54%, containing 89 theatres, or 37%, there was competition with other defendants. In an additional 8% of the cities containing 5% of Warner's theatre holdings, there were other defendants having



theatre interests, but those centres were so relatively small as compared with Warner, both on first and later runs, that competition with Warner was unsubstantial owing to the dominance which the latter's theatre holdings gave. In 1% of these cities competition between Warner and the only other defendant the city was substantially lessened or eliminated by means of a pooling agreement affecting some or all of their theatres, and this 1% were located 51% of Warner's theatre interests. And in 19% of the cities, containing 7% of Warner's theatre interests, Warner was the only defendant operating theatres. Thus, it appears that here was little, if any, competition between Warner and any other defendant in 46% of the cities and in respect to 63% of the theatres which Warner had an interest.

Loew had similar theatre centres in 144 theatres located in 37 cities. In 32 of those cities, or 86%, containing 122 Loew theatres, or 85%, there was competition with other defendants. In 3% of these cities, competition between Loew and the only other defendant the city was eliminated by means of a pooling agreement affecting all of their theatres, and this 3% were located 7% of Loew's theatre centres. And in 11% of the cities, containing 8% of Loew's theatre interests, Loew was the only defendant operating theatres. Thus, it appears that here was little, if any, competition between Loew and any other defendant in 14% of the cities and in respect to 15% of the theatres which Loew had an interest. In the matter of mere geographical distribution of its theatres, Loew has the most favorable record of any of the major defendants. But it should be noted that,

while it is true that as to its neighborhood prior run theatres in New York, there was competition with RKO in the sense that both operated in New York on the same runs, nevertheless these two companies provided the product of the various defendant distributors under a continuing arrangement so that there was no competition between them in obtaining pictures. Indeed, on one occasion where Paramount was having a long dispute with Loew's as to rental terms for Paramount films to be shown in Loew's New York neighborhood circuit of theatres, no attempt was made by Paramount to lease its films to RKO for exhibition in the latter's circuit, or was any effort made by RKO to procure Paramount films as they both evidently preferred to adhere to the existing arrangement, under which Loew's circuit consistently exhibited the films of itself, Paramount, United Artists, Columbia and half of Universal, while RKO exhibited the films of itself, Fox, Warner, and half of Universal. Accordingly, we think that the showing that 85% of Loew's theatres are in competition with theatres of other defendants is misleading and may properly be reduced by the exclusion of its New York neighborhood theatres. If this is done, it would give Loew a percentage of approximately 42% of its theatres in competition with other defendants in cities over 100,000.

RKO had similar theatre centres in 256 theatres in 31 cities. In 22 of these cities, or 72%, containing 190 theatres, or 74%, there was competition with other defendants. In an additional 6% of the cities, containing 4% of RKO's theatre holdings, \*892 there were other defendants having theatre centres,



but these theaters were so relatively small as compared to RKO, both on first and later runs, that competition with RKO was unsubstantial owing to the dominance which the latter's theatre holdings gave it. In 16% of these cities, competition between RKO and the only other defendant in the city was substantially lessened or eliminated by means of a pooling agreement affecting some or all of their theatres, and this 16% were located 15% of RKO's theatre interests. And in 6% of the cities, containing 7% of RKO's theatre interests, RKO was the only defendant operating theatres. Thus, it appears that there was little, if any, competition between RKO and other defendants in 28% of the cities and in respect to 26% of the theatres which RKO had an interest. With respect to mere geographical distribution, RKO's record was relatively good but it is to be noted that approximately 58% of its theatre interests were located in New York on neighborhood runs, and the same comments as to distribution of film made in regard to Loew's are applicable to RKO. If its New York neighborhood theatre interests were excluded from the category of theatres competing with other defendants, the RKO percentage would then be only about 16% competition with other defendants.

The major defendants had theaters altogether in 1,112 theatres located in 87 cities of more than 100,000. In 46% of these cities, containing 23% of their theatre interests, only one of the major defendants owned theatres in the area. In 11.5% of the cities, competition between them was substantially lessened or eliminated by means of pooling agreements, and this

11.5% were located 16% of their theatre holdings. In an additional 11.5% of the cities, containing 17% of their theatre interests, there was more than one defendant having theatre interests in the city, but the position of one defendant was so dominant relative to the others that competition between them was unsubstantial. In 31% of the cities, containing 44% of their theatre interests, there was competition among the defendants. But the New York neighborhood theatres of Loew and RKO, which are included in reaching the 44% figure, should properly be excluded because there is no competition between Loew and RKO in obtaining pictures for the reasons we have already given. This would reduce the percentage of defendants' theatres which compete with one another to 27.

It appears from the foregoing that the effect of the geographical distribution in cities having a population of more than 100,000 was substantially to limit competition among the major defendants. The details upon which our results have been based appear in the statistical data set forth at the end of the opinion in Appendix 2.

The statistics contained in both Appendix 1 and Appendix 2 are derived from data submitted at the original trial and show the situation in 1945. Since the entry of our original decree, these figures have not been substantially changed as to towns of under 100,000, but have been somewhat changed, principally by the dissolution of pools pursuant to our decree, in the case of cities of more than 100,000. The situation in 1945, however, would seem to be far more important in determining whether

violations of the Sherman Anti-Trust Act occurred than the status existing after the defendants had been found guilty of wrongs and were merely taking steps to carry out our remedial decree. For this reason, we have included statistics relating to the conduct of Paramount and RKO, even though the remedies against them are now provided under consent decrees.

2] The plaintiff contends that the figures as to geographical distribution require a finding that there was an agreement to divide territory, but the evidence indicates that much of the acquisition of theatres was due to the buying up of circuits and that the purchases at least in some of these cases involved competition among certain of the defendants. We, therefore, do not find an agreement to divide territory geographically

the organization of the defendants' theatre circuits, but we do hold that the geographical distribution became a part of the system which competition was largely absent and \*893 the status of which was maintained by fixed runs, clearances and prices, by pooling agreements and joint ownerships among the major defendants, and by cross-licensing which made necessary that they should work together. The argument of some of the defendants that they had no opportunity to change their geographical status not only seems inherently improbable but affirmatively contradicted by the making of pooling agreements and entering into joint ownerships with one another. Moreover, even in the relatively few areas where more than one of the major defendants had theatres, competition for first-run licensing privileges was generally absent because the defendants customarily adhered to a set

method of the distribution and playing of their films. In substantiation of the general picture, the plaintiff has shown, on the basis of a study of four seasons between the years 1936 and 1944, that during this period the privilege of first-run exhibition of a defendant's films was ordinarily transferred from one defendant to another only as the result of dissolution of a theatre operating pool or an arbitrary division of the product known as a 'split'. The lack of competition which we have described has undoubtedly been used in large measure by the reliance of the defendants on each other in obtaining pictures for use in their various theatres throughout the country. The defendants were also dependent on one another to obtain theatre outlets for their own pictures, for the best customers of any defendant were ordinarily one or more of the other defendants.

We think that there can hardly be adequate competition among the defendants where such interdependence exists. Moreover, when the defendants were would affect not only competition among themselves, but the independents. We have already found such effects in the various concerted practices of the defendants which have restricted competition to the dependents. In our former opinion, we provided for a system of competitive bidding for film in the belief that such a system would sufficiently control the reliance of the major defendants on one another's product and theatres. That system having been rejected by the Supreme Court, we must find some other means of preventing the major companies from being

in a state of interdependence which so greatly restricts competition.

3] One of the chief matters referred to us by the Supreme Court is the effect of vertical integration upon competition in the industry. While vertical integration would not per se violate the Sherman Act, the Supreme Court has made it clear that if such integration is conceived with a specific intent to control the market or creates a power to control the market which is accompanied by an intent to exercise the power, the integration becomes illegal.

4] We are not satisfied that the plaintiff has shown a calculated scheme to control the market—the conception of the defendants' vertical integration, rather than a purpose to obtain an outlet for their pictures and a supply of film for their theatres. But here we are presented with a conspiracy among the defendants to fix prices, runs and clearances which we have already pointed out was powerfully aided by the system of vertical integration of each of the five major defendants. Such a situation has made the vertical integrations active aids of the conspiracy and has rendered them in this particular case illegal, however innocent they might be in other situations. We do not suggest that every vertically integrated company which engages in restraints of trade or conspiracies will thereby render its vertical integration illegal. The test is whether there is a close relationship between the vertical integration and the illegal practices. Here, the vertical integrations were a definite means of carrying out the restraints and conspiracies we have described. Moreover, we concluded in our

prior findings, and the Supreme Court has affirmed our conclusion, that the distribution practices of the defendants constituted an attempt to obtain a monopoly in exhibition forbidden by the Sherman Act, a conclusion which requires the elimination of **\*894** our Findings 152 and 153, as explained above.

In respect to monopoly power, we think existed in this case. As we have shown, the defendants were all working together. There was a horizontal conspiracy as to price-fixing, runs and clearances. The vertical integrations aided such a conspiracy at every point. In these circumstances, the defendants must be viewed collectively rather than independently as to the power which they exercised over the market by their theatre holdings. See [American Tobacco Co. v. United States](#), 328 U.S. 781, 66 Ct. 1125, 90 L.Ed. 1575. The statement in our former opinion that the defendants were to be treated individually is subject to our comments dealing with Findings 152, 153 and 154. We were then proposing to set up a bidding system which was thought adequately to restore competition and, therefore, to render a treatment of the defendants—the aggregate—as irrelevant. We regard such treatment as now necessary.

If viewed collectively, the major defendants owned in 1945 at least 70% of the first-run theatres in the 92 largest cities, and the Supreme Court has noted that they owned 60% of the first-run theatres in cities with populations between 25,000 and 100,000. As distributors, they received approximately 73% of the domestic film rental from

the films, except Westerns, distributed the 1943-44 season. These figures certainly indicate, when coupled with the strategic advantages of vertical integration, a power to exclude competition from these markets when desired. This power might be exercised either against non-affiliated exhibitors or distributors, for the ownership of what was generally the best first-run theatres, coupled with the possession by the defendants of the best pictures, enabled them substantially to control the market. If an intent to exercise the power be thought important, it existed in this case, as we noted above in finding an attempt to monopolize. Our former Finding No. 119 was not made in consideration of first-run theatres but was based on total theatre holdings in the country, of which the theatres owned by the defendants represented but a small fraction. We, therefore, do not take into consideration the monopoly power in respect to first-run theatres, which we have since been directed to consider. Accordingly, our Finding No. 119 is in view of our further consideration misleading and must be vacated.

We may add that what we have said about the power to exclude independents from first-runs in the 92 cities is supported by evidence of actual exclusion which is presented in the Government's original brief, pages 13-14 and 35-40. In many cities, there was complete exclusion of independents and numerous others a restricted distribution of pictures to independents, at times by only one of the defendants, and at other times by most limited percentages of pictures as compared with the number distributed to affiliated theatres. The facts as to film distribution in the 1943-44 season show

that the five major defendants achieved a monopoly of first-run exhibition of the feature films distributed by the five major defendants in about 43 of the 92 cities of over 100,000 and of the feature films distributed by the eight defendants in about 143 of the 320 cities of 25,000 to 100,000. (See Government Exhibits 489, 490, 490(a)). In addition to the proof of monopoly control in cities of more than 25,000, the plaintiff has produced proof that in approximately 238 towns involving in all but about 17 cases populations of less than 25,000 but having two or more theatres, some single one of the five major defendants, or about 18 cases two of the defendants, had all the theatres and therefore possessed a complete local monopoly in exhibition. (See Government Exhibit 488). These figures are subject to some qualifications because of inaccuracy as to a few localities, but for the most part they appear to be correct and to show either total absence of competition or slight competition from drive-ins and theatres in nearby communities. They afford significant additional proof of monopoly control. Accordingly, there was not only the power to exclude which might be exercised at will but an actual exclusion approximating the aggregate 70% of \*895 the first-run theatre market in the 92 largest cities. This percentage is based on the proportions of theatre ownership of the major defendants in these cities as compared with independents. There is certainly no reason to suppose that at least as great a percentage would not exist in favor of the major defendants in the number of feature films distributed on first-run.



Furthermore, the power to fix clearances and runs which we have found existed and was exercised by the major defendants was itself a power to exclude independents who were competitors, and was accompanied by actual exclusion.

#### The Remedy.

5] The Supreme Court has denied the remedy of requiring the defendants to offer films on the highest bidder and has required us to find some other means of obviating the illegal practices and attempted monopoly on the part of the defendants. The latter argue that the injunction issued in our prior decree, supplemented by a prohibition of discrimination against small independents and an adequate arbitration system, would afford a sufficient remedy. Mr. Justice Douglas has in this very case pointed out the inadequacies of an injunction to deal with situations much like the present. In discussing the objections to competitive bidding, he alluded to the fact that the determination of what was the best bid in a given case would depend on the comparison of the theatres and theatre operators desiring a picture, rentals offered, which might be a flat rental for one theatre and a percentage rental for another, and the relative value in respect to the various offers of the clearances and runs proposed. He said: 'It would involve the judiciary the administration of intricate and detailed rules governing priority, period of clearances, length of run, competitive areas, reasonable return, and the like.' [United States v. Paramount Pictures, Inc.](#), 334 U.S. 131, 163, 68 S.Ct. 915, 932, 92 L.Ed. 1260. Practically all of the same objections would exist if an injunction

should be relied on as the only remedy for the abuses which have been found to exist in the case at bar. The effect of such a solution would be to leave the determination of difficult comparisons to the discretion of the very parties who have frequently abused that discretion in the past, or to a detailed supervision by the courts, the burden of which would only be ameliorated by a system of arbitration if and in so far as particular independents having grievances might be willing to adopt it. If we had regarded an injunction as a sufficient remedy, we would not have required a competitive bidding for films in our original opinion.

In [United States v. Crescent Amusement Co.](#), 323 U.S. 173, 189-190, 65 S.Ct. 254, 262, 89 L.Ed. 160, Mr. Justice Douglas, discussing the inadequacy of injunctions and the propriety of vestiture to prevent violations of the Sherman Act, said: 'The fact that the companies were affiliated under joint action and agreement. Common control was one of the instruments bringing about unity of purpose and unity of action and in making the conspiracy effective. If that affiliation continues, there will be an empty opportunity for these exhibitors to continue to act in combination against the independents. The proclivity in the past to use that affiliation for an unlawful end warrants effective assurance that no such opportunity will be available in the future. Hence we do not think the District Court abused its discretion in failing to limit the relief to an injunction against future violations. There is no reason why the protection of the public interest should depend solely on that



somewhat cumbersome procedure when another effective one is available.’

In the Crescent case, the court accordingly affirmed an order of divestiture of stock held by the defendant companies to eliminate affiliations and prevent further violations of the Act.

6] As an injunction is regarded as an sufficient remedy there must, in our opinion, be a divorcement or separation of the business of the defendants as exhibitors of films from their business as producers and distributors. Just as in the Crescent case affiliation was held to furnish the incentive \*896 for carrying out the conspiracy that there existed, we find that vertical integration has served a similar purpose in the case at bar.

It is argued that the monopoly power which we have found existed in 1945 as to first-run theatres in the 92 largest cities has ceased to exist and that monopolies in particular localities have been substantially lessened in respect to Loew, Warner, and Fox, by the consent decrees recently entered against Paramount and RKO, by the dissolution of pools and joint ventures which has taken place or will take place pursuant to our decree and by changes in distribution practices. Assuming that this is so, nevertheless, we have found that a conspiracy has been maintained through price-fixing, runs and clearances, induced by vertical integration, and that this conspiracy resulted in the exercise of monopoly power. The necessity of eliminating such a conspiracy by the three defendants which have not subjected

themselves to a consent decree would be unaffected by the present existence or non-existence of a monopoly on their part in first-runs, for the conspiracy is illegal even though the participants may have ceased at least for the time to possess monopoly power. Moreover, the monopoly power might be built up again if the illegal practices were not terminated by divorcement, irrespective of the fact that two of the conspirators have been eliminated from the conspiracy by the consent decrees. Therefore, the divorcement we have determined to order appears to be the only adequate means of eliminating the conspiracy and preventing any resurgence of monopoly power on the part of the remaining defendants. Beyond all the above considerations there would seem to be an inherent justice in allowing defendants to avoid divorcement when they would have been originally subjected to it merely because two of their confederates eliminated themselves from a compulsory decree which would have been based upon the participation of all in the conspiracy.

The defendants further contend that they have changed their distribution practices by arranging for many runs and clearances which are more equitable than before, and that they no longer have any participation in fixing the prices to be charged by a theatre licensee, which are now wholly controlled by the licensees. But the temptation to continue such practices will still be strong, and we cannot regard an injunction as a sufficient preventive for the reasons already stated. Likewise, we cannot know whether the new distribution practices comply with the injunctive provisions of our former decree and do not feel justified

leaving defendants found to be participants heretofore improper practices free to continue them except for the adequate injunctive provisions.

We have already held that our Findings 119, 152, 153 and 154 should be vacated. We also hold that Findings 155 and 156 should be vacated as they are incorrect or misleading in view of the elimination as a remedy of competitive bidding and our decision that injunctive relief alone is an sufficient remedy.

The plaintiff asks to have Finding 100 vacated and suggests a substitute. We hold that Finding 100 should be vacated because it is somewhat obscure in its scope and implications, but we do not find sufficient reason for adopting the proposed substitute, which seems to us to be irrelevant to the issues involved.

Since the Supreme Court has eliminated any system of competitive bidding, our Findings 85 and 111 should likewise be vacated.

#### Joint Interests.

7] The Supreme Court has asked us to reconsider the dissolution of joint interests between defendants and independents because some partial interests of dependents were said to have been held by investors rather than actual or potential exhibitors. Paramount and RKO need not be considered, since they are now subject to the provisions of consent decrees. Fox has obtained an order, agreed to by the plaintiff, dealing with the disposition of all its joint interests, except its partial ownership through its affiliate

National Theatres Corporation in Evergreen State Amusement \*897 Corporation. Fox contends that evidence offered at the trial after remand shows that one Newman, who had an direct interest of about 15% Evergreen, was not an actual or potential theatre operator. He became the president and manager of Evergreen, but that self not make him a co-owner with Fox that company, and his interest of about 15% seems to us no more than the interest of an investor. Nor do we find any indication that he would have been an dependent operator of a theatre but for his investment in Evergreen. Prior to the investment he had been an employee of National and for some seven years had had no ownership in a theatre. In the circumstances, we hold that the interest of Fox in Evergreen need not be dissolved, although it will be subject to a general divorcement like the other theatre holdings of Fox from its distribution business.

In respect to Warner, the plaintiff has consented to an order disposing of all its joint interests. In the case of Loew, the plaintiff has agreed to an order disposing of its joint interest in Buffalo Theatres, Inc., and seems to have approved a stipulation made in open court providing for the disposition of all its other joint interests.

In our opinion the orders and stipulations relating to joint ownerships of Fox, Warner and Loew with independents are sufficient to dispose of all questions arising under the requirement of the Supreme Court that joint interests with actual or potential operators be dissolved. In view of the situation

presented by the making of these orders and stipulations, our Findings 115, 116 and 117 should be vacated, and the proposed substituted findings of the plaintiff should be denied.

#### Franchises.

[ ] We are directed by the Supreme Court to reconsider our prior decision prohibiting franchises in all cases, and as an initial step conforming to the Supreme Court's opinion our Finding 89 should be vacated. On reconsideration, we adhere to the view that the three remaining major defendants as well as the three minor defendants should not be allowed to grant franchises except to independents. Such a practice sets up the distribution of films and restricts competition by independents to obtain pictures for what we regard as unnecessarily long periods and has been a method of unlawful discrimination in the past. We hold, however, that any of the defendants may grant franchises to an independent operator, provided that the result hereof will be to enable such independent to compete effectively with theatres affiliated with a defendant or with theatres in the new theatre circuits to be formed pursuant to our order of divorcement. We see no objection to the substituted Finding 89 proposed by the plaintiff and adopt it accordingly.

#### Clearance.

[9] Our disposition of clearances was in no way altered by the Supreme Court. We think, however, that our Finding 77 was inadvertent and should be modified so as to read as follows, thus conforming to paragraph 4 Section II of our decree based

upon the finding: 'A grant of clearance, when not accompanied by a fixing of minimum admission prices or not unduly extended as to area or duration affords a fair protection of the interest of the licensee the run granted without unreasonably interfering with the interest of the public.'

The substitute for Finding 78 proposed by the plaintiff is denied.

#### Discrimination.

[0] The plaintiff requests cancellation of paragraphs 8 and 9 Section II of our former decree, which include provisions as to discrimination, and wishes to substitute a flat prohibition against including in licenses made with affiliated exhibitors or circuits of theatres certain contract provisions by which discriminations against small independents and in favor of the large affiliated and unaffiliated circuits were accomplished, as this court stated in Finding 110, affirmed by the Supreme Court. These provisions would only be illegal if inherently discriminatory or used in a discriminatory manner. We think it sufficient to provide, \*898 as was one in the Paramount consent decree, that the distributor defendants be enjoined 'from licensing any feature for exhibition upon any run in any theatre in any other manner than that each license shall be offered and taken theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres, or others.' It may be objected that this is competitive bidding which has been rejected by the Supreme Court, but either involves calling for bids nor licensing picture by picture. A group of pictures may be licensed

to one who wishes to make them thout conditions being imposed that he can obtain one only if he purchases the group. We hold that the request of the plaintiff for the cancellation of paragraph 8 of section II of the decree should be granted, but paragraph 9 should stand as is. A new paragraph corresponding to the one we have quoted above from the Paramount consent decree should be substituted for the cancelled paragraph 8.

#### The Three Minor Defendants.

[ ] We can see nothing in the arguments on behalf of these defendants for special treatment except an attempt to revise some of our former findings of fact and conclusions of law which have been affirmed by the Supreme Court. We have already dealt with the questions of franchises and discrimination earlier in this opinion. In respect to road shows, we see no reason for exempting them from the various injunctive provisions of our decree. It is entirely possible for the licensor to license for road shows, so long as it is not in a discriminatory manner, either at a flat rental or on the basis of some percentage of what the show is thought likely to yield. But it would be unlawful in this, as in the case of other licenses, for the licensor to require a fixed admission price as a condition of the license.

The three minor defendants argue that they should be allowed to retain their old customers irrespective of discrimination and contend that the Supreme Court has decided that they possess this right. We

cannot so interpret the opinion of the Supreme Court. It only presented the argument that, if competitive bidding had been sanctioned, the three minor defendants would lose the relationships they had with old customers and would be at a disadvantage in competing with the more powerful major defendants whose own theatres were not subject to competitive bidding. The system of preferring old customers undoubtedly aided discrimination

in the past and served as a ready excuse for a fixed system of runs and clearances and was to that extent unlawful. When separation of the business of distribution from that of the operation of theatres is effected, there will be a favorable market for the three minor defendants which will license their pictures. This will be not only a compensation for inability to prefer their old customers but apparently a substantial added advantage to them in obtaining a greater opportunity to license their pictures than they had heretofore.

#### The Decree.

[2] The Supreme Court has asked us to divest any theatres which may be fruits of past illegal restraints or conspiracies. It may appear also to be necessary, irrespective of our general plan of enforcement, to terminate theatre monopolies in certain local situations possessed by any individual defendant or by any new theatre circuit which may be set up under the enforcement decree we propose. The plaintiff has presented insufficient evidence to justify us in disestablishing particular theatres either on the theory of local monopolies or of illegal fruits, and indeed it has formally stated that evidence of illegal fruits is not



now available. So far as local monopolies are concerned, the statistics presented by the plaintiff were furnished to support the need for a general divorcement which his opinion has sanctioned and which not precisely reach any situations of local monopoly which may require divestiture of specific theatres. Moreover, certain of the statistics presented by the plaintiff go no farther than the year 1945, and there have been various changes in theatre holdings since that date. Accordingly, consideration of fruits and local monopolies will be suspended **\*899** in the decree which we shall presently make.

In accordance with the instructions of the Supreme Court it is necessary that the provisions of paragraph 6 of Section III of our former decree respecting the expansion of theatre holdings be vacated. A provision should be substituted in the decree to be entered which enjoins the three exhibitor-defendants and any theatre-holding corporation resulting from the divorcement we propose from acquiring a beneficial interest in any additional theatre unless the acquiring exhibitor-defendant or corporation shall show to the satisfaction of the court, and the court shall first find, that such acquisition will not unduly restrain competition in the exhibition of feature motion pictures.

3] It is argued by the plaintiff that a limited prohibition of cross-licensing of pictures among the three major defendants should be adopted temporarily. We think such a limitation would be unwarrantedly injurious both to those defendants and to the public. The plaintiff proposes that each major defendant be enjoined from licensing

more than half of its films to any of the other defendants pending the completion of divorcement plans. Those who own where the plaintiff claims there are no independent theatres or at least no independent first-run theatres. The plaintiff evidently hopes that such a limitation would force dependents to acquire theatres in so-called closed towns. Unless and until that should happen, one or two of the major defendants might be unable to show more than half of their pictures in such towns, and if but one of the major defendants had theatres here, those theatres could show only half of the films of the other two. It is manifest that this limitation upon cross-licensing would injure both the major defendants and the public, who would be deprived of seeing some of the pictures. In addition to this, the selection of the particular pictures in the half which could be licensed would involve some difficulties and might prove in the end to have been unwise, both for the distributor involved and the public interest. Our remedy of divorcement will meet all of the purposes for which the plaintiff is striving. We do not think that its completion will be so delayed as to justify this doubtful and difficult ad interim remedy proposed by the plaintiff.

The arbitration system and the Appeal Board which has been a part of it have been useful in the past and as we understand it have met with the general approval of the plaintiff and of those defendants who have agreed to it. In our opinion it has saved much litigation in the courts and should be continued. Accordingly, the three major distributor-defendants and any others who are willing to file with the American



Arbitration Association their consent to abide by the rules of arbitration and to perform the awards of arbitrators, should be authorized to set up an arbitration system with an accompanying Appeal Board, which will become effective as soon as it may be organized after the decree to be entered this action shall be made, upon terms to be settled by the court upon notice to the parties to this action.

The decree herein should be settled on notice and should be in accord with what we have said in the foregoing opinion. The terms as to divorcement set forth in the plaintiff's proposed decree seem to us satisfactory, except that the reference to paragraph 10 Section III relating to joint interests, which we have rejected, should be deleted. We also approve of the further proposal of the plaintiff that the plaintiff and the defendants shall submit plans calling for such divestiture of theatres as may comply with the requirements of the Supreme Court regarding local monopolies and illegal fruits. Any ultimate disposition, however, must await a later order which shall be dependent

upon the proof the plaintiff may furnish as to local monopolies and illegal fruits. We may perhaps indulge the hope that the parties may be able to agree as to the disposition of any such interests, as they have done in the case of joint ownerships.

We do not approve of the provisions limiting cross-licensing pending the completion of divorcement or the provisions relating to dissolution of joint interests that \*900 dependents, which have been sufficiently provided for in stipulations of the three major defendants and the orders entered hereon to which we have made reference. Our opinion indicates other changes in the decree proposed by the plaintiff, which should be embodied in the amended decree.

We have specified former findings which should be vacated and in some instances have set forth proper substitutes. Further disposition of any findings to be made should await submission by the parties.

submit proposed amended decree and findings on or before September 20, 1949.

Appendix 1

Summary of Theatre Holdings — Major Defendants

Towns Under 100,000 — 1945

Paramount		Fox		Warner		Loew		RKO		Total	
Towns	Theatres	Towns	Theatres	Towns	Theatres	Towns	Theatres	Towns	Theatres	Towns	Theatres

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One deft. owns all affiliated	438	1084	163	398	133	263	8	10	21	34	763	1789
theatres in the town	88%	87%	92%	93%	86%	86%	57%	59%	30%	23%	91.5%	88%
The defts. in the town are	43	6	1		5	5	2	1	39	2	45	14
pooled as to some or all of		115		1		8		2		108		117
their theatres	9%	10%	.5%	...	3%	4%	14%	18%	60%	73%	5.5%	7%
There is competition	13	31	13	29	17	30	4	4	6	6	26	100
between defts.	3%	3%	7.5%	7%	11%	10%	29%	23%	10%	4%	3%	5%
Totals	494	1121	177	427	155	298	14	15	66	42	834	1903
		115		1		8		2		108		117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Appendix 2

Summary of Theatre Holdings — Major Defendants

Towns Over 100,000 — 1945

	Paramount		Fox		Warner		Loew		RKO		Totals	
	Towns	Theatres	Towns	Theatres	Towns	Theatres	Towns	Theatres	Towns	Theatres	Towns	Theatres
One deft. owns all affiliated theatres in town	20	138	9	70	5	17	4	12	2	19	40	256
	41%	39%	53%	33%	19%	7%	11%	8%	6%	7%	46%	23%
The defts. in the town are	6	15	—	—	5	98	1		5	2	10	115
pooled as to some or all of		50				27		10		35		61
their theatres	12%	18%			19%	51%	3%	7%	16%	15%	11.5%	16%
Holdings of a deft. or pool	5	53	3	81	2	8	—	—	2	1	10	165
which dominates affiliates		5		6		4				9		22
in the town	10%	17%	18%	41%	8%	5%			6%	4%)		
Holdings in towns	4	3	2	2	1	4	9	8	5	5	11.5%	17%
dominated by another deft.		9		1				9		1		

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Holdings where	14	71	3	50	13	80	23	104	17	177	27	482
competition exists		8		1		5		1		7		11
	37%	26%	29%	26%	54%	37%	80%	85%	72%	74%	31%	44%
Totals	49	280	17	203	26	207	37	124	31	204	87	1018
		72		8		36		20		52		94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## All Citations

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## Footnotes

Pooling agreements and joint interests among defendants are treated as indistinguishable for the purpose of summarizing geographical distribution.

These theatres were pooled by two defendants. Since each time a theatre was pooled there were two owners involved, the total number of pooled theatre interests was twice the number of theatres pooled. The term "pooled" is here used to include joint ownerships among defendants.

\*The total number of towns is not necessarily the sum of the towns listed for each of the five defendants, since some towns have theatres owned by more than one individual defendant and such towns are therefore duplicated in the individual listings.

These theatres were pooled by two defendants. Since each time a theatre was pooled there were two owners involved, the total number of pooled theatre interests was twice the number of theatres pooled. The term "pooled" is here used to include joint ownerships among defendants.

\*In arriving at an over-all total of theatres located in towns where one defendant dominated affiliated competition, the theatres of all defendants in such towns have been included because there exists no substantial competition among the defendants in any of them, but in considering records of individual defendants holdings in towns dominated by another defendant were treated as competitive. The ten towns designated as areas where one defendant or a pool dominates all other affiliates are: Atlanta, Cleveland, Denver, Detroit, Des Moines, Houston, Los Angeles, Paterson, Rochester and San Francisco.

The total number of towns is not necessarily the sum of the towns listed for each of the five defendants, since some towns save theatres owned by more than one individual defendant and such towns are therefore duplicated in the individual listings.

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