

University of Notre Dame
Religious Bulletin
April 13, 1934

The Music of the Cash Register.

From Hollywood yesterday came an interesting press dispatch. It reported a speech before a convention of motion picture producers, and quoted the speaker, President Kuykendall, of the Motion Theatre Owners of America, as recognizing the effect of the boycott instituted quietly this year by the National Council of Catholic Women, who made a house-to-house canvas in the interests of clean pictures. The following significant paragraphs are quoted from the address:

"I cannot refrain from voicing the emphatic protest of our organization and its membership against the indecencies that are allowed to creep into pictures in increasing numbers of late. Most of these indecencies have nothing to do with the story and in many instances are crude vulgarity and must be stopped...."

"Our investigation has proved to us that the best method of interesting the public and bringing them to the box office is to advertise our product in the newspapers. Clean and truthful advertising pays us our biggest returns."

A year ago this time the Religious Bulletin was conducting a campaign against indecent movies. By the end of the year this campaign had produced striking results - as the management of at least one theatre in South Bend well knew. Thirteen halls had sent in the following statement, signed by at least fifty per cent of the students in the hall:

"The undersigned residents of _____ Hall, University of Notre Dame, are interested only in clean shows and in clean advertising for shows. We ask you to note our preference and to bring it to the attention of producers."

On March 13 last year a campus supplement to the Religious Bulletin urged action, and upbraided you for your lethargy. It recalled Veronica and Joan of Arc, women who had the courage to act when men failed, and then continued as follows:

"Are we going to have to wait for some woman to lead the crusade against immoral shows? A couple of weeks ago we gave you a hint. We offered the suggestion that you start a protest in your hall against indecent shows. We wanted it to come from you, because we want to train you to Catholic Action. We have heard of three protests getting under way. Whether or not they reached the theatres we do not know. If they did, their volume has not been what it should have been, from the character of the plays the local theatres have offered since then.

"You have the situation in your hands if you will only act. Don't wait for the priests to do it. The laity, not the priests, support the theatres. The twenty million Catholics in the United States can clean up the stage if they will withdraw their patronage until the stage is clean. You could turn the trick in six months."

"Why the optimistic figure? Here are the statistics:

"In 1931, 12 of the largest amusement corporations, with a net worth of \$292,923,000, showed a profit of \$6,305,000 - a net return of 2.2%, meagre, but something. In 1932, these same corporations, with a net worth of \$272,056,000 (a drop of 4.7%), showed a loss of \$11,346,000 - a heavy loss, even in bad times."

From yesterday's report it would seem that Hollywood is taking the cash register apart to see why its sweet music no longer soothes. You might as well start some more Round Robins, lest the doctor think his diagnosis incorrect. Filth still abounds!

PRAYERS: Deceased - Rev. Mdw. F. Dwyer, S.S.S.; a relative and a friend of the Prefect of Religion. Ill - a priest; an aunt of Ed Graham. Five special intentions; two thanksgivings.