

Awards Won By Individual Studios

PARAMOUNT (8)

Best Actress: "The Rose Tattoo."
Special Effects: "Bridges at Toko-Ri."
Cinematography, color: "To Catch a Thief."
Cinematography, black - and - white: "The Rose Tattoo."
Art Direction, black-and-white: "The Rose Tattoo."
3 Technical Awards.

20TH-FOX (7)

Best Song: "Love Is a Many-Splendored Thing."
Best Scoring of a Dramatic or Comedy Picture: "Love Is a Many-Splendored Thing."
Costume Design, Color: "Love Is a Many-Splendored Thing."
One-Reel Short: "Survival City"
3 Technical Awards.

UNITED ARTISTS (4)

Best Picture: "Marty," Hecht-Lancaster.
Best Direction: "Marty."
Best Screenplay: "Marty."
Best Actor: "Marty."

MGM (3)

Best Story and Screenplay: "Interrupted Melody."
Best Motion Picture Story: "Love Me or Leave Me."
Costume Design, black - and - white: "I'll Cry Tomorrow."

WARNERS (3)

Supporting Actor: Jack Lemmon in "Mister Roberts."
Supporting Actress: Jo Van Fleet in "East of Eden."
Cartoon Short: "Speedy Gonzales."

COLUMBIA (2)

Film Editing: "Picnic."
Art Direction: color: "Picnic."

WALT DISNEY

Documentary Short: "Men Against the Arctic."

NANCY HAMILTON

Feature Documentary: "Helen Keller in Her Story."

MAGNA THEATRE

Best Scoring of a Musical Picture: "Oklahoma!"

"OKLAHOMA!"

Best Sound Recording: Todd-AO.

TOHO (Hemel)

Honorary foreign-language film "Samurai."

CAVALCADE PICTURES

Two-Reel Short: "The Face of Lincoln."

New DAILY VARIETY poll encompassed both the production and exhibition branches of the film industry in the first overall trade effort to establish a cross-section of opinion on the "bests" of the year in the nine categories. Ballots were mailed to 2,250 persons in the production end and to 250 exhibitors around the country. The poll achieved a phenomenally high return, with 1,327 Hollywoodites and 182 exhibitors participating in the final balloting. Vote return breaks down to slightly under 60% in the production group, and slightly over 70% in exhibition.

In compiling material for the poll, DAILY VARIETY selected the five Academy Award nominees in each of the nine categories and, in each case, except for Best Supporting Actress and Best Original Screen Story, added five other possible candidates for honors on the basis of opinions from this paper's motion picture staff. In Supporting Actress and Original Screenplay classifications, only four other candidates were considered worthy of being added by this paper's staff.

The results emphasized the accuracy of the annual Academy Awards choices, for in most cases all Oscar nominees led their fields. Without exception, top honors in the DAILY VARIETY poll went to candidates named for Academy Award contention. However, some of the added starters racked up more votes than some of the Academy nominees in certain classifications.

For example, in the Best Original Screenplay category, DAILY VARIETY'S four added starters ("Genevieve," "Wages of Fear," "Mr. Hulot's Holiday" and "The Phenix City Story") all received more votes than one of the five Academy nominees, and two of the four even surpassed a second Academy nominee in that group. Similarly, Charlotte Greenwood ("Oklahoma") and Susan Strasberg ("Picnic") received more votes for Best Supporting Actress than two of the Academy nominees, and Daniel Mann ("I'll Cry Tomorrow"), a DAILY VARIETY added entry in the field of directors, nosed out one of the Academy nominees for Best Director Award.

Voters, incidentally, were also asked to nominate a candidate for the Irving Thalberg Award. However, there were so few votes — and those so widely varied — in this category that it was impossible to arrive at a popular choice for the award.

The results, in addition to emphasizing the general accuracy of the Academy nominations, underlined the fact that talent is universally recognizable in the film industry. Except in the case of Best

The DAILY VARIETY POLL was mailed, without fanfare, early this month. Entries were required to be returned by midnight March 13.

The poll this year is a departure for DAILY VARIETY, which heretofore conducted only a straw poll of Academy members to determine their preferences in eight categories (the straw poll did not include original story). Last year, the straw poll hit 100% for the third time in its eight-year career, giving it a lifetime batting average of .870 — a figure virtually without precedent in the records of straw polls on any subject.

Following were the nominees in each category. In each case, the first five names were Academy Award nominees.

BEST PICTURE: "Love Is a Many-Splendored Thing," "Marty," "Mister Roberts," "Picnic," "The Rose Tattoo," "I'll Cry Tomorrow," "Guys And Dolls," "Oklahoma," "Summertime," "East of Eden."

BEST ACTRESS: Susan Hayward, "I'll Cry Tomorrow;" Katharine Hepburn, "Summertime;" Jennifer Jones, "Love Is a Many-Splendored Thing;" Anna Magnani, "The Rose Tattoo;" Eleanor Parker, "Interrupted Melody;" Rosalind Russell, "Picnic;" Doris Day, "Love Me Or Leave Me;" Jean Simmons, "Guys And Dolls;" Shirley Jones, "Oklahoma;" Grace Kelly, "To Catch A Thief."

BEST ACTOR: Ernest Borgnine, "Marty;" James Cagney, "Love Me Or Leave Me;" James Dean, "East of Eden;" Frank Sinatra, "The Man With the Golden Arm;" Spencer Tracy, "Bad Day at Black Rock;" Rossano Brazzi, "Summertime;" Burt Lancaster, "The Rose Tattoo;" Glenn Ford, "Trial;" William Holden, "Picnic;" Henry Fonda, "Mister Roberts."

BEST SUPPORTING ACTRESS: Betsy Blair, "Marty;" Peggy Lee, "Pete Kelly's Blues;" Marisa Pavan, "The Rose Tattoo;" Jo Van Fleet, "East of Eden;" Natalie Wood, "Rebel Without A Cause;" Charlotte Greenwood, "Oklahoma;" Vivian Blaine, "Guys And Dolls;" Susan Strasberg, "Picnic;" Doro Merande, "The Man With the Golden Arm."

BEST SUPPORTING ACTOR: Jack Lemmon, "Mister Roberts;" Arthur Kennedy, "Trial;" Joe Mantell, "Marty;" Sal Mineo, "Rebel Without A Cause;" Arthur O'Connell, "Picnic;" Richard Conte, "I'll Cry Tomorrow;" Raymond Massey, "East of Eden;" Arnold Stang, "The Man With the Golden Arm;" Rod Steiger, "Oklahoma;" Mickey Rooney, "The Bridges At Toko-Ri."

21
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