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For release in evening papers  
October 10, 1927.

FAIR METHODS OF COMPETITION  
IN THE  
MOTION PICTURE INDUSTRY

Opening address by

Abram F. Myers

Federal Trade Commissioner

held in New York City. beginning

Monday, October 10, 1927

It is a very great pleasure to welcome the delegates to this the

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result of the recent trade practices conference of the correspondence

stage or another, the concerns involved having squared the account by subscribing to a code of fair practice which they helped to create.

Self-regulation is a relative term, however, and does not mean that an industry may regulate its practices solely in its own interest and without regard to the rights of the public. It is obvious that those who cry loudest against government in business do so with mental reservation, since to take all government out of business would mean

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consultation with leaders in all three branches of the industry, reported a plan for regional representation which was unanimously approved by the Commission.

As you all know the United States has been divided into thirty

composed of three distributor members and three exhibitor members.

less general in the industry. One of the main objects of this meeting is to enable the industry, if possible, to adopt some arrangement regarding the marketing of films which will be in keeping with the spirit of the ~~act~~ and ~~not~~ ~~unnecessary~~ further litigation on this subject

"from leasing or offering to lease for exhibition in a theatre or theatres motion picture films in a block or group of two or more films

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I lay these thoughts before you as an epitomization of the many  
opinions that have come to the attention of the Commission since the

entry of the order in the Famous Players Case.

I am acquainted with the historical background of block booking

and with the practical difficulties involved in the abandonment of  
modification of the system; but I lay the problem before you fully  
confident of your ability to work out a solution which will be fair to

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to place responsibility for the showing of unsuitable films with that  
branch of the industry with which it has contact and will preclude the

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Resolutions which are not approved and at the same time are not positively disapproved may be received by the Commission as the expression of the trade and enforced or not according to the circumstances

dictate when and if infractions occur.

I need not remind you that resolutions of this class may often be as effective as resolutions which the Commission undertakes to enforce. If they reflect the preponderant sentiment of the industry they will not be lightly disregarded for you often have greater speed of the