

## Finding Aid for *Publix Opinion* Collection

### Collection Processed by:

William Coates, 7.14.17

### Finding Aid Written by:

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### OVERVIEW OF THE COLLECTION:

**Origination/Creator:** Publix Theatres Corporation  
**Title of Collection:** *Publix Opinion* Collection  
**Date of Collection:** 1927 -- 1930  
**Physical Description:** 2 boxes; .834 linear feet  
**Identification:** Special Collection #8  
**Repository:** American Film Institute Louis B. Mayer Library,  
Los Angeles, CA

### RIGHTS AND RESTRICTIONS:

**Access Restrictions:** Collection is open for research; however access is limited to serious researchers due to the fragile nature of the material.

**Copyright:** The copyright interests in this collection remain with the creator. For more information, contact the Louis B. Mayer Library.

**Acquisition Method:** Donated by Leo Pillot on March 23, 1984.

### BIOGRAPHICAL/HISTORY NOTE:

The Publix Theatres Corporation was formed after Paramount Famous Players-Lasky acquired the Balaban & Katz Theater Corporation of Chicago in November of 1925. Publix was created as a combination of Paramount's theaters and Balaban & Katz's theaters. Sam Katz, the cofounder of Balaban & Katz, was named president of Publix. Katz sought to expand Paramount's theaters and by 1930 Publix had increased its holdings of 300 theaters to 1,200 theaters. Publix became so important to Paramount that by 1930 the company changed its name from Paramount Famous Players-Lasky to Paramount Publix. Unfortunately, the rapid acquisition of theaters was one of the causes of Paramount Publix's bankruptcy in March of 1933. Over the next two years, the company went through a complicated series of corporate reorganizations, during which the name Publix Theatres Corporation ceased to exist as a separate entity when it was absorbed into the new corporation Paramount Pictures Inc. The theaters

continued to exist as a part of Paramount Pictures Inc. until 1948 when the Supreme Court ruled against the studio in *United States v. Paramount Pictures, Inc. et al* and forced Paramount and other motion picture studios to separate their theater holdings from their production holdings. Paramount's theaters became United Paramount Theatres, a separate company not affiliated with Paramount Pictures Inc.

Described in *Variety* as the "confidential house organ of Publix Theaters," *Publix Opinion* was the newsletter sent out to each of the Publix theater managers throughout the country. Much of its content consists of articles about the many theaters owned by Publix, as well as advice on advertising, biographies of theater managers, and speeches by the president of Publix, Sam Katz.

### **SCOPE AND CONTENT NOTE:**

The *Publix Opinion* Papers span from 1927 to 1930 and is comprised of four bound copies of *Publix Opinion*. The collection is arranged chronologically and placed into one series: Newsletters. The four bound copies do not represent a complete run; the last volume in this collection is from December 26, 1930. The last issue of *Publix Opinion* seems to have been printed in December of 1932, the month when Sam Katz resigned from Paramount Publix.

All four bound volumes are in a fragile state and must be treated with care. It is suggested that the user should turn the pages from the top middle, so as to not damage the materials.

### **CONTAINER LIST:**

#### ***Publix Opinion* Papers**

#### **Series 1: Newsletters**

#### **Box 1**

Binding 1 Vol. 1, No. 1 - Vol. 2, No. 29, edited by Benjamin H. Serkowich, 1927, Apr. 24 – 1928, Jun. 30

"Comin' Thru" edition, Vol. 1, No. 3 - Vol. 1, No. 6, 1928, May, 5 - 1928, Jul. 7

*The Paramount Times*, No. 147,896, ca. 1927

Binding 2 Vol. 1, No. 1 - Vol. 3, No. 8, edited by Benjamin H. Serkowich, 1927, Apr. 24 - 1929, Nov. 1

*The Paramount Times*, No. 147,896, ca. 1927

**Box 2**

- Binding 3 Vol. 3, No. 9 - Vol. 3, No. 40, edited by Benjamin H. Serkowich,  
1929, Nov. 8 - 1930, Jun. 13
- Binding 4 Vol. 3, No. 41 - Vol. 3, No. 64, edited by J. Albert Hirsch, 1930, Jun.  
20 - 1930, Dec. 26