MOTION PICTURE DAILY

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TEN CENTS

EDITORIAL

The Pay-TV Order

By Sherwin Kane

EXHIBITION, and particularly the leaders of its organized opposition to pay-tv, may have been completely satisfied with the Federal Communications Commission’s order setting a full week of hearings, Oct. 24 through 28, on Hartford Phonovision, Inc. to conduct a three-year test of pay-tv in Hartford.

The fact that the order restricts exhibitor parties of interest to the five Hartford theatre operators and the Connecticut anti-toll-tv committee, and also restricts testimony to the affected area, is of but minor concern to organized exhibition.

The primary concern of the latter was the so-called en bane hearing before the FCC at which they could question pay-tv proponents under oath, with special attention to programming and its cost to the public, as compared with free tv programming.

It is probable that when Hartford Phonovision first applied to the FCC for permission to conduct a test of pay-tv, there existed an affirmative response awaited it once it had agreed to the conditions laid down by the FCC earlier for such tests.

However, many district exhibitors and their anti-pay-tv committee swung into action. They retained Marcus Cohen, Washington attorney, who promptly requested a hearing on whether granting of Hartford Phonovision’s application would be in the public interest.

The FCC has granted Cohen’s petition and has set aside a full week before the entire FCC membership for the hearing.

Exhibitor leaders view the FCC order of last week as broad enough to permit probing into every phase of pay-tv operation, with the proponents as sworn witnesses for the first time.

They believe that the results, which they expect will be widely publicized, will better inform the public nationwide on pay-tv programming and cost questions, which exhibitors insist have been distorted beyond recognition by pay-tv’s proponents.

Certainly, the public is entitled to a full airing of the entire pay-tv question. Naturally, that would include all aspects of organized exhibitor opposition, as well as the often fanciful claims of proponents.

Alleged Board to Pick New Officer Next Month; Ratifies Return of W. Pa. Unit

MILWAUKEE, Oct. 2.—The Allied States board of directors at its meeting in Chicago immediately preceding the next month “will endeavor to screen some very important names in the effort to find a top industry man to fill the important position of executive director,” Ben Marcus, Allied board chairman, said in a statement issued here at the weekend.

The post of Allied executive director was created by the board at its last meeting, also in Chicago, fol-


Hails Editorial On ‘Sick’ Films

ALBANY, Oct. 2.—When a per-
son of Mr. Quigley’s position this month spokes of the motion picture industry as a “sick” industry, it is a statement to which leaders in the industry should give careful attention and consideration.

So Dr. Hugh M. Flick, Associate Commissioner for Cultural Education and one-time director of the State Education Department’s Motion Picture Division, said late Friday in (Continued on page 4)

UA to Use Color TV

In New Promotions

United Artists has developed a program of photographic presentations in color for television on a number of its forthcoming major releases, it was announced by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation. Showings (Continued on page 3)

Will Tour to Check on ‘Spartacus’ Projection

From THE DAILY Bureau

HOLLYWOOD, Oct. 2.—Morris Weiner, Universal-International general manager, and Walter Beyer, head of the studio’s engineering department, will personally make an ad-


Supreme Court Reconvenes Today; Film Censorship Suit Is on Docket

WASHINGTON, Oct. 2.—When the Supreme Court reconvenes tomorrow, it will have only one major case before it that involves the film industry—and it may be disposed of in fairly short order.

Last March, the Supreme Court agreed to hear the case of Times Film Corp. against the City of Chi-

cago. The case involves the legitimacy of Chicago’s censorship ordinance which demands viewing of films by censors prior to public exhibition. The specific film at issue is “Don Juan.” The lower court upheld the Chicago ordinance. The Supreme Court has agreed to hear the arguments of the parties during the week of Oct. 17. Actual date for argument has not been set, but it probably will be Oct. 20 or 21. Under the court’s rules, the time for oral argument will be sharply limited. The issue raised by the Times Film case is far broader than the single city ordinance involved. Five states and about 15 municipalities have similar rules, and 24 other municipal- ities have modified forms of official inspection.

According to a brief submitted by the Motion Picture Ass’n, as a friend (Continued on page 2)


Viewers Less

TOA Protests Candidates Debate on Fri.

Pickus Cites Conflict With Theatres, Shopping

Theatre Owners of America has protested the designation of Friday night for future tv and radio debates by the Presidential candidates, Vice President Richard Nixon and Sen. John F. Kennedy. The first debate was staged on a Monday night and, in identical messages, to Sen. Thurston B. Morton, chairman of the Republican National Committee, and Sen. Henry M. Jack son, chairman of the Democratic National Committee, Pickus pointed out that larger home audiences are obtainable Monday through Friday than on a weekend theatre-going and shopping night.

Following is the text of the TOA message:

“Because Friday is traditionally a shopping and movie night, when a

(Continued on page 3)

Albany Drive-In Owner Seeks Foreign Film

Special to THE DAILY

ALBANY, Oct. 2.—Alan V. Iselin, who operates three Albany area drive-ins, will fly from New York to London, Oct. 9, on a three-week search for foreign-made films adaptable, after dubbing, to exhibition in drive-ins of the United States. He is believed to be the first outdoor theatreman in this section to attempt such a branch operation. Iselin will visit London, Paris and Rome, having made appointments to view domestic pictures in the three countries.

“I played 10 or 12 foreign pictures in my drive-ins this season, and did so well with them, at moderate terms, that I would like to select one myself, and arrange a distribution deal,” Iselin explained. “The distribution would include an appropriate advertising-publicity campaign, which is very important,” he added.
Check with.......National screen service for the best in SPECIAL TRAILERS


Supreme Court Reconvenes

(Continued from page 1)

of the court, "the necessity for submitting motion pictures for inspection under such censorship provisions inflicts, on an unconstitutional restraint upon motion pictures, "an unwarranted intrusion upon the constitutional rights of the moviemakers." The notes are the only form of communication by speech or press subjected to such licensing, contingent upon the examination of content prior to distribution. There is no justifiable basis for this distinction.

The Supreme Court will have a number of possible moves it will make in the upcoming weeks. Chicago ordinance, may it select, and it might do something different.

Among the usual possibilities for Supreme Court rulings are: (1) The order to reverse—or affirm—the lower court's judgment. (2) A decision to simply remand the case to the lower court for further proceedings, in which case the lower court's judgment is vacated. (3) The court might skip the entire censorship issue and question whether federal courts should intervene in such a matter. This would mean that a Supreme Court test could be had only if the exhibitor violated the local ordinance, subjected himself to criminal prosecution, and went to the Supreme Court via the state courts. (4) A rarely used device is to dismiss with "improvidently granted" its agreement to hear the case.

It must be stressed that the Supreme Court will not be under any obligation to rule on the broad areas of prior censorship. In the circumstances, it is obvious, however, that the repercussions of its action will be considerable. If it agrees that the motion picture industry does not have unlimited freedom of speech, it will have a profound impact on the industry. A decision to uphold the Chicago ordinance, or to modify it, will attract additional cities and states into imposing similar rules. If the court throws out the Chicago case—and particularly if it expresses a very liberal view on censorship powers and declares prior censorship unconstitutional—it will put the industry in a dilemma. To be sure, a major point—freedom from prior censorship—will have been gained. But this might, all things considered, provoke a flood of efforts at all levels of government to find some way around the court's liberality.

Decision in Skiatron Case Expected Soon

From THE DAILY Forum

WASHINGTON, Oct. 2.—The Securities and Exchange Commission is expected very soon to hand down its opinion in the case of Skiatron Electric and Television Corporation. Skiatron proposed a system of wired pay-tv. Its stock has been suspended from trading for many months, and SEC last winter conducted a lengthy inquiry into the manner in which the company's stock reached the hands of the public.

"Cinderella" to Victoria

Jerry Lewis' "Cinderella" will be the Christmas holiday attraction at the Victoria Theatre here. Announcement of the Yuletide booking, which will follow the engagement of Hal Wallis' "G.I. Blues," was made by Hugh Owen, Paramount Pictures vice-president, and Clem Perry, general manager of the Victoria.

Theatre to Reopen

MIAMI, Oct. 2.—The Roosevelt Theatre on Arthur Godfrey Road, Miami Beach, has been closed for over a year, will reopen for the winter season late in October, according to an announcement by Dave Capkin, one of the owners, who has just returned from Hollywood. Last film at the Roosevelt was Gamera.

Stanleigh Friedman Dies

(Continued from page 1)

composer and arranger. His musical works included the Yale football song, "Down the Field," "Glory for Yale," "Whoop It Up" and other Yale songs; the cantata, "All Ye That Have Unto the Lord," and the anthem, "God Is My Trust." For "Down the Field," which he composed while an undergraduate, Yale honored him with an inscription carved into the walls of Welch Hall.

Born in Albany, N.Y., on Aug. 12, 1898, Friedman was the son of Jacob S. Friedman, a noted manufacturer. He attended Albany Academy, from which he was graduated in 1910. He received his Bachelor of Arts degree from Yale College in 1915 and his law degree from Harvard in 1918.

Friedman was admitted to the New York bar in 1907. His activities in the New York Bar Association included the chairmanship of the committee on courts of limited jurisdiction and on the City Courts of the City of New York during the years 1921-1936, and 1937-1944. For many years, he served as an arbitrator for the American Arbitration Association.

In the musical field, Friedman served as an associate producer of the Schola Cantorum of New York and as director of Ballet Associates in America, Inc. He also was a member of the American Society of Composers, Authors and Publishers.

He is survived by his widow, the former Rena Frowendolf; two children, Mrs. Dorothy Roeder and Dr. Edward W. Friedman, and six grandchildren.

Preminger Buys Rights To New First Novel

Otto Preminger has acquired the motion picture rights to "The Side of the Angels," a new novel by Alexander Fedoroff, to be published November 21 by Ivan Obolensky Inc., in a revision of the French original. "Le Bonheur," the original work, was published in 1933 and this is his first book. Fedoroff will write the screenplay for the film, which Preminger will produce and direct and which United Artists will distribute.

F. M. Josey, Jr., 56

ALBEMARLE, N. C., Oct. 2.—Flynt M. Josey, Jr., 56, Albermarle theatre operator, died here of a heart attack. He had been in poor health for some time. Surviving are his wife and two sons.

FOR RENT:

Studio, offices and workrooms, Broadway and 21st Street, 500 to 1500 feet. Centrally air-conditioned. Special arrangements for film personnel, editorial services or animators.

Mr. Alfano, Oxford 7-4223

Stanleigh Friedman, president of Embassy Pictures, has returned to New York from Roanoke.

Bernard M. Kammer, publicist, left New York at the weekend for Hollywood to confer on upcoming releases of Lopert Films.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant Bernard Levy, has returned here from Boston.

David A. Lipton, Universal-International vice-president, is here today from Hollywood to finalize advertising and promotion plans for the world premiere of "Spartacus."

B. Gerald Cantor, president of National Theatres & Television, Inc., is here from Hollywood to attend a committee meeting of the American Congress of Exhibitors.

Alex North, composer of the musical score for "Spartacus," arrived in New York at the weekend from Hollywood.

Balph Wheelwright, coordinator of the publicity campaign for "King of Kings" during its production in Madrid, arrives here today for meetings with M-G-M executives.


Charles Smadoj, United Artists vice-president in charge of European production, has arrived in New York from Paris for home office conferences.

Mr. and Mrs. John W. Garner, operators of the Glen Drive-In at Glen Falls, N. Y., have returned there from Los Angeles.

Head of Uruguay in Columbia Office Visit

President Eduardo Victor Hadeo of Uruguay, head of the special delegation to the United Nations, visited Columbia Pictures offices here Friday for luncheon and a viewing of the special presentation reel on "Pepe." In the Uruguay party were Senorita Beatrix Hadeo, daughter of the president; Pedro Daniel Baridon, first secretary to the president; Gaulberto Fernandez, special advisor; and Jorge Hugo, second secretary to President Hadeo.

On hand from Columbia to greet the dignitaries were Leo Jaffe, first vice-president and treasurer; Mo Roth, executive secretary; H. H. Colby, vice-president of Columbia International; Jonas Rosenfield, Jr., executive in charge of advertising, publicity and exploitation; Edward Levine, executive of Columbia International, and Michael Hoffay of the International publicity department.

President Hadeo extended an invitation to Jaffe and Rothman to be his personal guests in the near future on a visit to his capital, Montevideo.

Test Hold-Over

Hollywood, Oct. 2.—In a practice move, National Theatres and Pacific Drive-In set holdovers for Valentian's current release, "Sword and the Evening," in eight of its situations, based on opens, during the prior last week which totalled $17,450 in 28 theatres.
'Stars' Next Pitt. Marcus Plan Film

Special to THE DAILY
PITTSBURGH, Oct. 2—Exhibitors in the Pittsburgh exchange area have chosen the Columbia feature, "I Aim at the Stars" as the second attraction to be handled in the area test of the Como-Marcus merchandising plan. The film will open on Oct. 26, following completion of the first attraction, "Jungle Cat," which opens on Oct. 15. "I Aim at the Stars," as was "Jungle Cat," will be backed by a special advertising campaign that the merchandising plan calls for. It will have 25 key runs followed immediately by shows in an additional 18 key runs. Sufficient prints for the two waves of bookings have been promised to the exhibitors' committee by the Columbia film exchange.

The following cities and towns, all key-runs, will participate in the playing of the pictures: Erie, Meadville, Oil City, Franklin, Butler, Beaver Falls, Newcastle, Sharon, Rochester, Aliquippa, Greensburg, Vandergrift, Washington, Uniontown, Charleroi, Altoona, State College, Johnstown, Indiana, Bradford and Warren, Pa. In West Virginia: Clarksburg, Wheeling, Morgantown and Fairmont.

The exhibitors' plan committee gave its unanimous approval over the weekend to "I Aim at the Stars" as the second attraction to be handled in the area test of the special merchandising project, the results of which are being awaited with keen interest by exhibitors throughout the country.

The project, initiated by Ben Marcus, Wisconsin circuit theatre operator and a member of the Como governing committee, has been set for a second test in the Pittsburgh exchange area by agreement of the area's exhibitors and the general sales managers and advertising heads of the MPAA member companies.

'Spartacus' Projection

(Continued from page 1) The Vancouver premiere of "Spartacus" will be handled by the subsidiary of the Syndicate. The check is being made by the U-I executives to insure perfect presentation of the Super Technirama 70 film with its six-channel sound track, both as regards projection and sound reproduction. Wherever any difficulties are encountered on test runs Weiner and Beyer will advise the theatre staffs on what should be done to correct the trouble.

Weiner and Beyer left over the weekend for New York to check the DeMille Theatre, where "Spartacus" will have its world premiere Thursday. From New York they will go to Boston, Philadelphia and Chicago to check the theatres in those cities. They then will return here to make a check of the Pantages Theatre ahead of the Oct. 19 opening of the picture. Following the local opening, they will visit additional cities where the picture has been booked.

Allied Board to Decide

(Continued from page 1) England following last year's annual national board meeting and election of officers.

The Western Pennsylvania group voted to renew its membership several weeks ago but IENE, which held its annual convention about the same time, has given no consideration to rejoining Allied.

Marcus said, "Western Pennsylvania is one of the largest and strongest units in Allied and has always been one of Allied's staunchest units. "From the ranks of this unit came some of the great exhibitor leaders—M. A. Rosenberg, who became national president of Allied, and Fred Harrington, their able secretary who for many years guided the unit through many stormy sessions in the state legislature. Other strong leaders from this great unit are Morrie Finkel and his brother, Harry Hendel and the Steam brothers—to mention only a few."

"With the return of this strong unit, Allied will look forward to a new era in motion picture history."

UA to Use Color TV

(Continued from page 1) of the new material will be presented on local daytime color tv programs aimed primarily at women and teenage audiences in major markets throughout the country.

Lewis said UA will kick off its new promotion program with "The Magnificent Seven," which has been set for a mass saturation booking in 1,000 situations in the South and Southwest beginning Oct. 12.

Four separate sets of presentations on each film, consisting of production scenes and off-camera shots taken on location, will be sent in quantity to UA fieldmen around the country for servicing to local television stations.

Ballots Are Mailed in Academy Bd. Election

Hollywood, Oct. 2. — Ballots have been mailed to the members of the administrators branch of the Academy of Motion Picture Arts and Sciences to fill the board of governors vacancy created by the death of the late Academy president, B. B. Kahane. Voters in the special election are being asked to decide among E. J. Mannix, Harold J. Mirisch and Milton Sperling, nominated during the board elections last May.

The administrator elected will serve on the board until the next election in May, 1961. Ballots, mailed directly to Price Waterhouse Co., must be returned by Oct. 6.

TOA Protests

(Continued from page 1) lions of people will be away from their homes and thus unavailable as a tv audience, may I urge you to consider, in behalf of Theatre Owners of America, reconsideration by the National Campaign Committee of the date for the next and future televised debates between Vice President Nixon and Senator Kennedy.

"The television audience potential is far greater on Monday through Thursday nights, than on Fridays through Sundays. Further, motion picture theatre attendance was down nationally no less than 15 per cent last Monday when the first debate was held. The forthcoming Friday debate, coming on a prime shopping and movie night, should have even greater adverse impact upon our attendance."

"We recognize problems of changing television commitments, but respectfully urge an attempt be made to shift the forthcoming dates to give your candidates the greater audience that would be available to him Mondays through Thursdays."
Doris Day will be honored by Universal at a press luncheon at the Plaza Hotel here on Thursday in connection with the mid-October opening of her latest film, "Midnight Lace," at Radio City Music Hall.

Glenn Norris, 20th-Century-Fox general sales manager, will hold a press conference at the home office this morning to announce extension of product with trade press representatives.

Louis Nizer, prominent attorney and author, has been named guest of honor for the 1960 "Health for Peace" dinner to be held at the Waldorf Astoria Hotel here, Dec. 14, on behalf of the Children's Bureau Institute for Research, Max E. Youngstein, honorary chairman for the dinner, announced. Maxwell Rabb, attorney, will be chairman.

Dan Peterson of Brockings, S. D., was winner of the grand prize in the Theatre Owners of America treasure chest at the recent convention in Los Angeles. He received a color television set donated by APCO, Inc.

The Westrex Corporation, a division of I. G. Farben Industries, has created two key executive positions in its international department and will expand the number of products it represents for distribution and servicing. George T. Schraffenberger, Westrex president, announced the appointment of Anthony Easton to the new position of director of international sales. At the same time he announced that Harry M. Rich has been named manager of the newly created import department.

Award for "Song"

BONN, Germany, Oct. 2—William Goetz "Song Without End," the story of Franz Liszt, has obtained the Pricelidt Wettvoll award, it was announced here. The honor is awarded to films of unusual merit and carries various monetary advantages.

'Apu' Boys Tonight

A special invitational premiere for the Ambassadors to the United Nations, sponsored by UNICEF, will be held tonight at the Fifth Avenue Cinema, for the Indian film, "The World of Apu," and the UNICEF cartoon, "Children of the Sun. Both are released by Edward Harrison.

Rita Moreno Signed

HOLLYWOOD, Oct. 2—Rita Moreno, currently before the camera in a co-starring role in Mirisch Pictures "West Side Story," has been signed to a three-year contract by the independent company, it was announced by Harold J. Mirisch.

Sees $1,000,000 Gross

For Commercial Films

From THE DAILY BARRON

HOLLYWOOD, Oct. 2. — The industrial and commercial film division of Paramount Pictures will reach a gross of $1,000,000 in its initial year of operation, Walter Bien, operating head and Paramount partner in the division through his company SIB Productions, Inc., said at a luncheon interview in the Hollywood Roosevelt.

Bien, a youthful veteran in the commercial film field, who instituted similar departments for U-I, Warners and Four Star Films, forecast a sharp increase next year that will divide the Paramount lot.

Bien, who has made a number of films for such accounts as U.S. Steel, du Pont and Dow Chemical among others, and is currently preparing a special film for the stock exchange, said, "Entertainment is the keynote to obtaining the desired impact of sales appeal or public relations efforts on the part of commercial and industrial sponsors."

Hail Editorial

(Continued from page 1) commenting on a recent MORRISON PICTURE DAILY editorial by Martin Quigley, Jr.

"The Evangelist," official weekly of the Armenian Catholic diocese, in the issue out that day, carried a National Catholic Welfare Conference news story on the editorial.

The syndicated report set forth that "a leading movie industry trade paper has warned a continued flow of 'sick' films from Hollywood will have 'one inevitable result—a dead industry.'"

The N.C.W.C. article added: 'Mr. Quigley said that the movie Production Code and its administration are 'sick' too, being unable to deal with their problem.'

Dr. Flick agreed with the editorial in its stand on the present ineffectiveness of the industry's self-regulating machinery.

Flick believes that only a great force and a sustained effort, which the major producing companies would have to support unequivocally, could restore the Production Code to its former level as a restraining force on the production and presentation of objectionable films.

The educator doubts this reversal will take place "while the present trend continues."

This trend, Flick commented, takes two courses: "The production of an increasing number of pictures with 'broad' themes and the release of many films, foreign and domestic, made by producers who are not signatories to the Production Code."

Dr. Flick questioned the assertion by Paul N. Lazarus, Jr., Columbia Pictures vice-president, at the first of two meetings in New York between the broadcasting and film commission of the National Council of Churches and representatives of the motion picture industry—namely that "self-regulation is still effective."

Flick believes that the motion picture industry is "unwise" in attacking the constitutionality of a state licensing law like New York's and that the industry failed to realize a good deal when it has one, things could be far rougher for the industry. He predicted that support for a film classification bill, similar to the one which the Assembly last March overwhelmingly approved but which was bottled up in the Senate rules committee and did not come to a vote before adjournment, will unquestionably be manifested at the 1961 legislative session.

The Younglove-Duffy bill, which authorized the motion picture division to classify films as "suitable for patronage by children attending elementary and secondary schools in the state," and which permitted exhibitors, producers and distributors to advertise a film so rated, was strongly opposed by the industry.
Motion Picture Daily

Monday, October 3, 1960

Television Today

TV Plans Competition To Award $10,000

A sum of $10,000 will be awarded for plans which advance scientific knowledge in mass communications, according to the governing committee of the Competition on Plans for Television Research in an announcement at the week-end.

Seeking plans for new research on the effects of tv on human behavior, competition was soundanded and is presently being executed by a group of educators and businessmen headed by Yale University professor Mark A. May.

The competition, which is being undertaken by the Television Bureau of Advertising, Inc., was termed unusual by Dr. May because it is for plans, research strategies, to achieve a planned goal. The committee feels that by focusing attention on the critical phases of definition of the research problem and design of the research strategy, it can be more expedite and improve advancement research.

Rules for Judging

Anyone eligible to submit a plan which will be evaluated on the basis of importance of the problem selected, the originality, the breakthrough potential of the research criteria as well as the soundness and practicability, the potential of the anticipated results for generalization, and the clarity and completeness with which the plan is presented.

In addition to Dr. May, the governing committee includes Leon Arons, TVB vice-president for Research; C. R. Carpenter, professor of Psychology ad director of the Division of Academic Research and Services, Penn, State University; John B. Carroll, professor, Graduate School of Education, Harvard University; James E. Gage, assistant director, Communications Research, Behavioral Research Service, General Electric Co.; Paul F. Lazarfeld, chairman, Dept. of Sociology, Columbia University; Wilbur Schramm, professor of Communication Research and director, Institute for Communication Research, Stanford University; and Milton Sherman, client service director at Marplan, McCann-Erickson.

WMRC, Greenville, Buys Knoxville TV Station

Special to The Daily
GREENVILLE, S. C., Oct. 2 — The purchase of WBBN, a television station in Knoxville, Tenn., by WMRC here has been announced by Taft Broadcasting.

The purchase price of $3,200,000 includes the tv station, an am and fm radio station. The change in ownership will become effective upon FCC approval of the transaction.

WNAT-7V Names White V.P., General Manager

Henry White has been appointed vice-president and general manager of WNTA-TV, effective immediately, it was announced here by Ted Cott, NTA vice-president in charge of station operations.

White was formerly national sales manager of Screen Gems, Inc. He won the first Peabody Award for a dramatic tv series.

Donna Reed Heads Education Committee

Donna Reed will serve as chairman of the 22 performances and executives on this year's Television Committee for American Education Week, it was reported here at the weekend. Aside from Miss Reed's show for ABC, CBBS "Dennis the Menace" and Shirley Temple will film five-minute spots on Education Week which, this year, will be Nov. 6-12.

The tv personalities listed on Miss Reeds committee are Steve Allen, Leonard Bernstein, Pat Boone, Hugh Beaumont, Barbara Billingsley, Chet Huntley, David Brinkley, Walter Cronkite, John Daly, Robert Cummings, John Forsythe, Dave Garwood, Andy Griffith, Ruth Hay, Sam Levenson, Art Linkletter, June Lockhart, Lynn Poole and Robert Saudek.

Stone to Supervise Radio Code Activity

From The Daily Bureau
WASHINGTON, Oct. 2—Charles M. Stone, who has had with 26 years experience, was appointed today to supervise administration of the Radio Code of the National Association of Broadcasters. The appointment, effective Nov. 1, was announced by John F. Meagher, NAB vice-president for radio, who will direct Stone's activities.

American Hardware Will Sponsor ‘Underwater’

The American Hardware & Supply Company will sponsor NTAs "Assign- ment Underwater" television series in behalf of its retail hardware dealers in a total of six states. J. Jimmy Graf, NTA vice-president in charge of sales in the East, announced. This marks the first time that the American Hardware & Supply Company will advertise its television with its dealers. The company plans to start with a minimum of five stations and increase its coverage to a total of 20 stations.

The first station to carry the program under the American Hardware sponsorship will be KDKA in Pittsburgh on Oct. 10.

Calls on Broadcasters To Adhere to Codes

Special to The Daily
TUSCALOOSA, Ala., Oct. 2—G. Richard Shafio, a member of the policy committee of the National Association of Broadcasters, called on all broadcasters to increase efforts to obtain industry-wide compliance with the radio and television Codes and set up broader ties with key local, state and national leaders.

He said these two steps would do much to guarantee to broadcasters a greater freedom in which to operate.

"Accent Positive"

Shafio, executive vice-president of stations WIS and WJS-TV, Columbia, S.C., spoke at a meeting of the Alabama Broadcasters Association held at the University of Alabama. Shafio said all broadcasters must become "apostles of the positive" for their industry, carrying out a "continuing education program" aimed at public office holders, civic and educational leaders, churchmen, businessmen and others in the communities which they serve.

Also, he said, they must be in close and regular contact with their constituents and senators to establish a "mutuality of understanding and respect."

But Shafio warned that if the effort would lose much of its trend by sitting back and saying as a whole to "fail to demonstrate a corporate, industry desire to discipline ourselves."

Need Support by All

Subscription to the radio and television codes is open to all broadcasters, whether or not they are members of the NAB, he said. "It is my own conviction that . . . we fall far short of our goal if we do not have the support of these Codes by substantially all of the industry."

These two steps alone—greater effectivity in our liaison with key local, state and national leaders, universal support of our own codes of conduct—will take us far toward the freedom to operate which we have always espoused.

FCC Hearing Oct. 10

On TV Film Tie-Ins

From The Daily Bureau
WASHINGTON, Oct. 2—The Federal Communications Commission today announced that it is now entering the film tie-in phase of its tv network inquiry stemming from the Barrow Report. Chief hearing examiner James D. Cunningham will start hearings in Los Angeles on Oct. 10.

Political Debate On TV Is Hailed

Special to The Daily
SALT LAKE CITY, Oct. 2—National Broadcasting Company vice-president Harry Bannister, in a talk here, hailed the political debate between Presidential candidates John F. Kennedy and Richard M. Nixon as the beginning of a new era—not only in television, but in American democracy.

Bannister, in charge of station relations, New York City addressed a luncheon meeting of the Salt Lake Rotary Club in Hotel Utah. "I think this should be a must in all national campaigns to come," he declared.

Improved Technique

He said the human race has been trying for a thousand years to improve its techniques in governing itself. "I think this," he said, "is an important link in the chain.

"I think this will make it very difficult for the self-starters, the phonies and the blunderers to get into the running in a Presidential race. You can't touch their camera. It pierces sham and pretense."

Taking a look at color television, he expressed the opinion that this is the year it will break out. He said he feels things will be reaching the saturation point and this year a number of manufacturers who previously wouldn't touch color now are going into the manufacture and distribution of color sets.

Color Increasing

He said NBC put on the air 250 hours of color tv in the last three months—more than Hollywood produces in a year.

He said the network's "Continental Classroom," started two years ago, this year was advertised on the air as well. He said NBC believes adult education is necessary if democracy is to survive. "We don't have much time and we see no other way to do it except by television."

Bannister said 15 per cent of NBC time this season would be devoted to public discussion; 8 per cent to sports; 7 per cent to westerns; 10 per cent to news and information; 11 per cent to drama and 6 per cent to education.

New Republic Telefilm Series Set for ABC Films

From The Daily Bureau
NEW YORK, Oct. 2—The "Racer," a new film series to be shot at Republic, will become an ABC Films presentation under an agreement concluded by Republic with producer Albert Goldstein. Henry Plitt, president of ABF Films, Inc., Daniel J. Bloomberg, studio vice-president and manager, said today. New series co-starring Brian Kelly and John Saxon has previously been filmed as color films on Studio City lot in late October. Autolite is sponsor. Choice of network for presentation will be announced shortly.
In The Money-Making Tradition Of 20th's Biggest Hits

GREAT GROSSSES FOR

DESIRE

IN THE DUST

In First Engagements

Watch for Chicago and New York openings

Call New Orleans, Fort Worth, Baton Rouge, Shreveport, Galveston, Corpus Christi, Biloxi, Pensacola, Jackson, etc., for confirmation!

"DUST" OFF YOUR SRO SIGN!
20th-Fox Forms Six-Man Sales Cabinet To Set Up 'Local Autonomy' System

A six-man “sales cabinet” has been organized by 20th Century-Fox to formulate merchandising policies for new product and to confer on such policies with branch managers throughout the country, it was announced here yesterday by G. Glenn Norris, general sales manager, at a trade press conference.

Norris said the cabinet will implement the company’s “local autonomy” system for branch managers and is designed to provide improved service to exhibitors. All cabinet members will be available for conferences or discussions with (Continued on page 2)

‘Cimarron’ World Bow Set in Oklahoma City

The first public performance of MGM’s “Cimarron” will take place in Oklahoma City on Dec. 1 as the governor’s invitational world premiere, it was jointly announced by the company and Governor Howard Edmondson of Oklahoma. Robert Mochrie, MGM general sales manager, and executives of the Stanley Warner, which owns the Midwest Theatre, completed the arrangements for the special one night performance of the reserved seat attraction.

Find 4 out of 10 Like Pay-TV Idea

Almost four out of every ten television families in Metropolitan New York—38.8 per cent—would have paid to see “Pollyanna” on television, according to a special Pulse survey conducted from June 10 to June 17 when the film was playing at the Radio City Music Hall. Results were released here yesterday.

In June 1957 in a similar Pulse survey, 33.6 per cent of the TV families in the New York area indicated a willingness to pay to see the movie playing at the Music Hall at that time. Laurence Roslow, associate director of Pulse, felt that “this increase stems from the current programs available to viewers being considered poorer than those aired two years ago plus the fact that fewer top-quality movies are being shown on television for the first time.” The Pulse survey was aimed specifically at estimating the potential audience and “box-office” gross for a specific “Grade-A” movie offered in competition with regular, free television fare. “Unlike many other surveys relating to pay television,” Roslow said, “this technique provides a pin-pointed measurement of the audience.”

SEC Rules Skiatron Registration Deficient; Cites Glaring Omissions

WASHINGTON, Oct. 3.—The Securities and Exchange Commission has issued a stop order suspending the effectiveness of a stock registration statement filed by Skiatron Electronics and finds and opinion, it cites “serious material deficiencies” in the registration statement and comments on transactions in the firm’s securities by its president, Arthur Levey, and by Matthew M. Fox, holder of the franchise to exploit the Skiatron system of pay-tv.

All trading in Skiatron stock has been suspended since Dec. 15, 1959. SEC says that this was deemed necessary to prevent fraudulent, deceptive and manipulative acts or practices in Skiatron stock by reason of the general unreliability of information contained in the registration statement and other reports filed with SEC. The current suspension order expires at the close of business, Oct. 12. SEC says that “during the interim, the prices of Skiatron stock are not likely to reflect the market value thereof.”

MT&T Acquires Penna. Television Service

WASHINGTON, Oct. 3.—National Theatres & Television, Inc., announced it has acquired the assets of the West Branch Television Services, Inc., in Williamsport, Pa. B. Gerald Cantor, NT&T president, said that the new community antenna television system would be integrated with another NT&T subsidiary, the Williamsport Cable Company, also in Williamsport, Pa., into a single operation giving NT&T one of the largest antenna systems in the country.

Samuel P. Norton, president of Williamsport Cable Company, will direct both operations, Cantor said. The combined system will serve over 15,000 TV homes in Williamsport.
JOSEPH R. VOGEL, president of M-G-M, and CHARLTON HESTON, star of "Ben-Hur," are in Rome for the opening of the pictures there.

Benjamin Kalmenson, Warner Brothers executive vice-president, and WOlfen COHEN, president of Warner Brothers International Corp., arrive here today from England aboard the "Queen Elizabeth."

Billy Wilder arrived here at the weekend from Hollywood.

Bob Doerrman, Buena Vista exploitation manager, leaves here today for Denver.

Misha Kaliss, art director of the West coast office of Charles Schlaifer & Co., arrived here yesterday for meetings with agency executives and executives of Universal Pictures.

Producer Stanley Donen and Miss Donen arrive today from England aboard the "Queen Elizabeth."

Robert M. Steinberg, president of New England Theatres, Inc., has returned to Boston from Hartford.

Frank Mantzke, president of Northwest Allied Theatres, is scheduled to return to his Minneapolis office this week following an illness.

Ted Mann, head of Mann Theatres, is back in Minneapolis following a vacation in Montana.

Writer-director Jules Dassin left here yesterday for Hollywood.

Ernie Grossman, Warner Brothers exploitation and production manager, left here yesterday for Cincinnati.

Van Fox, director of NBC-TV, is in Detroit from here today.

Producer William Goetz will arrive here today from London via B.O.A.C.

20th-Fox Forms Sales Cabinet

(Continued from page 1)

branch managers anywhere in the U.S. or Canada, he said.

It was pointed out that the cabinet will be ready to work on the 60 pictures 20th-Fox plans to release in 1961, "the largest schedule in the company's history." The schedule calls for three top films each month, he noted.

Of the six cabinet members, five are being promoted to new posts in the Fox sales organization. Norris continues, and he will deal with the geographically related area of responsibility. The midwest will be under Con; Dickstein will take the eastern part of the country; McCleaster will serve in the south and west; and Myers will be responsible for Canadian branches.

Coordination of advertising, promotion and booking of special or "exploitation" films will be handled across the country by Pantages, who will work in conjunction with vice-president Charles Einfield and exploitation director Rodney Bush. Pantages will travel extensively to discuss sales campaigns with exhibitors prior to release of these films.

Three Re-elected to IFIDA Committee

The re-election of Richard Brandt, president of Trans-Lux Distributing Corp.; Sidney Frankel, Zenith International president; and Jack Ellis, head of Ellis Films, Inc., to the governing committee of Independent Film Importers and Distributors of America, was announced here yesterday by the group's executive director Michael F. Mayer.

The results were reported following the counting of mail-in ballots, Mayor declared. He added that a secretary and treasurer for the company will be elected at the Oct. 19 board of director's meeting.

IRA D. BECK, United Artists Associ- ated's Latin American television supervisor, arrived in New York yesterday for a week of home office conferences.

Mrs. Otto Preminger, the former Hope BFrice, fashion model, gave birth to twins, Mark and Victoria, atCountess of Chester Hospital here yesterday, while Preminger was attending a first New York screening of her "Exodus" for United Artists executives at the Warner Theatre.

Edie Solomon, Embassy Pictures vice-president, left here for Los Angeles this morning.

JOSEPH L. MANKIEWICZ left New York yesterday for Moscow for the opening of 20th-Fox's "All About Eve" there.

Fortunat Bardenat, foreign publicity director for Universal Pictures, has returned here from Venezuela.

Pantages, branch manager in Albany. Replacements for the five branch managers will be announced at a later date, Norris said.

Headed by Moskovitz, each of the remaining cabinet members, with the exception of Pantages, has been assigned a geographical area of responsibility. The midwest will be under Con; Dickstein will take the eastern part of the country; McCleaster will serve in the south and west; and Myers will be responsible for Canadian branches.

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Big Crowd at Variety "Night at Races" Here

Nearly 1,000 motion picture industries and their guests attended New York Variety's "Night At The Races" sponsored last night by Tent No. 35 at Yonker's Raceway.

The proceeds of the event will go to the Tent's Bill Corum Fund for the purpose of building dormitories for the handicapped children of New York.

Among the celebrities who attended last night's races were Virginia Graha, Money, Morey Amsterdam, Harvey Stone, Sophie Tucker, Dorothy Kilgallen and Leo Durocher.

New Sidney-Col. Pact

Hollywood, Oct. 3.-Columbia Pictures has entered into a new releasing deal with George Sidney Productions, Inc., it was announced by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities.

The new deal will commence upon expiration of Sidney's current contract with the studio in the spring of 1962. Under the new pact, George Sidney will direct as well as produce pictures made by his independent production company with Lillian Borns as co-producer.

Academy Elects Karp

Hollywood, Oct. 3.—The board of governors of the Academy of Motion Picture Arts and Sciences has elected John F. H. Karp as second vice-president. Karp fills the vacancy created by Valentine Davies moving up to Academy president from first vice-president, and Wendell R. Corey to first vice-president, following the death of the late Academy president, B. B. Kahane.

City of Paris Will Honor Vogel Saturday

The City of Paris will officially honor Joseph R. Vogel, president of M-G-M, when Mayor Julien Turdi presents him with the Great Medal and Honor Scroll on Saturday. The event will climax the series of events heralding the debut of "Ben-Hur," which is scheduled for Premiere Friday at the Gaumont-Palace Theatre.

Charlton Heston, the star of "Ben-Hur," will be among the guests attending the ceremonies honoring M-G-M's "artistic director," accompanied by Miss Deanna Ford and Charles Boyer, two of the stars of "The Four Horsemen."

STATEMENT REQUIRED BY THE ACT OF APRIL 3, 1933, 70 STAT. 208 SHOWING THE OWNERSHIP MANAGE- MENT AND CIRCULATION OF MOTION PICTURE DAILY, published daily (except Sunday), at 620 South Broadway, New York, N. Y., for October 1, 1960, name and address of the publisher, printer, and owner: Publisher, Editor and In- charge of editorial and business management: Willard E. Pantages, 1517 Sixth Avenue, New York City. Editor, Sherman Kane, 1270 St. Ann's Avenue, New York City. Managing editor: Ethel Grey, 1270 Sixth Avenue, New York City. Managing editor: Ethel Grey, 1270 Sixth Avenue, New York City. Any person severing 200 or more copies of each issue of this publication sold or distributed within the State of New York during the six months preceding the date of this statement are required by the act of June 11, 1960, to be included in the statements regardless of the frequency of issue.) 5,488.

Frank E. Marka

(My commission expires March 30, 1963)
Motion director will deciding. Pay notes over-the-air subscription statute South substantial Before which • Mrs. j.ug. Carolina! tors hey ilue R. woks, hey ileue R. woks, and VI. M. Beattle, individually and for other patrons of motion picture theatres.

Before 1959 the appellants did not open on Sunday because of a ruling of the attorney general of South Carolina but after that because the statute does not specifically mention motion pictures, and because of the first and fourteenth amendments, they did open theatres. The operas were arrested and charged with violation of the law.

The brief argued against the South Carolina statute first on the grounds of religious freedom. "If those who hold that no one has a right to engage in innocent and otherwise equal recreational activities or recreation on Sunday are correct in their belief, they should be content with their own moral, and spiritual persuasion to convince others and not resort to punitive police action in the same of state. To do otherwise is anathetical of religious freedom and the separation of church and state.

Cite Communication

The theatres then argue against the state law on the grounds of basic constitutional rights. The brief states that movies "are an important organ of public opinion." It notes that nowhere is there any intimation that there is any clear or present danger in the exercise of free speech on Sunday. Nowhere is it suggested that statute prohibiting the reading of books, magazines, or newspapers on Sunday would be a valid exercise of power. It is only the basic protection of the first and fourteenth amendments, they urge that basic constitutional rights be being violated.

Petraskas Resigns as Republic Treasurer

John Petraskas, Jr., has resigned treasurer of Republic Corp., effecting September 1, 1959. His resignation was announced yesterday. He submitted his resignation as an officer of the company and as its unexpired term as a director to the board meeting here last week.

A veteran of the industry and a member of the Motion Picture Pioneers, Petraskas served as a director and treasurer of Republic for the last 12 years as well as assistant treasurer of Consolidated Film Industries, Inc., for 15 years prior to its merger with the parent organization in 1945.

SEC Rules Skiatron Deficient

"No Basis in Fact"

According to the Commission's decision, there was no basis in fact for statements in the Skiatron prospectus that its licensee was planning for the immediate use of its subscription television system by means of wire or cable transmission. The Skiatron agreement was renegotiated to reduce Skiatron's royalty to 21% of gross revenues (not including the monthly charge). Skiatron's principal asset is the right to receive royalties under the licensing agreement, and the value of the right depends entirely on the possible commercial exploitation by the licensee of the promised subscription television system.

"Pay-TV Hearings Hailed by Harling"

The decision of the Federal Communications Commission to hold full hearings on the Zenith-RKO General application for a broadcast-pay tv test in Connecticut was hailed yesterday as a victory for communication by Philip F. Harling, chairman of the Joint Committee Against Pay-TV.

Harling said the Commission's decision to permit exhibitors to submit preliminary briefs on the issue will enable the council to cross-examine Zenith-RKO General witnesses, were conditions the Joint Committee had requested of the FCC. "Zenith and RKO-General have, in their Connecticut advertising, made a big point of the claim that they will present first run movies, and even told the public they would offer movies like 'Ben-Hur' and 'Gun-Cat.' Now, they are forced to testify what they actually will be able to deliver in return for coins in the slot."

It would not be surprising if their actual programming was far, far less attractive than their much ballyhooed claims. Then the public will have the opportunity of deciding for itself whether they want to pay for actual programming."

This will be the first time, Harling said, a pay-tv proponent will be subject to cross-examination and testify under federal law. Heretofore, he declared, opponents of pay-tv have had no means of specifically refuting what he termed the "wild" claims and advertising of the proponents.

The 75,000 shares, that he had pledged 70,000 of such shares, and that he had issued, 3,000 shares sold to the public before the statement was filed.

Used for Collateral

Previously, warrants for 195,000 shares were either sold by Fox or pledged as collateral for various loans to Fox, and by December, 1958 all 195,000 warrants had been exercised and the underlying shares sold to the public. He also had disposed of 206,000 shares loaned to him by Levey, of which 156,000 shares were loaned to Fox to secure his loans during the period June 1957, to September 1958. None of these shares was registered with the Commission. The commission ruled that the sale of the 75,000 shares by Skiatron to Fox, his immediate disposition thereof by way of sale and pledge, and the resale of such shares by the pledges, violated the Securities Act registration requirements of such sales and the contingent liability arising by reason thereof have been disclosed. The Commission also held that the registration statement should have disclosed that during the years 1956- 59 Levey sold in excess of 200,000 shares for more than $1,880,800 without compliance with the Securities Act registration and disclosure requirements.
Everywhere in the world... because it’s on film!

Yes, film is everywhere—everywhere there are people! And because it is everywhere, and so many millions see it, making it right in technic is both a privilege and a responsibility. That, in brief, is the philosophy of the Eastman Technical Service for Motion Picture Film—a service highly regarded by all who call upon it.

Branches are located at strategic centers. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

For the purchase of film:
W. J. German, Inc.

Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.
Nixon Lauds

Record Net for Universal

(Continued from page 1)

,...the outstanding common stock: Racmil said Universal is Decca's most valuable asset and its greatest
source of income. Universal's earnings will be approximately $8,80 per share on the $85,300 shares outstanding.
He predicted continued improvement for both companies in 1961, with Universal being benefited by an
increased number of quality releases and, although the numerical total of about 21 releases will not be
increased.

Racmil attributed Universal's progress to its change in financial district with possible
the sale and leaseback of the Universal studio and reorganization of the sales force which effected an
overall savings between 1957 and 1958 of more than $8 million per year.

Racmil said Universal has no present intention of disposing of its 325 post-1946 pictures to television, and
then it does will do so on "an orderly basis."

In a question and answer session which followed his talk, Racmil said he regards pay television as still some
way off and at present he is content to "sit by and wait."

"Our primary interest now," he said, "is in supplying the theatrical film market."

He felt that Universal's foreign business this year is ahead of last year and he expects 1961 to be even bet-
ter because the pictures that gave the company its huge domestic earnings this year will be released abroad in 1961.
Racmil said Decca is ready for further diversification "if we find the right thing," and said both companies
will continue to buy each other's pictures "when we have the cash and think it advisable to do so."

He reiterated earlier denials that there are any plans to merge Universal with Decca.

Racmil predicted that "Spartacus" will be "one of the biggest grossing pictures of all time" and that it "will make
substantial contributions to share earnings over the next several years and will be a continuing source of
income for many years."

He told a questioner that no amortiza-
tion plan for "Spartacus" had been discussed as yet by the company, but that the per-
iod would be "at least two years."

Racmil declined to divulge Kirk
Douglas' share in the picture but said with a smile, "We have a little more than his previous earnings."

Replying to a question, he said the chances for an increase in Decca's $1.20 dividend "look pretty good for
next year."

 canadian pioneer

(Continued from page 1)

quiet in the Crystal Ballroom, King
Stein was selected by a committee
chaired by Oscar B. Hanson and
comprised of John J. Lipton, CBE,
N. A. Taylor and Haskell M. Masters.
All are previous winners of the award.
Chosen for ancillary honors
were: cookies, Jonathan L., brokers;
Doddridge, C. A. E. (Steve) Rolston,
Vancouver and Thomas J. Cleary, Montreal.
"As eastern division general
manager for Famous Players Morris Stein
was responsible personally for a great
share of the Canadian motion picture
industry's daily operation," said Fisher.
"His presidency of every leading
organization in our industry over the
years has given his career a range that
affected and bettered the lives of
many people."

Va. Drive-Ins Join TOA

Two Virginia drive-in theatres have
joined both the Theatre Owners of America, and its new regional unit, the Virginia Motion Picture Theatre
Association. Albert M. Pickus, TOA
president, and J. Bell Carlson, secre-
tary of the Virginia Association, had
advised him the 360 Drive-In Theatre of Danville and the Shenandoah Drive-In of Roanoke, he
joined. Both are units of the Dixie Drive-In Theatres circuit.

People

Ernest Emerling, advertising-public
vice-president of Loew's Theatres,
will again apply motion picture type
showmanship to his company's expansion in the hotel field when Grand Central Loew's at the
new Americans (West), Seventh Ave-
and 52nd Street. At that time, Ted
Brown, WMGM radio station person-
ality, will begin living and broad-
casting from the Theatre, driven by
a 1961 Chrysler station wagon held
40 feet aloft by a construction crane.

Like Pay-TV

(Continued from page 1)

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week. Walter Reade, Jr., will head the
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'Package' Switch

"Surprise Package," the Stanley Don-
nick production for Columbia, previ-
ously announced as the next attrac-
tion at the Criterion Theatre here,
will have instead a dual engagement
at the Criterion and Murray Hill The-
atres, beginning Friday, Oct. 14.

Mpa Board to Review

Title Registry Rules

The Motion Picture Ass'n. board of directors will hear an appeal by Harwood Wallis, Prods. tomorrow from
an arbitrator's decision refusing title registration to their "Sweet Talk" on the ground it conflicts with other
original titles.

The Motion Picture Export Ass'n. is scheduled to meet today to hear a report on the Mexican market by Rob-
ert Corkery.

New Post for Bennin

Herbert J. Bennin will come here
from Washington, D. C., to join the
M-G-M sales executive staff at the
home office, working with Maurice
Lefko, who is in charge of domestic
distribution of "Ben-Hur," it was an-
ounced by Robert Mochritski, Burin,
chief of Chicago, has been man-
ger of M-G-M's Washington branch
for the past seven years, and has been
with the company for 32 years.

'Dared' Openings Set

Walt Disney's "Ten Who Dared" will
world premiere in Denver, Colo.,
at the Denver Theatre on Oct. 18 and
begin a 150-city saturation throughout
the 11 state Rocky Mountain territory,
the following day, it was announced
by Irving H. Ludwig, Yuena Vista
president.

Sam Koomer Dies

Funeral services will be held in
Brooklyn tomorrow for Sam Koomer,
77, for many years chief painter for
Loew's Theatres here. His widow, Mrs.
Koomer, survives. Services will be at
the Betz Memorial Chapel, Ocean Park-
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Dear American Airlines:

I am the store coordinator for a nationwide chain. Namely, the airline and I as known. I can now say, for courtesy, service, and expert pilot ability, my hat's off to your line, the number one airline in my book.

Harry Hillard

Our Pilots, Mr. Hillard, are another of the reasons why American Airlines is first choice of experienced travelers. There are 1,750 of them; many are 15 and 20-year veterans—multi-million-mile Captains. Each follows a rigid apprenticeship with continuing company and government examinations. They are the elite of the Jet Age. American Airlines, America's Leading Airline
"MITCHUM DELIVERS! Plenty of action and interest is held throughout! Production and direction are first rate!"
—Exhibitor

"ROBERT MITCHUM TURNS IN AN EXCELLENT PERFORMANCE! Full of action and suspense! Notable for its taut direction and for a number of acutely drawn characterizations. Effective and well drawn story!"
—M. P. Herald

"ROBERT MITCHUM GIVES AN ESPECIALLY BRIGHT PERFORMANCE! Direction is excellent! Well written, constructed with humor and pathos!"
—Hollywood Reporter

"MITCHUM HAS RARELY BEEN BETTER! Excitement and suspense! Interest-holding, intensely dramatic!"
—Boxoffice

Robert Mitchum in "The Night Fighters"

"Anne Heywood is both beautiful and believable!"
—M. P. Herald

co-starring ANNE DAN CYRIL also starring RICHARD HEYWOOD O'HERLIHY CUSACK HARRIS

Screenplay by Robert Wright Campbell / Directed by Tay Garnett / Produced by Raymond Stross
A D. R. M. - RAYMOND STROSS - PRODUCTION

Watch the ACTION!
By Harling

30,000,000 Anti-Pay-TV Signing Seen

6-Week Petition Campaign Officially Ends Oct. 14

A prediction that the exhibitors campaign to solicit the public for Congressional petitions urging the legislative outlawing of pay-tv will result in 30,000,000 signatures was made here yesterday by Philip F. Harling, chairman of the Joint Committee Against Pay-TV.

Harling said the six-week campaign, begun Sept. 1, will end officially Friday, Oct. 14. That length of time, he pointed out, should be sufficient for exhibitors to do the job.

"The unified response to this appeal, from exhibitors all over the country, has been beyond all expectations."

(Continued on page 3)

Todd-AO Annual Profit Of $250,000 Foreseen

The Todd-AO Corp. had a six-month profit of $100,000 for the period ended July 31 and anticipates an additional $150,000 for the rest of the year. This was reported to the board of directors by A. E. Bollenger, vice-president and treasurer, at a meeting here.

Three new vice-presidents were elected at the meeting, one of which was Bollenger. The others are Joseph

(Continued on page 8)

Magnaview Reports 6-Month Net Profit at $499,698

Magna Pictures Corp. had a net profit of $499,698 for the six months ended July 31 as compared with a net loss of $109,070 for the same period last year. Stockholders were advised by George P. Skouras, president, in a report issued here yesterday. He predicted results for the year ended

(Continued on page 8)

'Can-Can' Going Out in 35mm Version

On 'Limited Performance' Policy

"Can-Can" will be made available in a 35mm version for bookings all over the U.S. on a "limited performance policy" except where it is now playing on a roadshow policy in Todd-AO where it will continue. Bookings will be restricted to three or four performances.

Campaign for the film will emphasize it will now be brought "into every town in the continental U.S. no matter how small."

(Continued on page 3)

FWC Schedules Sales Workshops

From THE DAILY Bureau

HOLLYWOOD, Oct. 4. — In line with Fox West Coast theatres' program to increase exploitation and promotion on the local level, a weekly picture-selling workshop for theatre managers will be inaugurated by William Thedford, Pacific Coast division manager.

The first workshop session in the continuing series will be held tomorrow with 21 managers in the Long Beach area.

FWC exploiter Paul Lyday will

(Continued on page 2)

Goldwyn Speaker at PCC Drive Luncheon

From THE DAILY Bureau

HOLLYWOOD, Oct. 4. — Samuel Goldwyn, first president and founder of the Permanent Charities Committee which was formed 20 years ago, and who provided the building bearing

(Continued on page 2)

REVIEW:

The Magnificent Seven

Mirisch—U.A.

Once the top staple of Hollywood product, the western is almost as scarce on the theatre screen these days as the musical. The reason most offered is that television has taken over the outdoor genre, so it follows that the one for theatrical showing must have really superior merits if they are to succeed.

'The Magnificent Seven' qualifies well in that regard. It has an unusual, engrossing story to relate, and its makers, under the guidance of producer-director John Sturges, have employed the mightier resources of the large screen to fine effect, not the least of these being the use of Panavision and De Luxe color cameras to photograph some superb scenery on location in Mexico. Exhibitors can confidently tell their patrons that television has nothing in the western field to equal.

The story is not off-beat by accident. It is based, of all things, on a

(Continued on page 8)

'Streamlining'

Distribution Methods Hit By Preminger

Wants Central Office To Replace All Branches

By WILLIAM WERNETH

In reply to recent criticism of the excessive costs of production, producer-director Otto Preminger yesterday called on distributors to heed the need for "modernization" of their methods.

"You are no longer a younger, aggressive man with courage and vision."

Speaking at a trade press conference here, Preminger said that present distribution methods are out dated and burdened by unnecessary expenses. He sug-

(Continued on page 3)

Critical of 'Runaway'

Production Are Scored

Industry individuals or groups who try to tell a producer where he can make a picture were attacked by Otto Preminger yesterday as being "on dangerous ground." He made the comment in answer to a question about his views on "runaway" production target of many of the Hollywood guilds and union.

Preminger said that although he

(Continued on page 8)

Big Southern Campaign For 'Stars' Opening

Special to THE DAILY

HUNTSVILLE, Ala., Oct. 4. — One of the most intensive promotional campaigns ever conducted for a picture in the South is being undertaken this week for Charles H. Schnee's
Brazilian Troup Coming Here for M.H. Show

A company of 35 Brazilian dancers, singers and variety artists will be flown here from Rio de Janeiro to take part in City Music Hall’s next stage spectacle starting Thursday, Oct. 13, Leon Leonidoff, senior producer of the Rockefeller Center playhouse, announced yesterday.

Leonidoff said the name of whom has appeared in this country before, will augment the Music Hall company of Rockettes, Corps de Ballet and Symphony Orchestra in an all-Bra- zilian program, to be known as "Brazil’s Got Talent". Leonidoff, who is an American, will supervise the production.

It will be presented with the Music Hall’s new film, Universal’s "Midnight Lace".

F.W.C. Workshop

(Continued from page 1)

conduct the Long Beach workshop, along with Fay S. Reeder, FWC advertising-publicity director.

Theford said plans have been set up so that every manager in the Pacific Coast division will participate in a workshop once every six weeks.

"Purpose of the workshop is to formulate concrete plans for action on pictures which will play generally in FWC houses," he said. "Pictures will be selected from those scheduled to break in specific areas three to six weeks following the workshop to allow sufficient time for the plans to be carried out."

In limiting the number of pictures for each session and working with a full number of managers at one time, Thedford said he hoped the sessions "would show real productive results from this type of picture merchandising."

The second workshop will be held in San Diego Oct. 12.

P.C.C. Luncheon

(Continued from page 1)

his name for its headquarters' paid tribute to all involved in this industry charity "for showing the world the best side of the real Holly-

wood," at an impressive kickoff drive luncheon today in the Beverly Hills hotel.

More than 1,000 industryites flanked the double dais of industry leaders at the luncheon which was opened by Walter Mirisch, president of P.C.C., and heard chairman Sidney Soltow demonstrate with slides a new way to raise money more effectively for P.C.C., which makes one collection for distribution among 22 different charities, including Community Chests, American Red Cross, Will Rogers ‘Memorial Hospital’ among others.

Walter Hickey Dies

ATLANTA, Oct. 4.—Funeral serv-
ices were held here at the weekend for Walter T. Hickey, 60, veteran film distributor.

Merchants Find Theatre Aids Their Businesses

Special to THE DAILY

IMPERIAL, Neb., Oct. 4.—The importance of a small town is illustrated by the re-opening of the Star Theatre here.

All merchants in the small com-

munity experienced a slump in busi-

ness after the Star shuttered several months ago.

Merchants organized the Imperial Businessmen Association and raised sufficient funds to reopen the thea-

tre. Newton Lippitt is acting as man-

ager.

Arkansas Owners Hear

Public Relations Talk

Special to THE DAILY

MEMPHIS, Oct. 4.—Women’s clubs should be viewed by theatre owners as ready-made “communications network thru which you can make friends and promote the prod-

uct you are trying to sell, directly and indirectly.”

Pretty, bland Mrs. Margaret Twy-

man, New York director of commu-

nity relations for the Motion Picture Association of America, yesterday told 186 theatre owners and operators at the 51st annual convention of Mot-

ion Picture Theatre Owners of Ar-

kansas, Mississippi and Tennessee at the Chez de Paris.

Mrs. Twyman said she was talking about “the backbone of our business. Public relations is no longer a my-

sterious art. It is a science, an edge. It is facts and facts about your community you must have to start formulating a successful community relations program.”

She urged clipping announce-

ments of club activities, officers names and club descriptions, or an-

nouncing the women’s page editor for information. She said wives should be enlisted to trail leads on the Waders.

Mrs. Twyman said women like motion picture advertising to have hon-

esty, beauty, surprise, adventure, good-looking stars and personification of advertising such letters and “in-

vitations.” She said they don’t like bad taste in art, shocking language, violence or brutality, words with double meanings and misleading phrases or pictures.

Joe Keifer, of Malco Theatres, Memphis, present secretary-treasurer, is scheduled to be named president Wednesday afternoon, to fill the choice of the nominating committee of three vice-presidents: Leon Roun-

tree, Holly Springs, Miss.; Bill Brus-

tel, Dickson, and Red and Whitman.

Little Rock. Martin Mounger, Calhoun City, Miss., will succeed Keifer as secretary-treasurer.

Gordon Duthins, Russellville, Ark., will be president.

Private Finance Will

Insure Television: Fox

Confidence that the pay-television system will be established through private efforts has been expressed yesterday by Matthew M. Fox, head of Tolvision of America, Inc.

Fox issued a statement in connection with the announcement in Washington this week by the Securities and Exchange Commission that it had sus-
pended a registration statement filed by Skaton Electronics and Television Corp.

"Because of a confusion in names," Fox said, "it is important to make clear that my firm, Tolvision of Amer-

ica, Inc. (formerly Skaton of Amer-

ica, Inc.) has no corporate connection with Skaton Electronics and Tele-

vision Corp. other than that Tolvision is the licensee of Skaton and will be

obliged to pay royalties to Skaton once the Tolvision system is put into produc-

tion. Every dollar spent, or of debt issued, is mine or Tolvision’s for which I am personally respon-

sible,” he said.

NSS to Close Office

CLEVELAND, Oct. 4.—Nations Screen Service will close its Cleveland office on Oct. 23 and thereafter the northern Ohio territory will be served out of Cincinnati. Details are being worked out to insure service to exhibi-

tors affected by this change of oper-

ation. Nat Barach, Cleveland NSS branch manager for 27 years, and Judd Spiegle, salesman, will stay on in their present duties until further notice.

JET TO BRITAIN aboard BOAC’s daily MONARCH ROLLS ROYCE INTERCONTINENTAL 707 (fastest of all big jets) with ‘Golden Service’

reservations through your Travel Agent or BRITISH AIRWAYS CORPORATION


(Continued on page 25, column 1)
Anti-Pay-TV

(Continued from page 1)

he declared. “My office and the offices of Theatre Owners of America and the American Congress of Exhibitors have been flooded with letters and telephone calls asking for more and more petitions. It appears that every theatre manager in the land has indicated a willingness to do everything in his power to do an all-out job.”

“We started off by printing 100,000 petitions. Due to the great demand, we reprinted 100,000 more petitions and distributed them.”

“The results are far from final,” Harling said, “but I am confident that when Congress convenes in January, the new administration will be asked to have it put into the public domain that every theatre in the United States is prepared to do everything within its power to eliminate unscrupulous pay-tv in any form.”

Harling said that by asking the nation’s theatre managers to mail whatever remaining signed petitions they have on hand after Oct. 14 to his Congressmen, and to report to him how many petitions were forwarded. After receipt of these field reports, a final count on petitions will be made.

He emphasized, however, that if a theatre manager has his own reasons for continuing signature solicitation past Oct. 14, the manager should so state by all means do so.

Harling, who also chairman of TOA’s Anti-Pay-TV Committee, declared that not only have petitions been forwarded to Congress from every state, but that thus far he has received over 7,000 letters from individuals Congressmen who have received petitions, advising him they would support and vote for any legislation introduced in the next session of Congress, which aimed at legislatively outlawing pay-tv in any form.

N.J. Allied Silent on

Availabilities Issue

Further discussion of the worsening problem of availabilities confronting North Jersey theatres occurred at a meeting yesterday of Allied Theatre Owners of New Jersey.

The organization has long considered backing a legal action by one or more of its members in an attempt to get advanced availabilities for the territory. It retained Edwin F. Rome of Philadelphia, who has since met with distributors and obtained what was described as about one-third of the help sought from some companies.

Whether any decision was reached by New Jersey Allied yesterday on proceeding with legal action or resuming negotiations with distributors could not be learned. The organization issued no statement at the close of the meeting, and Sidney Stern, its president, could not be reached for comment.

An unofficial source, however, said he whole matter of availabilities is still in the discussion stage.

Einfeld addressing the promotion meeting yesterday.

‘Can-Can’ on Limited Policy

(Continued from page 1)

the year. The first was held ten days ago in Chicago and the next one will be held ten days from now in New Orleans for the company’s southern regional advertising-publicity managers. Einfeld will journey to the Louisiana territory for the meetings of the “can’t wait” had extended discussions with groups of exhibitors from the area.

Einfeld said yesterday that “Esther And The King,” which opens before Christmas time across the country, will be introduced via a national beauty contest in every town, coordinated by exhibitors and 20th-Fox regional ad-publicity men. The contest will be open to any girl, regardless of race, creed or color. The first prize will be a trip to Hollywood for two.

For “The Wizard of Baghdad,” another of 20th-Fox’s Christmas attractions, local-level activities, will center around local magicians, employed by the film company and traveling through their regions demonstrating tricks used by Dick Shawn as the wizard in the Sam Katzman production. The public will be invited to participate in the magicians’ tricks on stage in local theatres.

Einfeld further outlined the stunt being planned for the bow of “North To Alaska.” A young couple is being sought to emulate the trip to Alaska to be married as done by John Wayne and Capucine in the production. Regional publicity men will set stops in major cities throughout the country for tv appearances, interviews and meetings with the press and public.

“This is high gear in exploitation,” the executive said, “and another concrete example of do-it-yourself for exhibitors.” He pointed out that these stunts can be duplicated in every locality, to follow the formula developed for the openings of “High Time.”

At the meeting yesterday were Robert Bush, exploitation director; Edward E. Sullivan, publicity director; Nat Weiss, publicity manager; Martin Michel, radio-tv director; Adrian Awan, exploitation manager; Dick Richman, New York regional ad-publicity manager; Tom McClester, Clayton Pantages, Peter S. Myers, Bob Com and Abe Dickstein, managers of the sales cabinet; Ralph Buring of the Pittsburgh and Buffalo branch; Hal Marshall of Washington and Philadelphia; Phil Edel of Boston, and Hal Cummings of Charlotte.

MGM Sets 91 More Dates

For ‘Ben-Hur’ Openings

Metro-Goldwyn-Mayer has set 91 new roadshow engagements of “Ben-Hur” to open by Thanksgiving and another 200 by the New Year. It was announced yesterday by Robert Mochrie, general sales manager.

Each will be given the same careful handling that has marked the success of “Ben-Hur” in its first 72 engagements, especially in theatre equipment and condition, and in advertising and promotion for the reserved seat performances.

For the new openings were set at a series of meetings in Chicago earlier when Mochrie and other M-G-M executives met with all of the company’s field press representatives and “Ben-Hur” representatives.

In each situation, the “Ben-Hur” field men, from all sections of the country, will be on hand well in advance of opening dates and will work closely with exhibitors on publicity and promotion until the engagement is well under way.

“Stars” Opening

(Continued from page 1)

“I Aim at the Stars,” a Columbia release.

The film opens here tomorrow at the Tony Theatre. Huntsville is the site of the George C. Marshall Space Center and the home of Dr. von Braun, on whose career the picture is based.

Every major newspaper in the South has been serviced with the promotional barrage from Columbia’s press center located here. Special attention was focused on cities soon to play the picture and press coverage in those areas has helped to pre-sell the film. It will open in all major southern markets immediately after Huntsville.

Roadshows Not Only

Answer to TV: Preminger

Roadshow engagements are not the only answer to television competition, Otto Preminger said here yesterday. He is not inclined to put too much importance on this exhibition plan, he said.

His current film, “Exodus,” however, is going out on such a policy.

Preminger Hits

(Continued from page 1)

gested that all branch offices be closed down and replaced by a centralized system in New York where exhibitors could be brought to view product “under modern, comfortable circumstances.”

Sees New York Meeting

Preminger said that most of the coming major exhibitors could be brought to New York at any time when there was an abundance of new films and they could be greeted here by producers and advertising men. This he believes would not only enable them to merchandise films better in their theaters, but would create an “enthusiasm and competitive spirit” that would mean the “resurgence of our great motion picture industry.” An opportunity for exhibitors and producers to meet regularly and compare mutual problems would be most productive, he declared.

Would Reduce Costs

“Streamlining” of distribution would have two major effects, according to Preminger. First, he predicted a reduction of present distribution costs by 75 per cent. He pointed out that a film which cost $2,000,000 to produce must take in $5,500,000 at the box office in order to break even.

A new system could cure this, he asserted.

His second reason was that by gathering major exhibitors in a conference and stirring them to push new films, these pictures could realize greater revenues. He noted that most stores send buyers to New York in order to observe the latest fashions and products available and the film industry “had better adopt a similar plan or run the risk of seeing the present industry destroyed.”

Results to Be Reported

Observing that he remembered no big picture that was not sold direct by New York, Preminger went on to say that the very small exhibitors who could not possibly come to the East would be informed of the results of such an event by the trade press and other media and would be able to sell new films from the reports of critical acceptance and box office receipts.

Preminger said he did not begrudge distributors the fees they must pay them as a producer to handle his films, but he believes steps could be taken to cut costs extensively.
NEW YORK, Loew’s Circuit... BOSTON, Orpheum... DETROIT, Bro...
CINCINNATI, Twin D/l... MINNEAPOLIS, 100 D/l, 7 Hy D/l, Bloomi
OKLAHOMA CITY, Center... DENVER, Lakeshore D/l and East D/l...
KANSAS CITY, Midland... HARTFORD, E. M. Lowe... BROOKLYN,
STEUBENVILLE, Paramount... TOLEDO, Loew’s Valentine... MASS
AKRON, Loew... NORFOLK, State... DANVILLE, Capitol... FLINT, N
BISMARCK, Dakota... SIOUX FALLS, Hollywood... MACON, Bibb
AMARILLO, Esquire... EL PASO, State... SAN ANTONIO, Texas...
DENVER, Lakeshore D/l... CHEYENNE, Paramount... GREELEY, O
PUEBLO, Colorado... MERIDIAN, Royal... LONG BEACH, State, C
SAN BERNEDINE, Ritz... HIGHLAND, Baseline D/l... TUCSON, T
SANTA ANA, Broadway... ORANGE, Orange, D/l... ONTARIO, Valle
FRESNO, Warner... BUFFALO, Century... ROCHESTER, Rochester
COLUMBIA, Carolina... WINSTON-SALEM, Sky View D/l... SPARTE
RIVERSIDE, De Anza... RICHMOND, Loew... ALBANY, Leland... S
LYNN, Capitol... WAUKEGAN, Waukegan, D/l... ST. JOSEPH, Elect
JERSEY CITY, Stanley... SACRAMENTO, Esquire, Del Paso... DAI
set your booking now...
Congress Looking at Pay Television by Wire

From THE DAILY Bureau
WASHINGTON, Oct. 4. — Legislation relating to subscription television by wire is a topic on which the House Interstate Commerce Committee has been working. The panel made up for the next Congress, according to committee chairman Oren Harris (D., Ark.), has told the Alabama Broadcasters Association that, in addition, “both the Senate and the House committee members are firmly committed to hold hearings during the next session” on legislation to license and regulate networks.

Harris also expressed his hope that the Federal Communications Commission “will use its new power to impose forfeitures” on stations that have violated its rules “only when absolutely necessary.” He expects that broadcasters will not only obey the law and regulations, “but will follow diligently the industry codes of good practices worked out by the responsible members and organizations of the industry on a voluntary cooperative basis.”

Plans of the Senate Interstate Commerce Committee are not clear at the moment. It is reported that chairman Warren Magnuson (D., Wash.), after hearing tv’s Ralph Edwards make favorable comment on the potential of pay-tv, remarked: “He’s going to be my first witness next year.” Such forward-looking talk is not available for comment, and it is not known whether this statement was a direct reference to plans to hold pay-tv hearings or if he had in mind hearings on network regulation or programming. In the course of Edwards’ remarks, he mentioned that pay-tv was a method whereby movie pictures could quickly recoup production costs and make a “huge” profit.

Tele Features Offering Free Comedy Samples

Adopting a tried and true merchandising practice of distributing free samples of a product, Tele Features President, Al Odeal, announced that his firm will send six comedies from its large “Comedy Carnival” package free to any station in any markets still open. This offer is for the month of October. Odeal said, “America loves comedy, and in order to prove it, we will send six assorted, slapstick, sound comedies from our library free to any station willing to pay the print costs. We feel that if these shows are shown, the public will clamor for more.”

The free package includes such names as Shirley Temple, Harry Langdon, Al and Clyde, Buster Keaton, Lloyd Hamilton, and Howard & Shleton. Tel Features will grant one-year licenses for unlimited use to any station that places a still available market upon receipt of the print costs involved.

NAB Meeting Monday To Select President

From THE DAILY Bureau
WASHINGTON, Oct. 4. — The board of directors of the National Association of Broadcasters will meet in a special session here Monday to act on the nomination of a president of the association. Clair R. McCullough, chairman of the NAB policy committee and general manager of the Steimann Stations, Lancaster, Pa., sent teletypes to the members of the board notifying them of the meeting, which will begin at 11 A.M. The board is composed of 43 members.

SMpte Meets Here

The New York section of the Society of Motion Picture and Television Engineers held its monthly meeting here last night at the World Affairs Center Auditorium in the Carnegie Endowment Center. The subject of discussion was “Improving the Performance of TV Films.”

Hollywood, Oct. 4

AURound the TV circuit with PINKY HERMAN

DURING our stay here this past week events that took place merely confirm our idea that in this Motion Picture-Television Capital of the world, the unusual is merely usual. Second generation actors and actresses, producers studio executives match and often outshine the achievement of their forebears; fristance June (Gene) Lockhart, Jane (Henry) Fonda, Tony (Osgood) Perkins, Jr., Efrem Zimbalist, Jr., The Crosby boys, Kathy (Bob) Crosby, Lon Chaney, Jr., Rick & Orzie Nelson, Jr., William Wellman, Jr., and Edward J. Montagne, Jr. The latter son of one of Hollywood’s best and greatly admired producers at RKO and Universal, is now preparing a pilot at the Republic Studios for Bunnaker Productions, “The Drumbeater,” which stars Pat Harrington, Jr. (see what we mean, just can’t help running into the juniors) The teleseries, which Montagne will produce for this fall’s CBS, is, according to the grape-VINE and Hollywoododites, is funnier than the “CBSer- gram Bi-lo’ program, which is quite an assertion but with which we’ll go away until we’ve seen for ourselves. However, what we’ve been leading up to is the fact that no sooner did we sit down at the desk opposite Sam Berns at the empedaily offices then the phone rang and that fabulous flack, that garrulous gabber, stalwart of stop-the-presses, none other than Dave Epstein permitted us to have the info that he holds the unique distinction of having served both the Montagues, senior and junior, and Exec Producer Richard Lewis has so arranged the sked of “Checkmate,” to permit him to see the rest of the fall’s full-house CBS-TV shows. Anthony George, Doug McClure and Sebastion Cabot, time to make one-day jet flights to New York for interviews. . . .

FLASHBACK: Just before we left Cleveland for this land of sunshine, we had the good fortune to meet Leo Mintz, proxy of Record Rendezvous managed by Harvey Arnold, which annually sells more records and gives more away than the New York govt. has on the run ever since we’ve been here, but last Sunday we finally had a chance to meet with our gracious hosts Rudy and Elinor Vallee, (we’d been leaving notes with the maid every day, Rudy getting home from Anaheim (where he’s been appearing these past 3 weeks) at 3 a.m. and sleeping till about 4 while we’d been leaving the Vallee Villa at 7 a.m. and returning just to sleep.) But on Sunday, in his office overlooking the swimming pool, we listened to some of Rudy’s night club routines (taped at the club) and we can honestly say that never have we heard so much laughter (ours included). We’ll simply say that if you were to picture a combination Bob Hope—Bob Newhart (at their very best) you will have the true image of the new Rudy Vallee. And if you have read this far, Mr. Leonard Goldenson or Bill Paley, go a step further and think for a moment, Rudy’s great talents as a performer as the discoverer of more talent than anyone else in America (Bob Hope, Edgar Bergen, Francis Langford, Viktor Borge, etc.) and master showman, make him the logiaist to spot opposite Jack Paar.

PEOPLE

Mel Keller, Warner Bros. sales rep representative in Portland for 30 years has been named Oregon branch manager.

Birk Binnard, former Stanley-Warner advertising-publicity director in Philadelphia, will oversee the construction of The Studio, an indoor theatre for Levittown, N. J. A new drive-in for the same area, the Super-130, will be built by Melvin Fox and Claude Schlegel.

John B. Kelly, Jr., brother of former film actress Grace Kelly, now Princess of Monaco, will be chairman of Philadelphia’s 1961 March of Dimes.

Ronald Gillam will reopen Philadelphia’s neighborhood Caryga Theatre on a week-end operation basis. Gillam was formerly associated with the Stanley-Warner advertising dept.

Sylvestre J. Albano, owner operator of Albano’s Drive-In at Baveno, N.Y. has been elected vice-president of the New York State Magistrates As’n. He is justice of the peace in Cosackie and police justice in Baveno.

Roy E. Pfeifer, a 40-year veteran of the motion picture industry, has transferred from Baton Rouge, La. to Jacksonville Beach, Fla. where he will manage the Beach Theatre.

Jennings Esley has joined the MGM sales force and Don Weidick has reported to the Columbia office in Jacksonville.

Anthony L. Haynes has announced his resignation from National Screen Services, Ltd. in London. No successor has been named for the managing director of the company.

Macy’s, ‘Spartacus’ Ads

Macy’s will take full page ads in four of New York’s newspapers to salute “Spartacus,” the Bryna production being released by Universal-International, which has its world premiere at the DeMille Theatre here tomorrow. The full-page ads, which will bear the world premiere of “Spartacus” as a great event in New York and accord high praise to the picture, will break in the Times, the Daily News, World Telegram and Post today and tomorrow.
Loew's Men in D.C. Believe Public Service Part of Job

WASHINGTON, Oct. 4 — The men who represent Loew's Theatres in Washington firmly believe that public service is part of their job. And they have discovered that it pays off in dollars at the boxoffice.

Orville Crouch, eastern division manager for Loew's since 1930, and Jack Foxe, director of advertising and publicity since 1947, modestly assert that Loew's expects them to "pull their weight" in the community. But a list of their activities shows they pull faithfully and cheerfully far more than their weight. The talents of Loew's Palace, seating 2,365, and Loew's Capitol, seating 2,420, do their share, too.

No matter who gets elected in November, an inaugural celebration will be held in January and preparations are already underway for this tremendous occasion. The town will be all of Hollywood, as theatre folk have labored in the political vineyards and who await a proper welcome in the Nation's Capital.

Crouch and Foxe, as co-chairmen of the arrangements of the Citizens' Committee appointed by the D.C. Commissioners go into action. The parade — rain or shine is marshalled and flags and banners are needed. The Inaugural Ball, sometimes so big that it must be split into several groups with the new President attending all — needs decorum. The Inaugural Ball is to be a big affair, featuring politically active movie and stage stars, also must be divided and sometimes the stage of Loew's Capitol is used as a scene.

The talents of Crouch and Foxe are amply exercised in managing arrivals of the stars, providing them with escorts from the film industry, getting them to rehearsals on time, and generally soothing ruffled tempers. For the two Eisenhowers inaugurals, star George Murphy was chairman and he found the services of Crouch and Foxe so useful that he settled down in the Loew's office for the duration.

One of the most glamorous sides of a Washington assignment is the reception of VIPs. For example, a gala evening is planned for Oct. 13. The stage of the elaborate Loew's Capitol will be the setting for the royal Danish Ballet with both King Frederik IX and Queen Ingrid of Denmark and President and Mrs. Eisenhowen in attendance — to the best of the State Department's knowledge the first time that two heads of state have ever appeared together in a motion picture theatre.

Each official visit takes weeks and sometimes several months of preparation as co-chairmen of a citizens committee, Crouch and Foxe meet with protocol officers of the State Department, the City Commissioners, local police, Secret Service, the Board of Trade, various civic organizations, and first secretaries or ambassadors of the country involved. Banners, flags, fire ladder arches, parade routes, and many other details must be arranged. The chief stage hand at Loew's Capitol is the foreman in charge of the placement of decorations. Such questions as whether a banner — perhaps in Japanese or Arabic — is right side up must all be answered.

Messrs. Crouch and Foxe have been either behind the scene or on the scene in receiving officially the following personalities: Dr. Albert Lleras, president of Colombia; Gen. Charles de Gaulle, president of France; the King and Queen of Nepal.

Produce Free Shows

Crouch stressed that official receptions are only a small part of the work done in the community. As a public service, he recently produced a half-hour United Givers Fund television program presented live on all four Washington channels. On the program were Secretary of Health, Education, and Welfare Arthur S. Flemming, the Navy Band, Milt Grant, local master of ceremonies and tv personality, and Kitty Kallen, pops singer imported from New York.

As a Silver Beaver of the Boy Scouts, Crouch produces shows for the Boy Scouts of America. The National Guard Armory on these occasions is filled with about 6,000. Behind the lighting, tableaux, music and local talent is the hand of a Loew's man, Joe Margolis, manager of the Capitol.

Crouch, Foxe and Margolis are also there for the Fourth of July fireworks on the Monument grounds when a crowd of 200,000 turn out.

And they are there for arduous days during Washington's Cherry Blossom Festival when the city is overrun with visitors, some of whom must go to the movies.

With all of this, both men have found time for the usual charity drives. They have worked to fight cancer, heart disease, and polio — the last with an iron lung in front of the theatre. Crouch is a member of the board of Big Brothers, an organization to help rehabilitate juvenile delinquents, chairman of activities of the Circus Saints and Sinners, and a commander of Post 20 of the American Legion. He is also entertainment chairman of the National Press Club, located on the top floor of the building which houses Loew's Capitol. All this helps make for the best of feeling between the press and the theatre.

All community efforts, these men feel, redound to the credit of the industry and help at least indirectly in box office receipts. One community effort started six years ago has made a great difference in theatre attendance.

Hotter Efforts

Hotels, theatres, and some restaurants pooled their efforts to promote tourist visits to the city during the slack summertime. Figures were compiled on the Washington weather, which is far better than it is usually thought. Space was bought in out-of-town newspapers and the press was called in to tell the story of how pleasant a summer vacation could be in Washington.

Visitors Entertained

With money contributed from the theatres and hotels, the American Women of Radio and TV were shown the town and MPA contributed its screening facilities to show a film "Invitation to Washington." Another year travel writers from a radius of 500 miles were given the same treatment. The result has been over one million visitors to Washington this August and this is very good business indeed.

The recent TOA convention in Hollywood held a panel discussion moderated by Mrs. Margaret G. Twyman, director of community relations for MPA. Uncontested conclusion was that exhibitors could "win friends and multiply customers" by participation in community activities. The success of Loew's in Washington offers spectacular proof of that conclusion.

Promote 'Hot' Records

Two record promotion specialists, Milton Karl and Jules Lois, have been engaged by Embassy Pictures to augment the national promotional campaign for the four title song recordings of "Where the Hot Wind Blows."
Organize to Fight D.S.T. in Colorado

The Magnificent Seven

Japanese film called "The Seven Samurai," released here briefly in art theatres a few years back. That picture told the story of an incident in 16th century Japan involving a peasant village harassed by bandits. In desperation the villagers hired seven warriors to protect them; the latter organized the defenses of the village and ultimately succeeded in wiping out all the brigands in spite of overwhelming odds.

Somebody (it is not clear who from the credits, but possibly scriptwriter William Roberts) conceived the idea of transposing the story to Mexico, making the villagers Mexican peasants and having them cross the border to the U.S. to secure a weapon to ward off native bandits. Details have been ingeniously switched here and there for the sake of logic, but the central situation is still the same. Those who saw the Japanese film will have an added interest in this one to compare what alternations were made and why.

What it all goes to prove, perhaps, is that a good story is still a good story and interchangeable as to locale. It also goes to prove that there can be more than one approach to telling the same tale. Sturges is the man who made "Bad Day at Black Rock," among other good^ westerns, and it is not surprising that he emphasizes these elements in "The Magnificent Seven"—strong characterizations and the moral implications of the story. Without giving the appearance of sermonizing he eloquently gets across the themes that man must take a strong stand against evil and that there are varieties of courage and fear.

This Sturges handles as well as he does the exciting battle scenes in which the bandits are aided by the gunmen, return in a surprise maneuver, and are finally destroyed.

The casting is interesting, if not successful in every case. Yul Brynner seemed an odd choice for the leader of the gunmen, but once the novelty of his exotic features and accent in a western setting wears off, he is able to provide the effect of quiet fortitude. His companions are a study in contrasts: Steve McQueen (of tv's " Wanted Dead or Alive") is easy-going and pleasant; Charles Bronson is staunch and brave; Robert Vaughn, curiously and aloof, lends an Arabic touch; and James Coburn, stodgy and resourceful.

The seventh gunman is portrayed by Horst Buchholz, the young German actor seen here previously in foreign films. Given the best part in "The Magnificent Seven," he proceeds to run away with the honors. He plays a headstrong and hot-tempered fellow in contrast to his more even-natured companions, and he performs with both vitality and charm.

Among the other actors Eli Wallach is outstanding as the evil and crude leader of the brigands, and Vladimir Sokoloff is good as the old wise man of the village. Rosenda Monteros is pretty and appealing as a young Mexican girl who has a brief romance with Buchholz.

All the technical credits are top-notch from the photography of Charles Lang, Jr., to the rousing musical score of Elmer Bernstein. Running time, 120 minutes. Release in October.

Richard Gertner

Magna Reports

(Continued from page 1)

Jan. 31, 1961, will exceed those for the past fiscal year.

Income from film rentals, interest, etc., totaled $2,770,396 for the six months ending Jan. 31, compared to $4,967,733 for the same previous period.

Skouras said "South Pacific" had grossed $28,000,000 through July 31 this year, including about $100,000 from distribution of the 35mm version in England. This is only a small portion of the sum expected from that version in that territory, he said, and in other foreign territories the 35mm version is not yet in distribution, but expected to be started in the fall.

Skouras also reported that the company is paying dividends in advance of maturity dates on the $4,000,000 borrowed in May, 1959, to pay the balance owing on 6 per cent debentures. This debt has been reduced to $2,490,000, he said.

AMPA Awards

(Continued from page 1)

the film company, or film company official judged to have most benefited the industry during the past 12 months. A third will be for the outstanding showman; a fourth to the advertising man or the advertising campaign judged to be the year's best; the fifth to the person or organization in the service area of the industry — the craft or trade association — judged worthy of such recognition.

Montgomery said that the award presentation will be made by AMPA for many years, was finalized last week by an AMPA steering committee meeting with him in New York. When the nominees have been selected, he said, to make the selection of the initial recipients in each category.

He said that each recipient will receive a scroll listing his achievements which prompted his selection. It is also likely that AMPA will create and name a special trophy for the service award program.

MGM Sets Exhibitor Meets on "Butterfield"

Metro - Goldwyn - Mayer's intensive local campaigns for the early November openings of "Butterfield 8" are under way with exhibitor meetings this week in Boston, Philadelphia, and Washington.

A Cohan of M-G-M's home office publicity and advertising department completed a series of promotion meetings in Boston yesterday and is in Philadelphia today and tomorrow for similar sessions. In both cities, he is among the key local sales representa- tives, and developing department store promotions, setting special advertising campaigns, and reviewing all facets of promotion for the picture.

Mike Bergher on Tour

TOKYO, Oct. 4. — Mike Bergher, vice-president of Columbia Pictures International, supervising the activities of Latin America, the Far East and Australasia, is here on the first leg of his tour of Columbia branches in the Far East. Other stops on Bergher's tour will include Hong Kong, Manila, Singapore and Bangkok, as well as smaller branch cities in the surrounding territory.

Embassy Signs Ruggiero

Film editor Gene Ruggiero has been signed by Joseph E. Levine to supervise the editing on all forthcoming product of Embassy Pictures. Ruggiero, who won the Oscar for editing "Around the World in 80 Days," is currently working on "Thief of Bag- dad," now before the cameras in the United States.

Toddd-AO Theatres Total 300 Worldwide to Date

Theatres equipped for Todd-AO at the present time number almost 300 worldwide, George P. Skouras, president of Magna Pictures, reported yesterday. He said aggressive efforts are being made toward production of more pictures in the wide-screen process. He noted that 20th-Fox now has "Cleopatra," in production and that Magna itself will make a film based on the life of Constantine. Negotia- tions are in process for issuance of add- itional licenses by Todd-AO for such pictures as "State Fair," "The Great Story Ever Told," and others.

Toddd-AO Profit

(Continued from page 1)

M. Sugar, who is also vice-president in charge of theatres sales for Magna Pictures; and Fred Hyatt, the company's vice-president and general manager in charge of studio and West Coast operations, have been associated with Todd- AO since its inception as director of sound operations.

Runaway Production

(Continued from page 1)

had made "Exodus" entirely in Israel and Syria out of necessity, he had never made a picture out of the U.S. without a solely American cast called for and that he always took American stars ad technicians to work on the productions.

"The industry is on dangerous and un-American ground" when people are allowed to tell producers where they may make a picture, he said.

America needs the European market to survive, he warned, whereas no country really depends on the U.S. to show a profit. If it were to come to a slowdown, America, which is the most international of all mo- tion picture producers, can only suffer by making an issue of singling out and attacking foreign background films, he said.

Gets Fox Theatre

LONGMONT, Col., Oct. 4.—Richard Klein, formerly General manager of the Black Hills Amusement Co., with headquarters in Rapid City, S. D., has purchased the Fox Theatre from Fox Western-Mountain Thea- tres. Klein will move his family from Rapid City to Longmont and will take over the operation of the theatre, effective Nov.
AA Year Profit Is $1,240,538

N.T. & T. Asks US Okay To Acquire Drive-Ins

State Dep't. Influence Vs. Film Exports Is Scored by Kramer

Trend Growing

152 Theatres Equipped for 70mm in U.S.

51 More to Changeover Soon; Canada Has 15

There are a total of 152 theatres in the 32 exchange areas of the United States equipped to show 70mm prints and, as of August 31 another 51 installations were contemplated. In addition, 15 theatres in the Toronto-Montreal area are equipped for the big picture and another is planned.

George P. Scouras, president of Magna Pictures, reporting on the

Williams Named Dallas Branch Mgr. by 20th-Fox

William L. Williams has been named branch manager of the 20th Century-Fox Dallas office, effective immediately, it was announced yesterday by C. Glenn Norris, general sales manager.

Williams replaces Tom Cleaster, recently appointed to membership in the newly-created "Sales Cabinet," the field extension of the general sales manager's office, details

MGM Publicist Cohan Missing in Air Crash

Alfred Cohan, 39, MGM publicist, has been listed among those missing in the Eastern Air Lines Electra crash in Boston Harbor Tuesday. Cohan, who has been associated with the MGM home office publicity and advertising department since November,

Long Process

MPA Program Forming for New FCC Rules

Retains Counsel in D.C.; Prepares for Conferences

By E. H. KAHN
WASHINGTON, Oct. 5.—The Motion Picture Association has retained the Washington law firm of Hale, Wohlenberg and Bader to represent the industry's interests in dealing with the Federal Communications Commission on the rules that it will make for interpreting the new law that bans certain malpractices in broadcasting.

The procedure in such a case probably will involve discussions with FCC staff.

(Continued on page 6)

Won't Deduct Cost of Staging Campaign Drive

The Motion Picture Ass'n announced yesterday that in the industry-wide effort to get out the vote and raise funds on a nonpartisan basis for both parties, no portion of the money contributed will be used for administration expenses. Any expenses involved will be borne by the companies themselves.

The industry has decided to make it a public service effort. This is the first time that such a program has been undertaken on an industry-wide basis in this country.

According to Eric Johnston, MPAA president, the fact that the cost of political campaigns has in the past

(Continued on page 2)

Stock Options Lead Industry Transactions

(Continued on page 8)

Says MPI Plans Release of First Post-1948 Film Acquisitions to Hard Tops in February

MEMPHIS, Oct. 5.—Motion Picture Investors, Inc., will begin releasing pictures released from major companies' post-1948 libraries next February, Richard Orvar of Commonwealth Theatres, Kansas City, and an officer of MPI, told the Tri-States Theatre Owners annual convention here yesterday.

Orvar said release of the first film acquisitions will be to hard tops, and the same pictures will be made available to drive-ins about June 1, 1961.

He made no disclosure of titles or film acquisitions, specifically, but told the conventioners that MPI's investments in both film companies and post-48 library selections can be regarded as doing very well. Pictures from the major companies' libraries, he said, are being selected on their individual merit and not on a block-buying basis. Top quality attractions are being sought and those acquired will not be available to television for additional years, he pointed out.

When the films are re-released next winter and spring it will be with new prints and completely new advertising and promotion campaigns and materials.

(Continued)

sayed yesterday by Steve Broidy, president of the company.

The statement included an account

(Continued on page 2)

Exercise of influence by the U. S. State Department on American film exports was scored by Stanley Kramer, producer, in a talk on "Movies with Ideas" at a meeting here yesterday sponsored by the N. Y. University's School of Law's Arthur Garfield Hays's civil liberties program. Kramer is an NYU alumnus.

"Movies with idea," Kramer said, "has come to mean 'c o n t r o v e r s i a l f i l m s ' or, worse, 'message pictures.' In our business 'message' is a profanity and, in some quarters of Washington, where our business becomes their business, it is almost an obscurity.

"It may not have occurred even to experts in the civil liberties field that a producer seeking to make "movies with idea" has a running fight on his hands. He must fight to produce them, and then he must fight to get them properly distributed, especially in areas of the foreign market where the State Department may influence the choice of American product.

"In the obsolete thinking of some government "specialists" concerned with export of films, a producer who turns a bright light on contemporary society in the United States, and

(Continued on page 3)
UNIVERSAL proudly announces

SUSAN HAYWARD

in a Ross Hunter-Carrollton Production

also starring VERA MILES as "Liz Saxon"

VIRGINIA GREY • REGINALD GARDINER

Directed by David Miller • Produced by Ross Hunter
The start of production:

JOHN GAVIN

Fannie Hurst's

"BACK STREET"

In Eastman COLOR

A UNIVERSAL-INTERNATIONAL RELEASE
World Wide Sold To Metropolitan

Television Today

Special to THE DAILY

BOSTON, Oct. 5.—Completed acquisition of World Wide Broadcasting System, with transmitters at Scituate, Mass., was announced here today by John W. Kluge, chairman, in FCC's president of Metropolitan Broadcasting Corp. Negotiations were begun last December.

Kluge also disclosed that Metropolitan will earn $1.25 per share this year on sales of $40,000,000. Last year its sales totaled $16,500,000, and earnings were 90 cents a share on some 150,000 fewer shares. Metropolitan also owns Foster & Kleischer, Pacific Coast outdoor advertising company.

Kluge, addressing a luncheon gathering of some 50 security analysts and investment counselors at the Parker House, said that World Wide, through its key station, WRUL, beams short-wave radio programs from Scituate to two-thirds of the civilized world. Emphasizing its importance as a means of presenting United States views on world affairs, he said that 75 standards, or clear-channel, circuits will be cast WRUL programs to Latin America in Spanish and Portuguese.

Kluge also announced that another Metropolitan acquisition—that of ultra high frequency station WTVP, in Decatur, Illinois—has been just sanctioned by the Federal Communications Commission.

The Metropolitan lineup, with these two acquisitions, now includes:

TV Stations — WNEW-TV, New York City; WTTG-TV, Washington, D. C.; KOV-R-TV, Stockton-Sacramento, California; WTVH, Peoria, Illinois; WTVP, Decatur, Illinois. (Both WTVP and WTVP are UHF stations.)

Radio Stations — WNEW, New York City; WHE, Cleveland, Ohio; WIP, Philadelphia, Pa.

MPA Program Forming

(Continued from page 1)

members and the eventual filing of suggestions for treating the industry's problems with equity in the final rules that will be issued by FCC. The industry is concerned that many of its normal trade practices could be misconstrued as violations of the new law.

One significant problem, for example, is whether a manufacturer who supplies props for film use must be identified. The industry will suggest how the act should be interpreted to the extent that it is found to apply.

In the normal course of such a proceeding, FCC will hold informal conferences with various trade groups. Later, proposed rules will be issued, and FCC will solicit comments. These may be based on evidence that is considered illegal, court review may be sought. In the event of extensive disagreement, the process may go on for a long time.

Cohan Missing

(Continued from page 1)

1958, had just begun a three-week, nine-city trip to set up local ad campaigns for "Butterfield 8," for which he had served as unit publicist during filming.

Before joining the MCM unit, Cohan had been with Universal Pictures in a similar capacity at holding positions of sales executive with the Rubber Specialty Co. and promotion manager for the American Broadcasting Co.

Cohan enlisted in the Coast Guard and Maritime Service during World War II following his graduation from the University of Pennsylvania.

Felix the Cat Prods. Buys RCA Film Recording Set

Felix the Cat Productions has purchased the RCA Film Recording Studios at 411 Fifth Avenue here, Pat Sullivan, president of the production company, and Joseph Griolo, vice-president and executive producer, announced.

In the 9,000 square foot area of the newly-named 411 Recording Studios are equipment and facilities both for live-action and animated film sound. Studio A in the former RCA Studios is considered one of the finest studios acoustically in the United States.

Republic Building New Sound Stage for TV Film

From THE DAILY Bureau

HOLLYWOOD, Oct. 5.—Republic Studios this week completed exterior wall construction of a new sound stage now being built to provide additional facilities for the lot's largest production season in years, Dana J. Bloomgren, vice-president and studio manager, announced.

The new structure, with 200,000 cubic feet interior capacity, will bring the total number of sound stages at the lot to 22, and is specially designed for filmed tv production.

Nine Stations Added to ABC Radio Network

Nine new affiliations to the ABC Radio Network, giving it a total of 325 United States affiliates, were announced yesterday by Robert C. Pauley, ABC vice-president in charge of the radio network.

The new affiliates are: KAGT, Ar- cordes, Wash.; WMKE, Chase City, Va.; KOOS, Coos Bay, Ore.; WWGH, Hornell, N. Y.; KAAB, Hot Springs Ark.; KWEB, Houston, Tex.; WPGC, Portland, Ind.; KFMJ, Tulsa, Okla.; WNMS, Valparaiso, Ind.

Khrushchev to Appear On ‘Open End’ Sunday

Nikita Khrushchev will appear "live" on David Susskind's "Open End" television program over WNTA-TV Channel 13, here this Sunday at P.M., it was announced yesterday. Newsmen will analyze Khrushchev's appearance at the tail end of the show, which will be available for rebroadcast to any station that wants it.

Bob Hope to Narrate ‘Will Roger Story’

Bob Hope has been signed by producer Donald B. Hyatt to narrate "The Will Rogers Story," Purex Special for NBC-TV based on the life and times of the humorist.

This marks Hope's second Project Twenty assignment for Purex, his first being last season's "Not So Lucky." "The Will Rogers Story," scheduled to air in late February, will headline eight specials for NBC-TV this season in addition to the Purex Special and other guest appearances.

‘Steps’ to 68th St. Here

Oct. 10 has been set for the initial of "The 39 Steps" at the 68th St. Playhouse here. It is a Rank Organization presentation being released by 20th Century-Fox.

Life, Look, Mademoiselle, This Week (cover story), TV Guide and papers coast-to-coast have already given Mlle. Annie an unprecedented welcome. Meet her tonight as “ANGEL.” You’ll join the press in loudly cheering “Vive La Fargé!”

CBS FILMS

You’ve got a date with an Angel!*


**70mm Survey**

(Continued from page 1)

progress of the wide picture this week said that about 300 theatres, including those in foreign markets, were equipped with 70mm projectors.

The survey of U.S. theatres shows some interesting growth patterns. For instance, while the greatest concentration of the newly equipped houses is around the major exchange centers, Boston, Los Angeles, New York and Washington, other areas, like Dallas have a surprising number of houses. In addition, many of the houses are not down-town first run houses but rejuvenated neighborhood or smaller downtown theatres.

That this pattern will continue is shown by the fact that the theatres listed for early modernization fall in the same category.

Four New in Boston

In Boston proper there are presently four equipped houses, three of them owned by Ben Sack. Of these, the largest is the Cary theatre with 1277 seats. The fourth house in the city is B & Q's 1,384 seat Astor. The five other equipped houses are in Providence, Fall River, New Bedford and Springfield.

Sack also plans to equip his Beacon Hill theatre in Boston and two others contemplated are in Springfield and one in Fall River.

The Los Angeles total includes seven in Los Angeles, Hollywood or Beverly Hills, the largest being the 2,286 seat Fox Wilshire operated by Fox West Coast. Others are scattered between San Diego and Phoenix, Arizona, including El Dorado Enterprises' Pacific Drive-in at Pacific Beach, Cal.

N. Y. Varies Pattern

New York City varies the pattern. Seven of the 12 houses in the area are in the city proper and all of these are Broadway theatres, the Rivoli, State, Criterion, Winter Garden, DeMille Capital. The five others are in Syosset, Ashbury Park, Huntington, Upper Montclair and Bayshore. However, all those listed as contemplating the changeover are suburban except that 600 seat Murrill House owned by Rugoff and Becker. The others are in New Jersey, Westchester and Long Island.

Texas presents an interesting picture with nine of the 12 theatres listed as equipped having 1,000 seats or less. These are in San Antonio, Houston, Corpus Christi, Dallas, Beaumont, Wichita Falls and Waco. Contemplated are theatres in Amarillo, Fort Worth, Austin, Hefingen, El Paso, Tyler, Abilene, and Waco, and one of these, the 1,468 seat Pallace in Fort Worth is the only one seating more than 1,000.

**Twinex Anniversary**

TORONTO, Oct. 5.—Twinex Century Theatres, Ltd., will mark the 25th anniversary of its establishment as a theatre circuit with an industry dinner at the Park Plaza Hotel in Toronto Oct. 18.

**70mm Installations, By Exchange**

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**Tri-State Meet Hears Report on Product Plans**

Special to THE DAILY

MEMPHIS, Oct. 5.—Exhibitors are going to have more to say about the stories of the pictures they show, George Roscoe, field representative for Theatre Owners of America, told delegates to the convention of Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee at the closing luncheon here today.

Roscoe told of the plans of TOA to cooperate with the Screen Producers Guild to provide producers with an exhibitor evaluation of proposed scripts.

Officers recommended by the nominating committee were elected as the closing business session today. Gordon Hutchens, Russellville, Ark., out-going president, became chairman of the board, and Joe Kefler, Memphis, of Malco Theatres, Inc., is the new president. Vice-presidents are: Leon Kouns, Holly Springs, Miss., re-elected; Bob Wightman, Little Rock, re-elected and Ed Doherty, Memphis, new Tennessee vice-president. Martin Mounger, Calhoun City, Miss., was elected secretary-treasurer in place of Kefler, and is in line to be the 1962 president.

Representatives to TOA: R. Cox, Batesville, Miss., Hayes Remon, Millington, Tenn., and K. K. King, Searcy, Ark.

**Jobs Of Storm Damage To Mountain Theatre**

Special to THE DAILY

ALBANY, Oct. 5.—Direct damage to George Thornton's Windham in Windham, Catskill Mt. village devastated by the recent hurricane, was estimated by him, during a visit to the theatre this week, at a minimum of $7,000. Many of the seats and all of the rugs were damaged. The roof suffered wind and flying-debris damage.

**Stock Option**

(Continued from page 1) reported in August the exercise options on 4,101 shares of common stock.

James B. Cokling, an officer, has now acquired 5,000 shares of Warner Bros. Inc.—his total holdings—on option July.

George N. Blatchford, officer Alls, Des Moines, reported acquisition of 300 shares of common in August, retaining 200. Roger W. H. Lock acquired 300 to bring his total to 19,000.

Edward L. Hyman, an officer AB-PT, reported disposition of 3,880 shares in August, retaining 6,100. James G. Riddell, an officer and director, disposed of 100, keeping 1,600.

**Cinerama Holdings**

Marshall A. Jacobs, director Cinerama, Inc., reported acquisition of 5,000 shares of common in August. B. C. Kraus, an officer and director, reported acquisition of his total of 300 shares in that month. Robin International Inc., listed under the name of colossus Relsini, an officer and director acquired 1,300 shares for a total of 38,005.

Drummond Drury, officer of Fine Arts, reported disposition of 380 shares of common in August, retaining 500. Richard B. Sage, an officer, reported disposition of 4 shares in July, bringing his total to 8,905.

An unnamed subsidiary of Loew Theatres, Inc., reported in August the acquisition of 1,264 common shares of Loew's Boston Theatre, bringing its holdings to 2,860. Loew Theatres, Inc., is listed as holding 132,966 shares.

**NT&T Disposition**

Samuel Firs, a director of National Theatres and Television, reported in July the disposition of 5,300 common shares and in August another 6,700 shares, leaving him with 50,100 shares. Y. Frank Freeman, an officer as director of Paramount Pictures, reported in August disposing of 7,000 common shares, retaining 2,000. Harrold Moore, officer of Trans Lux Corp., made reports in July acquisition of 900 common shares bringing his total to 181,900. Parn Amusement Co. disposed of 1,650 shares, keeping 39,000. Foundations under Brandt's name acquired 1,300 shares and disposed of 1,500 shares keeping 35,193.

**Johnston to Speak**

HOLLYWOOD, Oct. 5.—Errol Johnston, president of the Motion Picture Assn., will be guest speaker at the Screen Producers' Guild membership meeting in the Empire Room at Beverly Hilton Hotel, October 17.
**SPARTACUS**

Bryna—Universal-International

"SPARTACUS" is for the millions who like their screen adventures and romance robust, lachrymose and prolonged. It is tailored for a very large clientele, boasting an all-star cast headed by Kirk Douglas, Laurence Olivier, Jean Simmons, Charles Laughton, Peter Ustinov, John Gavin and Tony Curtis. It has the benefits of a wide range of top cinematic skills and techniques, including the Super Technirama 70 process, and color by Technicolor. And on it no effort was made to spare the budget. It ranks as Universal's highest budgeted production and also is claimed to be the most expensive picture ever made in Hollywood.

"Spartacus" is the story of the Roman gladiator of that name who led a rebellion of, first, other gladiators, then a large part of the huge slave population of pagan Rome in the last century before the Christian era. As such, it is the story of civilized man's unending struggle for freedom and dignity. To it has been added, in this Dalton Trumbo screen play, based on the widely read Howard Fast novel of the same title, a tortured romance between the gladiator, Spartacus, played by Douglas, and the slave girl, Varinia, played by Miss Simmons. It is a love that was born in the inhuman atmosphere of slave quarters and gladiators' cells, subjected to frustration except during the brief years of their rebellion won freedom, and doomed to a tragic end as the Roman rulers, stung by defeats administered by their slaves, set about in earnest to put down the uprising by every means at their command. It is a romance that has its moving moments and one whose torments many women will gladly cry over.

The story has been told against a background that is exceptionally varied even in these years of three-hour Biblical dramas and spectacles of fabled ages. It is quite apparent that no expense was too great to achieve the ultimate in sets of Roman apartments, baths, senate chambers and gladiators' arenas, among others, nor in panoramas of vast battle scenes, and the marches and camps of the teeming slave hordes after they have thrown off their yoke.

Costumes, color and the impressive fidelity of the Super Technirama 70 process are a visual treat over the impressive 190 minutes of running time (exclusive of intermission time which will be a standard feature of this picture's road show policy). The Edward Lewis production, for which Douglas was executive producer, is uniquely impressive for its trappings alone.

Ustinov, as the owner of a stable of gladiators, finds Douglas, the slave, in the desert inferno of African salt mines, where the former has gone in likely search of material to be trained for the arena. Brought to Italy and schooled as a gladiator, the cruelty and indignities heaped on the men by their Roman masters leaves in Douglas, who has fallen in love with the training camp's slave serving maid, Miss Simmons.

Forced to fight a slave companion to the death for the amusement of...
AIP Boosts Budget on Four Action Classics

From THE DAILY Bureau

HOLLYWOOD, Oct. 6. — American International’s forthcoming release schedule will carry a minimum of four action classics, according to an announcement here today by AIP heads James H. Nicholson and Samuel Z. Arkoff. At the same time, due to an increased demand for saturation bookings, the executives announced a boost in their standing orders to 600 prints, thus allowing four of its major titles to play off a feature simultaneously.

The four action classics are: Jules Verne’s “Master of the World,” “In the Year 2800,” "The Floating City" and Edgar Allan Poe’s “The Pit and the Pendulum.” All four productions will be filmed in color at an estimated budget of $4,250,000 with exploitation planned to roll from April 1st, with a release from April 1st. Through the Christmas holidays at a cost of another $4,250,000, making this AIP’s largest outlay to date.

Hot Wind’ to Open in 652 Theatres in Week

Joseph E. Levine’s “Where the Hot Wind Blows!” will open in 652 theatres across the country, the week of Nov. 6, spearheaded by simultaneous saturation openings in New York, New England, Philadelphia and Los Angeles-San Francisco territories.

Charles Snadjla

was one of the original group that came to United Artists in 1951 and has been a major factor in the worldwide growth of the company ever since that date. All of us here at U.A. are sorry that he has to leave his activities, but we must respect the advice of his physician. We will go on with him and we are happy that he will still be available to us in his advisory capacity.

Smadja entered the motion picture industry in France in 1931 and was general manager of Films Osso from 1932 to 1934. He became a producer and president of Columbia Pictures in 1935 and left to serve with the French forces in World War II. He resumed production activities in France in 1945 and joined United Artists in 1951 as European sales manager. He was named continental manager in 1953 and to his present post in 1955.

Academy Sets

(Continued from page 1)

 Awards year to the audience for which they were designed.

The new rule also states that entries must have significant dialogue or narration in English or English sub-titles.

The second rule change, recommended by the short subjects branch, states that short subjects must be released in Los Angeles County for a definite first paid play date of three consecutive days after an opening prior to midnight, Dec. 31, 1960. Previously, the rules required that prints be kept in the county for three consecutive days during the "Awards year."

New Company Sets

Budget of $8,500,000

From THE DAILY Bureau

HOLLYWOOD — Gunco-Arlington Productions, Inc. has been formed to produce eight feature films in the next 12 months with a total anticipated budget of $8,500,000, President W. J. Coates and D. A. Coates. Albert Martin, New York attorney, is with the company as producer’s representative.

Of the eight pictures, four are to be filmed in this country and four in Mexico in a co-production venture with Producciones Bueno. Coates departs over the weekend for Mexico City where he will meet Bueno’s producer begun for Moore, Duford and Dawson Bay. Five million dollars is budgeted for the Mexican ventures, with $3,500,000 for the American productions.

Officers of Arlington, in addition to Coates, are Herman Rotstein, vice-president; Dean Colton Reed, vice-president; Calvin J. McKinney, secretary-treasurer, and Wynn Shrontz assistant treasurer and office manager.

Financing for the company is from private sources. No distribution deal has been set. It is intended to start "The Cause of Death" on location in England in March, 1961. Joseph Kane will direct from an original screenplay by Jerry Soll.

Balance of the program, both domestic and Mexican co-production, is to be announced within the week.

NT&T Will Distribute

(Continued from page 1)

ber 10, 1960 to NT&T stockholders of record on October 14, 1960. B. Gerald Cantor, president of NT&T, announced today. NT&T stockholders will receive three shares of NTA for each 10 shares of NT&T held.

This dividend was announced some time ago, but designation of the record and payment dates had been held pending approval by the Federal Communications Commission. The Chase Manhattan Bank, which holds the dividend as trustee, will handle the distribution.

The dividend decreases NT&T holdings in NTA to 620,511 shares, which is approximately 38 per cent of the total of 1,627,572 shares of NTA common stock to be outstanding.

New York Theatres

RADIO CITY MUSIC HALL — Fecke, Monday, October 9, 1960. "The Dark at the Top of the Stairs."

ROBERT PRESTON • DOROTHY McGUIRE

A WARNER BROS. PICTURE IN TECHNICOLOR ON STAGE "FIRE! CHEERS! & "KILLORE."

WARRNER BROS. PICTURE IN TECHNICOLOR
**TV Alliance**

(Continued from page 1)


The 18 companies included in ATFP are currently producing more than 50 different series for television. At the request of a new law, it will become effective Sept. 13 "for the first time imposes an affirmative duty upon them to disclose to broadcast licensees certain information concerning the receipt of any consideration in connection with the inclusion of any matter in a broadcast program." On Sept. 21, FCC announced that it was in the process of preparing proposals for rule-making, but that meanwhile old rules until superseded would remain in effect and the industry should be guided by the House Committee report.

Many Already Telecast

In the case of films produced before Sept. 13, ATFP points out that if not all, of them have been "broadcast at least one of more times over one or more television stations and will continue to be broadcast for many years to come," therein, it is felt that the new law does not apply for two reasons: (1) The alternate choices given to the producer in the law can be made "only at or before the time the program is being produced" and therefore no choice is possible for films antedating the law; and (2) After citing Harris (D., Ark.) during the hearings, Congress intended the law to have prospective application only.

ATFP points out, "the waiver will simply preserve the status quo until such time as the Commission shall have had an opportunity to pass upon the matter."

**Ask Waiver on Rules**

As for filmed television programs produced after Sept. 13, 1960, the petition, declares: "Throughout the years there have developed in the film industry many practices which have been openly arrived at and the existence of which has been open and widely acknowledged. ATFP believes that these open and normal business practices were not the type with which Congress was concerned. The hearings contain no charges or discourses on their score. However, the statute as finally drafted may technically be construed to cover some of these practices. ATFP members are in the process of reconsidering their practices to ascertain whether they are covered, and if so, whether they should be changed so as to obviate an announcement or whether they should be retained, in which event machinery must be devised for supplying broadcast licensees with the necessary information so that appropriate section 317 notices may be made. However, this is not a matter for unilateral determination by the film producers. Existing contracts are involved which may have to be renegotiated. The petition contends that the ABC networks could be in serious difficulty if the network's programs create problems with networks or station licensees who may have conflicting commitments with sponsors. It takes time to work out these problems in good faith. The normal method of doing business which has been in effect for long periods of time cannot be changed overnight."

In the case of these films, ATFP asks for a waiver pending issuance of final rules.


In a related action, the law firm of Hale, Wohlenberg and Bader, on behalf of the Motion Picture Association, filed today a letter of intent with the chief of the broadcasting bureau of FCC. The MPA brief is expected to be filed next week.

**To Film 'Many Rooms'**

HOLLYWOOD, Oct. 6—"House of Many Rooms," a novel by Robin White, has been purchased by Columbia Pictures for filming by Philip Barry Productions. It has been announced by Samuel J. Briskin, Columbia vice-president in charge of West Coast activities.

**Political Fund**

(Continued from page 1)

pointed department heads in the New York office as well as the branch managers at the exchanges to organize for the campaign. Studios are organizing on the same basis as the New York offices.

All the department heads will receive a campaign plan circular with complete instructions on running the campaign in their own departments. Captains have been chosen for every two members of each department. The captains will be responsible for contacting every employee in the industry by Democracy Day, Friday, Oct. 21. All contributions will be collected by D-Day.

The captains will be supplied with a kit containing a personal letter from the company president to each employee. The letter invites all personnel to join in the industry's non-partisan effort. Also in the kit are printed pamphlets detailing the reasons why every voter has a duty not only to vote but to vote for financially candidates of his choice.

A double envelope included in the kit insures that the employee's name, contribution and party affiliation will be kept "as secret as the secret ballot." These envelopes are to be put into the hands of every member of the industry by the captains, along with the other material.

The sealed envelopes, the inner one intended for the contribution, and the outer one unmarked except for the name of the company treasurer, will be delivered to the MBA to the citizen's committee of the major parties. These committees will open the envelopes and count the funds allocated to them.
FOLLOWING a series of six invitational previews attended by thousands of screen, stage and television personalities, press representatives and entertainment industry leaders, "Spartacus," the widely-heralded Bryna Production being released by Universal-International, had its brilliant World Premiere at the DeMille Theatre in New York last night as a benefit for the American Academy of Dramatic Arts. More than two years in the making and the most expensive film ever shot in Hollywood, "Spartacus," stars Kirk Douglas, Laurence Olivier, Jean Simmons, Charles Laughton, Peter Ustinov, John Gavin and Tony Curtis and a cast of thousands. Last night's World Premiere was followed by a supper dance at the Hotel Astor attended by a galaxy of stage, screen and television stars. During the next four weeks, openings of "Spartacus" are scheduled for Chicago, Los Angeles, Boston, Philadelphia, and Detroit, all on a roadshow basis.
DEMMILLE LAUNCHES WIDELY-HERALDED FILM

Henry H. "Hi" Martin and Walter Reade, Jr. Martin is vice-president of Universal and general sales manager and Reade is president of Walter Reade, Inc.

Gene Picker, president of Loew's, Inc. and Mrs. Picker.

Edward Muhl, vice-president in charge of production for Universal and president Milton R. Rackmil of Universal.

Charles Simonelli, assistant to the president Universal and guest.

Tony Randall and wife.

Howard Fast, author of the novel "Spartacus" and Mrs. Fast.

Mr. and Mrs. William Randolph Hearst, Jr. were among the preview guests. Part of "Spartacus" was shot at San Simeon, famous Hearst Tate in California.

Arlene Francis arrives with Lauren Bacall and Christopher Plummer.
Who's Where

Richard Brill, former CBS Network producer and independent packager, has been signed as producer and general programming executive of a new network service, MBNS-TV, announced here yesterday. President of the newly formed American Broadcasting - Paramount Theatres subsidiary, Brill will report directly to Peter G. Robinson, chairman-director of programs, joining a nucleus of key creative personnel to plan, develop, and produce taped and film shows for Selznick.

Joe Cramer has been named director of business affairs for Paramount Television Productions, Inc. in Hollywood, it was announced by Jim Schulke, vice-president in charge of programming. Cramer has been in charge of client relations for Paramount Pictures TV division.

Richard A. Borel, director of television for WBNJ-TV, Columbus, Ohio, has been elected chairman of the board of the CBS Television Affiliates Association, it was announced by William Quarton, WMT, Cedar Rapids, la., outgoing chairman. At the same time it was announced that Tom Chauncey, president of KOOL-TV, Phoenix, Ariz., has succeeded Borel as secretary of the association. Both terms are for one year.

NTA Telestudios Has Record Six-Month Period

NTA Telestudios has enjoyed its most successful six-month period since its inception. George K. Gould, company president, said yesterday. "Our billings have increased more than 20 per cent over the previous six-month period," he pointed out. The studios have been producing a record number of taped commercials for the first full year.

Acceptance of the fine quality and performance of tape as well as the increase in the number of stations not required to handle taped commercials and programming were the two most important reasons in the upsurge in NTA Telestudios billings, Gould said. Other factors responsible are the great flexibility of tape and the ready acceptancy by advertising agencies and advertisers of the video taped commercials, he added.

Among the agencies using NTA Telestudios facilities are N. W. Ayer, Ted Bates, BBDO & Benton & Bowles, Leo Burnett, Clinton E. Frank, Maxon, Norman, Craig & Kimmel, Goodhart & Benson, Mathers, Sadler Jackson, I. Walter Thompson, Carlo Vinti and Young & Rubicam.

Commercial were taped for such advertisers as Armstrong, Aluminum Products, Du Pont, Gallo Wines, General Electric, General Cigar, Heinz, Richard Hudnut, Kellogg's, Lambert Pharmaceutical, Lestol, Lever Brothers, Miles Laboratories, Proctor & Gamble, Reynolds Metals, Rupprecht, Spalding, TV Code Stand on Alcohol Use Clarified

From THE DAILY Bureau
WASHINGTON, Oct. 6. - The Television Code Review Board of the National Association of Broadcasters has amplified its ban on the advertising of hard liquor to make it crystal clear that the provision also applies to products or services which in their presentation induce the use of hard liquor.

The board announced the issuance of a second interpretation which was approved at the board's meeting here Tuesday. This clarifies intent of present Code language which reads:

"The advertising of hard liquor should not be accepted."

The interpretation approved yesterday says:

"This restraint applies also to the advertising of products and/or services in which hard liquor is used, but which in their presentation induce the use of hard liquor." E. K. Hartenbrower, chairman of the Television Code Review Board, commanded Station WPIX (Channel 11), New York, for rejecting a commercial showing the actual mixing of a whisky sour from a prepared cocktail mix and liquor, and similar drinks.

Hartenbrower said the management of WPIX showed "a highly commendable sense of responsibility to broadcasting and a keen awareness of the traditional patterns of good broadcasting in rejecting the cocktail mix commercials offered by a leading advertising agency. This is another example of how Code classifiers such as WPIX, working through the Code Review Board procedures, can help the industry solve some of the problems and thus head off restrictive governmental regulation which always threatens any licensed industry."

Review:
The Entertainer
Bryanston—Continental

Sir Laurence Olivier's past triumphs range from the nefarious Richard III of Shakespeare to Battigan's comic prince of "The Prince and the Showgirl," but it is doubtful that he has ever played a part with the many facets contained in the role of Archie Rice, "The Entertainer." Archie is an untalented music-hall performer who, in trying to follow his father's brilliant career, refuses to face the fact that he doesn't have what it takes. His bad jokes are a mere shadow of his father, his song is pathetic, and his dancing shows a deplorable lack of style. Yet, through the years, he has continued to cling to the dream of being a success in show business.

The ill effects of this make-believe life are obvious on Archie, who just doesn't accept reality any more. But the results on his family are even sadder.

Brenda De Banzie gives a memorable performance as Archie's wife, who knows of his off-stage affairs and tries to force him to go by the movies and by drinking gin. Her life is further complicated by the fact that her son Mick has been captured in the Suez strife. Archie's embittered father is played by Roger Livesey, and it is he who ruins the entertainer's last chance to put on a new show and then ultimately dies trying to make up to his son for it.

Joan Plowright makes her screen debut as the daughter, Jean, the part she did also in London and New York. She is the central character in the film, for it is she who tells the story. She returns home because she is seeking the answer to the problem she faces of giving up her work and marrying a man who is headed for business in Africa. Instead of finding an answer to her problem, she becomes involved with the family's troubles.

The film has a depressing mood throughout, which is maintained by the fact that nothing is resolved at its end. John Osborne, who wrote the original play, works on the screenplay. Oliver seems to have been more interested in making a point, supposedly that the world is no good, than in actually telling a story.

The cast is composed of capable actors and under Tony Richardson's direction they are excellent, even if their material is not. The Bryanston production will depend solely on the reputation of Olivier, and perhaps the news-making Miss Plowright, to attract an audience. This is a for-pay reading card, but parents will have to find a babysitter for the kids. A concentrated campaign for theRadio-Television syndicating release is indicated.

running time, 97 minutes. Release date, October.

W. H. Werneth

Fire Destroys Drive-In

LEBANON, Ore., Oct. 6—Fire of undetermined origin destroyed the Nv-Drive-In Theatre here, with losses upwards of $200,000 in equipment and contents.

The fire began about 2:30 a.m. at the television Code Review Board, commended Station WPIX (Channel 11), New York, for rejecting a commercial showing the actual mixing of a whisky sour from a prepared cocktail mix and liquor, and similar drinks.

Hartenbrower said the management of WPIX showed "a highly commendable sense of responsibility to broadcasting and a keen awareness of the traditional patterns of good broadcasting in rejecting the cocktail mix commercials offered by a leading advertising agency. This is another example of how Code classifiers such as WPIX, working through the Code Review Board procedures, can help the industry solve some of the problems and thus head off restrictive governmental regulation which always threatens any licensed industry."
Second Chance

By Sherwin Kane

An interesting and perhaps significant experiment is underway in the Ogden Theatre, a Fox Inter-mountain house, in Denver.

As a story in the adjoining news columns of today's Motion Picture Daily relates, the picture was first shown in Denver in August as the bottom half of a double bill, and its box office fate there was equally discouraging.

The Denver advertising used for the engagement of this story of a group of nuns who try to help Jewish children escape from a Nazi concentration camp in World War II, featured lines like the following: "Suddenly the whole world knew her secre
t! Torture, killing and vicious passions—and incredible courage—grip
ning at your emotions like no other motion picture!"

The Denver Catholic Register, following the brief run of the picture, published an article criticizing the manner in which the film had been presented and advertised, while praising the film warmly and asserting that it had been denied the wide public support it deserved.

Robert Selig, head of Intermountain Theatres, promptly accepted his company's share of responsibility and announced that "Conspiracy of Hearts" would be given a return en-
agement at the same theatre Oct. 10, 11.

In so doing, Selig not only won over his circuit's critics but put the expanse for the picture's sup-
port up to them.

The advertising employed for "Conspiracy of Hearts" on its initial en-
gagement at the Ogden was unwise, addressed to the sensation-seeking audience elements, if it succeeded in ringing them in to the theatre (which obviously it did not) they were bound to be disappointed. And the element that might have supported the pic-
ture and found enjoyment in it, (Continued on page 2)

Exhibitor Gives Film 'Second Chance' As Paper Pledges Special Support

Paramount's "Conspiracy of Hearts," which the Catholic-based press in Denver, Col., believes is 'one of the finest films ever produced,' is getting a unique "second chance" in that area, it was disclosed at the weekend by Robert W. Selig, president of Fox Inter-Mountain Theatres of Denver, a division of National Theatres and Television.

The film, which played earlier this month as the lower half of a double bill with "It Started in Naples" in down-town Denver, yesterday started a special return engagement at the Ogden Theatre in Denver at the specific request of the nationally-circ

(Continued on page 6)

Hits Academy Changes As 'Step Backward'

Changes in the Academy Awards rules affecting documentary films were called a "step backward" at the weekend by Richard Brandt, member of the governing committee of Indep-

(Continued on page 6)

AB-PT Responds to Appeal of Hospital Group; Pledges Audience Collection in All Theatres

Edward L. Hyman, vice-president, American Broadcasting-Paramount Thea-
tres, in responding to an appeal of the Will Rogers executive committee for the O'Donnell Memorial Year campaign now in progress, has pledged the audience collection participation of all AB-PT theatres under his direction.

The announcement was made by A. Montague, president of Will Rogers Hospital, who further pointed out that "This year, being O'Donnell Memorial Year in our industry, a challenge is presented to all exhibitors to take active lead in steering the audience collection and Christmas salute campaigns to greater heights than have ever been achieved. For this is in honor and to the eternal memory of one of America's great showmen and one of our hos-
pital's greatest champions, Bob O'Donnell."

"Exhibitors throughout the country," said Montague, "are adding their might along with AB-PT in our industry's project of building the new enlarged O'Donnell Memorial Research Laboratories on the hospital grounds at Saranac Lake.

Plans for expanding the laboratory include broadening the type of work undertaken, and embrace exploratory as well as clinical research in all the pulmonary cardio-vascular diseases. Additional space is also being provided for taking care of more patients.

Seek Clarification

Theatres Ask

Full Probe by FCC of Pay-TV

Cohn Brief Urges Analysis Of Hartford Programming

WASHINGTON, Oct. 9. - Exhib-
itors want to be sure that program-
ming for the Hartford Phoneline KTV proposal is going to be fully aired at the Federal Communications Commissions hearing late this month. The Connecticut motion picture theatres have asked for a clarification or alternatively for a modification of the issues to be presented.

Marcus Cohn today filed a peti-
tion on behalf of the Connecticut committee against KTV, Stanley War-
er Management Co., Leow's Inc.,

(Continued on page 3)

Exhibitors Concerned

By Toll-TV in Britain

LONDON, Oct. 6. (By Air Mail)—A growing concern at the prospect of toll-tv in Britain was expressed by the Yorkshire branch of the Cinemat-
ograph Exhibitors Association on hearing a first-hand report on the progress of the Toronto Telemeter experiment.

Returning here after a 12-week (Continued on page 3)

Bronston's 'El Cid' For Release by A.A.

By SIDNEY RECHEKNIK

Radical changes in the creative side of the motion picture industry neces-
itate comparable changes in the dis-
tribution pattern, according to Steve (Continued on page 3)
Millar, Turman Form
New Production Firm

From THE DAILY Bureau

HOLLYWOOD, Oct. 9. — Stuart Millar and Lawrence Turman have announced the formation of a new production firm to be called Millar- Turman Productions. Turman has resigned his position with the Kurt Frings Agency to join producer Millar in the new venture.

The new production team will begin its activities with "The Young Doctors," to be shot in early 1961 in New York for United Artists release. They have also consummated a deal with United Artists to film "Cast the Foul Stone." This project is "Unarmed in Paradise," to be filmed next summer in Paris for Allied Artists.

Stricking on 4-Week
MGM European Tour

Howard Strickland, M-G-M director of advertising and publicity, begins a four-week European trip today to further the company's publicity, and to open offices in London, Munich, Frankfurt, Rome and Paris. He will be meeting with M-G-M executives in the European capitals to discuss new advertising campaigns. This will be his first European swing since becoming the ad-pub topper.

Among the campaigns that will be reviewed are the plans for the release of "Butterfield 8," "Cimarron," and "King of Kings." While in Munich on the 14th, he will attend the opening of "Ben Hur," and meet with M-G-M International President, Morton A. Spring, and the film's director, William Wyler.

'Confederates' Budget
Set at $1,850,000

From THE DAILY Bureau

HOLLYWOOD, Oct. 9.—A budget of $1,850,000 for "Two Little Confections," the first picture for the new Merian C. Cooper-John Farrow company, was approved by Merian Goodman, New York attorney in charge of distribution agreements. Prior to his departure Cooper will see the following three days with Cooper and Farrow here.

Goodman also okayed a $4,000,000-600 budget for "Chattanooga," the second G-F production, estimated on Farrow's 60-page treatment. Both pictures will be roadshowed.

Equip for Todd-AO


EDITORIAL

(Continued from page 1)

wouldn't respond to the advertising approach employed.

It is clear that entirely new advertising is being used for the return engagement now in progress. The response will be of interest to the trade.

It has a bearing on the oft-heard contention that the public today wants only racy sensationalism and refuses to support a wholesome picture when one is offered.

Harrell Named 20th-Fox
Chicago Branch Manager

Henry Harrell has been named branch manager of the 20th-Century-Fox Chicago office effective immediately by C. Glenn Norris, general sales manager.

Harrell, who replaces Bob Conn, was sales manager in the exchange. Conn was recently appointed to membership in the "sales cabinet," the extension of the general sales manager's office in the field.

The new branch manager has been with company since 1946 when he was employed by the New Orleans branch as an apprentice booker. A year after that, he was promoted to booker and exactly 15 months later was made office manager and city salesman. He was transferred to the Atlanta exchange and, on the opening of the 20th-Fox Houston branch, he was made district manager there. When that office was closed, he was assigned to Chicago as sales manager.

Mentalist to Tour for
"Village of the Damned"

The "surprise" showmanship package that MGM promised exhibitors for the 200 theatre premiere of "Village of the Damned," is that the amazing Dunninger, the famed mentalist, will tour the Cinematograph, Indianapolis and Cleveland exchange territories on behalf of the picture.

Dunninger, known for his tours through his many national television and radio appearances, will be seen and heard on tv and radio shows, in theatres, and before civic groups as he talks about the "Village of the Damned" and does his famous mind reading act. The tour was inspired by the fact that "Village of the Damned" deals with a "master race" of children who are able to read minds as they impose their will on adults.

Dunninger's tour, which starts in Cincinnati next Thursday, will cover Indianapolis, Columbus, Springfield, Evansville, Louisville, Huntington and Charleston over a two-week period.

Prague Named Of Detroit J.C. Tent

Special to THE DAILY

DETROIT, Oct. 9. — Woodrow R. Prague was elected chief Barker of the C.J. Tent No. 24, the Michigan chapter of International Alliance of Theatrical Stage Employees. Prague, an agent for Miriam Smith, is a New York agent for the Fox exchange.

Edward C. Webb, a 10-year veteran of the Tent, was elected vice-president.

Elected to the Crew to complete the board of directors were William M. Clark, Richard Graff, Louis Mitchell, Fred Sweet and Milton Zimmerman. Ross McCallie was designated as alternate.

Award by acclamation was given retiring Chief Barker William M. Weten. During his unprecedented three term reign, in addition to customary philanthropic work, The Variety Club Growth and Development Centre, Inc., was established. The new Variety Club has already earmarked $10,000 to begin work at the Children's Hospital of Michigan and it is expected if projects in the planning stages culminate that another $25,000 will be needed to consummate the above projects before the New Year.

Prague was formerly chief Barker of the Variety Club of Des Moines, Tent No. 1, and a member of C.J. Tent No. 3, Cincinnati. Herzog was appointed chairman of 1961 Detroit Variety Week and re-elected press guy.

Cinesound, Australia,
Film Shown at Garden

"Shadow of the Boomerang," feature length film with Billy Graham, the evangelist, which was made in Sydney, Australia, by Cinesound Prods., Pty., Ltd., had its first American showing at Madison Square Garden here last night.

Cinesound, an affiliate of Norman Rydge's Greater Union Theatres of Australia, is expanding into the television film production field, according to Harold Auten, American representative. He and his staff will produce part of the Winston Churchill life story series for tv exposure.

Big Trailer Program
Slated for Col. 'Pepe'

An ambitious trailer program has been undertaken with "Pepe," the G.S.-Posa Films production for Columbia release, it has been announced by Jonas Rosenfeld, Jr., Columbia's executive in charge of advertising. The program is being promoted through publicity and exploitation. The trailers are in four languages and feature 10 of the 35 top Hollywood stars who appear as themselves in the motion picture. All trailers will be offered by Columbia free of charge, for the regular theatre trailer.

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecho, Associate Editors; Gene Berman, Eastern; Borders, Boston; John Fischer, Chicago; Finley H. Fasold, Production Mgr.; Pinky Howard, Eastern Bureau, Hollywood; Alice Justice, Los Angeles; Alice Justice, Chicago; Verna Vinson, Los Angeles, Sammy D. Berern, Manager, Telephone Hollywood 7-7415; Washington, D. C., 996 National Press Bldg., Washington, D. C.; London Bureau, 4 Holborn Circus, London, W.C.2; Montreal Agent 2060 Ste. Catherine St. Montreal; Chicago, William C. Mahaffey, 520 Hope Williams Bldg., Chicago, Ill.; New York, Martin Quigley, 1327 Sixth Avenue, Rockefeller Center, New York, 20, Cline 7-3100 (Cable address: "Guignard, New York""); Marta Niggl, Managing Editor, Motion Picture Herald, Better Theater, and Better Refreshment Merchandising; each published 13 times a year as an extension of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily: Motion Picture Almanac, Television Almanac, TV News. Published as a section of Motion Picture Daily. Production: New York: Quigley Publishing Company, Inc., 1327 Sixth Avenue, Rockefeller Center, New York, 20, Cline 7-3100. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.
Third British Co. Enters Pay-TV

By WILLIAM PAY

LONDON, Oct. 9. — Pressure mounted here at the weekend for a favorable decision on whether Britain should have pay-television from the Government committee named earlier this month that was made of the formation of a new company which will seek a toll-tv license.

The name of the new firm is British Home Entertainment, Ltd. capitalized at a quarter of a million pounds ($700,000). It will make application for a pay-tv license if and when the government committee decides a nationwide third channel will be permitted for a toll system.

Both Telemeter and the Rank Organisation have announced tentative plans for pay television networks.

Forming the new company are three film producers, Lord John Brabourne, Daniel Angel, and Anthony Havelock Allan. They are on the board along with financial representatives of the financial, publishing, music, and theatrical circles. Lord Slim will be chairman.

At a press conference Friday, Lord Slim said and “there is a strong feeling growing among the public that any third channel should be granted to a body entirely independent of the EEC, the IBA, and other groups.” He said his new independent company was formed to fill this need and will submit to the government committee investigating broadcasting the full reasons why it feels so.

Can ‘Choose Best’

Lord Slim said his company is not connected with any pay-tv system now and is not seeking to choose the best available. He hopes they will be “British and preferably a system transmitted over the air.”

“The possibility of splitting up with those earning by commercial tv contractors are not our aim,” Lord Slim said. “Rather, we hope to improve the standard of tv entertainment and at the same time capture the lost cinema audience.”

He also said he hopes exhibitors will be far-sighted in taking advantage of the developments in toll-tv "and not stick their heads in the sand opposing its introduction as in America.”

150 Openings of ‘8’ Set for November

Metro-Goldwyn-Mayer has set a series of staggered openings for “Butterfield 8” between Nov. 2 and 24, which will bring the total number of dates in the U.S. to more than 150, it was announced by Robert Mochrie, general sales manager.

Approximately 15 will open early between the 2nd and the 10th of November with the rest of these key dates spaced out between then and the holiday.

CONNECTICUT THEATRES

By WILLIAM PAY

The theatres want FCC to make it clear that it “(1) Will consider the nature of the program to be presented by the applicant;”

“(2) Will consider and determine the effect of the applicants subscription television operations upon the programs now available in the Hartford area;”

“(3) Will consider the selection and procurement policies and practices to be followed by the applicant in formulating its program content; and”

“(4) Will determine whether its proposed program will serve the public interest, convenience, and necessity.”

The theatres argue that the commission must determine and consider programming in order to find out if public interest, convenience, and necessity will be served. They maintain that content was “extensively argued” in earlier proceedings that led up to the present one. In its third report FCC has made it clear, say the theatres, that applicants for pay tv must supply full information and “implied, if not stated, was the belief that applicants would have the burden of proving that their programming would serve the public interest.”

Moreover, the petition continues, Hartford Phonovision “has apparently recognized” its obligation. But “in the 300 pages which make up that exhibit only the most general type of information is submitted with respect to the programs which shall be presented, the criteria for selection thereof, and the arrangements for procurement of the programs.”

In addition, Hartford gives no information as to whether the conduct of the trial subscription television operation would deprive viewers of other television program services. The purpose of the petition is to make sure that there will be a “full inquiry” of programming. Even though it is possibly included within the present issues, “nevertheless, if for any reason it be determined that the present issues do not encompass all such inquiries,” then the theatres request that the issues be enlarged to include all aspects of programming.

Concerned (Continued from page 1)

One Atlantis Combo Ready; Second Due

Atlantic Films, Inc., has announced “Prisoners of the Congo,” in Eastman color, and “The Amazing Mr. Callaghan,” according to Harold L. Spero, general sales manager of the company. Atlantic will handle the U.S. distribution on the combo, while Carol International of Rome, will be responsible for all foreign distribution and sales on same.

Being released for release soon is another Atlantis combo, "Anna's Sin," a drama with an inter-racial theme, and "Three Brides for Three Beauties," a comedy with a foreign locale.

(Continued from page 1)

Brody, president of Allied Artists.

"Independent production requires independent distribution," said the AA head in announcing jointly with Samuel Bronston, president of Samuel Bronston Productions, that Allied Artists has formally concluded a deal to release “El Cid,” starring Charlton Heston, in the western hemisphere through Bronston Distribution Co. Announcement was made at a press luncheon at "21" Club here Friday.

Most Interesting

"El Cid" will be the most expensive and biggest grossing film ever to be handled by Allied Artists," declared Brody. He thanked M-G-M, which will release Bronston's nearly completed "King of Kings," for its cooperation in "not making it impossible for Allied Artists to get 'El Cid.'"

The picture will be released on a hard-ticket basis in October, 1961, Brody said.

The production, which is based on an actual story of the crusades, will fore the cameras in Spain in late October and is budgeted at from $5,500,000 to $6,000,000. It will be filmed in Super Technirama 70 and Technicolor. Anthony Mann will direct from a screenplay by Philip Yordan.

Will Do 'Real Job'

"We are set to do a real job on this picture," the Allied Artists president said, "and hope that we will set new standards in the industry. This is not intended as any reflection on any other company or picture. We at Allied Artists are endowed with a plethora of resources in ideas, ideas, ideas. And we hope that Bronston's recognition of our ability is most gratifying to us."

During a question and answer period, Bronston said the picture will be financed through a production company with money to be supplied by his "usual bankers." Formal deals have been concluded for the financing of the picture in four of the six countries participating in the financing arrangements for the production, he said.

Prefers Filming Abroad

Bronston said he prefers filming abroad because it assures the film of an international market. It gives the "stamp of foreign nationality," and is thus more readily sold abroad.

In discussing the multiple-country participation in "El Cid," Brody said that Allied Artists will have a representative on hand during the film's shooting. In this way there is a custom-tailored approach to the selling of the film, aimed at getting maximum returns in each distribution area over the world.

"At least," said Brody, "that is the theory. While it still remains to be proven whether or not this is the right way to handle it, we feel we are one thousand per cent right with 'El Cid.'"
"IT’S ONE HELLUVA MOVIE" EVERYONE WANTS TO SEE!

The critics saw it and raved... the saturation screenings in 77 cities produced unanimous acclaim from exhibitors and movie-goers alike... first American showing in Dayton, Tenn., received extraordinary nation-wide coverage...

Berlin honored it with an unprecedented two prizes at the Film Festival... The World Premiere in London won sensational critical and audience response.

SEVENTEEN – Picture of the Month
PARENTS’ – Special Merit Award
REDBOOK – Picture of the Month
MccALL’S – Picture of the Month

LIFE, LOOK, NEWSWEEK, CORONET, N. Y. TIMES SUNDAY MAGAZINE HONORED IT WITH IMPORTANT AND IMPRESSIVE COVERAGE.

"Explodes with dramatic fireworks and popular appeal. Should strike up a powerful record for itself at the boxoffice." – FILM DAILY "Outstanding screen achievement! Looms as big boxoffice attraction! Rousing and fascinating motion picture!" – VARIETY
"Overflowing with prestige and with potential profits! Superb performances by Spencer Tracy and Fredric March!" – BOXOFFICE "Strong b. o! Explosive movie entertainment! Will appeal to and have meaning for every type of moviegoer." – FILM BULLETIN "The controversial nature of this film’s premise, added to its high entertainment quotient, should make it one of the top grossers of the year! A masterpiece!" – M. P. DAILY

*Bennett Cerf
It's All About The Fabulous "Monkey Trial" That Rocked America!

"Inherit The Wind"

co-starring
DICK YORK / DONNA ANDERSON
and
FLORENCE ELDREDGE

play by NATHAN E. DOUGLAS and HAROLD JACOB SMITH - Based upon the play by JEROME LAWRENCE and ROBERT E. LEE
Produced and Directed by STANLEY KRAMER

NEW YORK
October 12
Astor and Trans-Lux
85th St.
Theatres
Second Chance

(Continued from page 1)
culated Denver Catholic Register. The engagement has been heavily publicized by the Register, and the results will be watched with interest by the industry.

Selig, who conducted the opening showmanship session at the annual convention of the Theatre Owners of America in Los Angeles in mid-September, said he returned to his Denver, with the confronted with the same type of problem we had been discussing at the convention.

He said the influential Register had protested that "Conspiracy," had literally been "sluffed" in Denver, playing as the minor part of a double-feature program, and had been advertised in a manner which it said gave the public a misconception of the picture, presenting it as a shock drama rather than a story of the work of nuns in rescuing Jewish orphans from Italian prisons during World War II.

Selig said that he immediately contacted the Catholic Register and acknowledged to the paper that his circuit had made an error in judgment in not backing and advertising the film. From the discussions came the suggestion that the picture be rebooked as a top feature. This idea was accepted by Fox Inter-Mountain, and the Ogden Theatre engagement resulting.

Selig declared that the incident "demonstrated the point made again and again at the TOA convention discussions and added subject; we must maintain active and continuing contacts with all media at all times. We must not permit criticism and challenge—whether we’re guilty or not—to go unanswered.

"The re-play of ‘Conspiracy of Hearts’ and whatever boxoffice results it brings is secondary to the issue, and it’s important in this example of meeting head-on our problems and trying to turn them into opportunities."

In a first page editorial, the Register declared "Clean Movie’s Return Will Be A Public Test," praised Selig and his organization for admitting the film was not properly presented the first time, and urging public support of the return engagement.

In an amusement page article in the same edition, the paper ran a three-column story of the return engagement, a pilot synopsis, a two-column scene still, and concluded:

"Here is an instance where Denver theatre officials are exerting efforts to answer the public’s call for decent and entertaining movies. Will Catholics respond? This will be the test."

ABC Vending Dividend

ABC Vending Corp. has declared a regular quarterly dividend of 25 cents on the common stock, payable on Nov. 25, to stockholders of record Nov. 10, plus a two per cent stock dividend payable Jan. 30, to stockholders of record Jan. 6, 1961.

'Sellout' Predicted for Concession Trade Show

Special to THE DAILY

CHICAGO, Oct. 9.—A recent spurt of interest in display space at the 1960 National Concessions Industry's trade show insures a complete "sellout," according to Russell Fayette, NAC executive director and trade show administrator. National Association of Concessionaires and Allied States Association will hold a joint convention at the Conrad Hilton Hotel here, Nov. 6-9, in conjunction with the National Concessions Industry's trade show.

In filling the exhibit hours for the trade show, one evening session has been included in order that the opening "house of friendship" cocktail party can be held in the exhibit hall from 6 to 8 P.M. on Monday, Nov. 7.

The trade show with exhibits of many new products and services will officially open on Sunday, Nov. 6, from 2 to 4 P.M. on Monday, Nov. 7, the exhibits will open at 9 A.M. until 12:30 P.M., and again in the evening with the social event, Tuesday, Nov. 8, exhibit hours will be from 9 A.M. until 12 noon at which time trade show exhibitors will be guests at a luncheon and program. The final exhibit hall hours will be Wednesday, Nov. 9, from 2 to 6 P.M.

S.W. Theatre Books

‘Grass’ in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Oct. 6.—Inaugurating a new policy for the exclusive showing of top product, the Stanley Warner Wiltern Theatre has booked "The Grass Is Greener," romantic comedy starring Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons, as its initial attraction, opening Dec. 23. Announcement of the Christmas-holiday booking was made by Pat R. Notaro, West Coast zone manager for Stanley Warner Theatres, and by Universal, the distributor.

Academy Changes

(Continued from page 1)

needed, and added that the latest move was in line with their "arbitrary inconsistencies of sounding like a smoke filled back room at a political convention."

Italian producers have notified IFIDA representatives of their support of the IFIDA stand, Brandt said. He added that he could find no one who understands them (the Academy’s file board) or can explain their reasons.

"I don’t understand what the Academy is trying to do," Brandt continued, "unless they are trying to become completely international."

If that is the case they will have to allow voting by members from every picture producing country and I doubt that will happen, Brandt went on to say that it was becoming increasingly difficult to work with foreign producers because they could not understand why their films were not being considered by the Academy for awards.

NT&T Remodeling

(Continued from page 1)

theatre operations, and J. Walter Bantu, construction and purchasing director, are presently active in converting a suite of the circuit's houses which will be remodeled.

Renovation program will include new floors, seats, spacing of seats to assure greater patron comfort, lenses and installation of 70mm projection equipment in many theatres.

‘Hot’ Press Kits Out

Elaborate press kits for Joseph Levine’s "Where the Hot Winds Blow" are being distributed throughout the United States at the circuit’s theatre press rooms. The special kits are being sent to M-G-M field exploitation representative, special Embassy Pictures area coordinators, and major city and independent exhibitors.

The picture will open in 653 theatres the week of Nov. 6.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; B, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Far, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, Te, Technixon; vs, VistaVision; rs, RegalScope.

October

AA—TIME BOMB: Curt Jurgens, Mylence Demongeot

AA—BLOODY BLOOD: Barbara Lord, Jack Buss

AA—HERBERT ORRISON: NOT DIE ENTERTAIN: John Hoyt, floors

AIP—THE ROUGH AND THE SMOOTH: Nadja Tiller, Tony Brittan

AIP—JOURNEY TO THE LOST CITY: Debra Paget, Paul Christian

B—TANGLE CAT, OR: Anthony Quinn, Yoko Tani

BY—TEN WHO DARED: John Beul, Brian Keith

COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw

COL—LET NO MAN WRITE MY EPITAPH: Burt Ives, Shelley Winters

COL—‘M’ ALL RIGHT JACK: Peter Sellers

MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowby

MGM—WHERE THE HOT WIND BLOWS: Gina Lollihbrigida, Yes Montand

PARR—THE SAVAGE INNOCENTS, c: C, Anthony Quinn, Yoko Tani

PARR—THE SAVAGE INNOCENTS, c: C, Anthony Quinn, Yoko Tani

20-FOX—THE BATTLE OF AUSTRELITZ, c: C, Franco Corelli, Fausta Bazzi

20-FOX—DESIRES IN THE DUST, c: Raymond Burr, Martha Hyer

20-FOX—SECRETS OF THE PURPLE KEEL, c: C, Peter Falk

UA—THE ALAMO, c: C, Todd-AL: John Wayne, Richard Widmark

WB—SUNRISE AT CAMPBELLO, c: C, Ralph Bellamy, Greer Garson

WB—THE DARK AT THE TOP OF THE STAIRS, c: C, Robert Preston, Dorothy McGuire

WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

November

AA—HEROES DIE YOUNG: Erik Peters, Robert Gelt

AA—THE UNFAITHFULS: Gina Lollihbrigida, May Britt

AA—THE PLUNDERERS: Jeff Chandler, Maxine Cooper

AIP—KONGA, c: C, Michael Gough, Jess Conrad

COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor

COL—HELL AT 257: Stanley Baker, Maxine Audley

COL—JAZZ BOAT, c: C, Anthony Newley, Anne Ash

MGM—BUFFALO EIGHT, c: C, Elizabeth Taylor, Laurence Harvey

MGM—GORGO, c: C, William Travers, William Sylvestre

PARR—G.L. BLUES, c: C, Paul Newens, Jean Shepard

20-FOX—CIRCLE OF DECEPTION: Bradford Dillman, Suzzy Parker

20-FOX—NORTH TO ALASKA, c: C, John Wayne, Capucine

20-FOX—DARK TUNNEL, c: C, Tommy Noonan, Peter Marshall

20-FOX—T.E.S. OF THE STORM COUNTRY, c: C, Diane Baker, Lee Philips

UA—INHERIT THE WIND: Spencer Tracy, Frederick March (special date)

UA—THE MAGNIFICENT SEVEN, c: C, Yul Brynner, Eli Wallach

UNI—MIDNIGHT LACE, c: C, Doris Day, Rex Harrison

WB—THE SUNDOWNERS, c: C, Deborah Kerr, Robert Mitchum

December

AA—HERE THE GREAT, c: C, Edmund Purdom, Sylvia Lopez

AA—DONDI: David Janssen, Pati Page

AIP—GOLIATH AND THE DRAGON, c: C, Mark Forest, Eric ROckett

BY—SWISS FAMILY ROBINSON, c: C, Dorothy McGuire, John Mills

COL—THE THREE WORLDS OF GULLIVER, c: C, Martin Shaw, Je Moore

COL—THE WACKIEST SHIP IN THE ARMY, c: C, Jack Lemmon, Ricky Nelson

COL—PLEASE TURN OVER: Ted Ray, Jean Kent

MGM—CIMARRON, c: C, Glenn Ford, Maria Schell

MGM—MAGIC BOY, c: C, feature-length cartoon

PAR—THE WORLD OF SUSIE WONG, c: C, William Holden, Nancy Kwan

PAR—CINDERELLA, c: C, Jerry Lewis, Judith Anderson

PAR—A BREATH OF SCANDAL, c: C, Seymour Lawrence, Maurice Chevalier

20-FOX—FLAMING STAR, c: C, Elvis Presley

20-FOX—ESTHER AND THE KING, c: C, Joan Collins, Richard Egan

20-FOX—THE WIZARD OF BAGDAD, c: C, Dick Shawn, Diane Baker

UA—PADUSSA, c: C, Persis Khambatta, Marie O’shaughnessy

UA—FACTS OF LIFE: Bob Hope, Lucille Ball
YOU’LL ACCOMPLISH THREE GREAT DEEDS
BY DOING TWO EASY THINGS

Research 2 Remedy 3 Rehabilitation

Let’s get down to fundamental facts—The people of your industry need your help NOW. This is the time of year when Showmen everywhere and all individual employees in our industry unite and prove the tradition of showbusiness: Never Let a Showman Down.

By doing TWO relatively simple things you can reap THREE GREAT DEEDS that will bring healing and hope to “Our Own” people who are seriously sick with any of fifteen serious diseases of the chest—including lung cancer, chronic heart disease, and tuberculosis.

Now is the time for you to act—Say “Yes” when asked to take up Audience Collections and to conduct and contribute to the Christmas Salute.

The Amusement Industry’s Own WILL ROGERS HOSPITAL
AND O’DONNELL MEMORIAL RESEARCH LABORATORIES

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N.Y.
Saranac Lake, N.Y.
TYPOGRAPHICAL ERROR?

...Or has someone stopped the Showmanship Clock?

Nobody, but Nobody has a greater respect for the seat-selling value of "Scenes from a motion picture" than NATIONAL SCREEN SERVICE!

We should have. We invented this method of selling motion pictures... and we have used it effectively for most of our Forty Years of service to the industry. In fact, we're using "scenes" most successfully today in more than ninety per cent of the trailers we produce... BUT...even though we are the largest producer of "scene" trailers in the world...we'd never deny that some trailers might be produced effectively in another manner...utilizing, instead of scenes, such components as animation, celebrities, special photography, ingenuity, talent and SHOWMANSHIP!

If you'd like to see a few instances where ingenuity has successfully replaced scenes...be sure to see National Screen's effective change-of-pace trailers on Columbia Pictures.

They help to prove that the limitations of "ONLY" have no place in the SHOWMAN'S vocabulary. They also prove that when BETTER trailers are produced, NATIONAL SCREEN SERVICE will produce them!

That's one of the reason why our seat-selling contributions to the industry's efforts for bigger box-office receipts, are known as National Screen SHOWMANSHIP!
TOA Sets Alpha Production Advisory Committee; Appraisal of 14 Begun

The committee which will review all proposed pictures of the new Alpha Production and Distribution Co. was announced yesterday by Albert M. Pickus, president of Theatre Owners of America.

At the same time Pickus disclosed that the committee was currently reviewing the script and production programs for the first of 14 pictures which Alpha announced at TOA's recent national convention in Los Angeles.

Selection of the committee and the current appraisal activity on the first picture was hailed by Budd Rogers, president and general sales manager of Alpha, who declared the TOA co-

Allied's Attendance Committee Is Named

Smith Named NSS Director in London

The appointment of Edwin J. Smith as managing director of National Screen Service, Ltd. (London) was announced here by Herman Robbins, chairman.

Smith was formerly vice-president and general manager of Allied Art-

British Censor Views Violence in Films
With Greater Concern Than Problem of Sex

From THE DAILY Bureau

LONDON, Oct. 10.—Of the two main censorship problems today one is that Americans are more worried by sex in films than the British but less strict about scenes of violence, John Trevelyan, secretary of the board of film censors, said here today prior to his departure for the U.S. to meet with Geoffrey Shurlock, director of the Production Code Administration.

Purpose of the visit, which is making at the invitation of member companies of the Motion Picture Ass'n., will be to discuss censorship problems with top executives at the studios and home offices. He hopes to create a better understanding of the British censor approach as well as to study at first hand the American system of assessing both domestic and imported films.

The other main problem, Trevelyan said, is that "no category system is in operation in the U.S. Any child can walk into a film like 'Psycho.'"

"At the moment Americans shoot a brutal scene all in one piece," he continued, "and it is not designed for cutting so that we mangle it when we have to chop a piece out of the middle. If they would shoot it in a separate part, that would enable us to remove objectionable parts without mangling the film."

The Motion Picture Ass'n. will be host at a press conference and cocktail reception for Trevelyan at the Harvard Club here today.

In Britain

Producers Back Stand On 'X' Films

Generally Command CEA On 'Dangers' Memorandum

By WILLIAM PAY

LONDON, Oct. 8 (By Air Mail)—Producers queried here generally commended Cinematograph Exhibitors Association memorandum calling on them to heed the dangers of making too many "X"-certificated (for adults only) films.

The exhibitor memorandum emphasized that it was not seeking to interfere with the making of "X"-films of merit which rely on mature and adult themes, but called on producers to pay great heed to the following basic points:

(1) Cinema-going was a form of mass entertainment and the industry could only survive if everything possible was done to avoid public criticism which affected attendances.

(2) Cinema patrons wanted the standard of outlook and behaviour in

AMPA Cites Zukor for Service to Industry

When the Associated Motion Picture Advertisers presents its first annual achievement awards at the luncheon Wednesday, Nov. 2, it will have a special award for Adolph Zukor, veteran chairman of the board of Paramount Pictures, it was announced yesterday by Bob Montgomery, AMPA president.

Adolph Zukor
PERSONAL MENTION

RUSSELL V. DOWNING, president and managing director of Radio City Music Hall, has returned to his desk following a five-week trip abroad, accompanied by Mrs. Downing.

JAMES H. NICHOLSON, president of American International Pictures, has arrived in New York from the Coast. Richard Guardian, AIP’s Latin American superior, has returned here from Brazil.

HERBERT L. GOLDEN, United Artists vice-president, has returned to New York from the Coast.

MAURICE SILVERSTEIN, vice-president of M-G-M International, returned to New York yesterday from Europe.

HENRY H. "Hi" MARTIN, Universal Pictures vice-president and general sales manager, has left New York for Indianapolis and Detroit.

EUGENE PICKEN, president of Loew’s Theatres, has become a grandfather with the birth of Doctors’ Hospital here of a boy, DOUGLAS MARK, to his daughter, Mrs. PAUL TIBBENBERG.

WILLIAM RIECH, American International Pictures vice-president in charge of foreign distribution, will leave here tomorrow for Rome.

CHARLES A. SMARKWITZ, Stanley Warner zone manager, has returned to his Newark, N. J., headquarters from Albany, N. Y.

Morris Goodman, of Morris Goodman Film Enterprises, has returned to New York following a three-and-a-half month business tour of Latin America.

EVELYN SEEF, secretary to Harold Rand, Paramount publicity manager, is vacationing in Europe.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
CHUBB Rockerfeller Center • 6-6400
THE DARK AT THE TOP OF THE STAIRS
ROBERT PRESTON • DOROTHY MCGUIRE
A WARMER BROS. PICTURES Technicolor
ON STAGE "THREE CHEERS" & "KOL NOOR"

Zukor Cited

Candidates Told of Campaign Fund Drive

As the newsreel cameras recorded the event, Senator John F. Kennedy praised the efforts of the motion picture industry’s nonpartisan campaign for the 1960 elections in Washington at the weekend.

Eric Johnston, president of the Motion Picture Association of America, described the industry-wide campaign to the vote and raise funds for both parties. He told Sen. Kennedy, “We started out as a nation because we objected to taxation without representation. This resulted in a great conflict in your part of the country—the Boston Tea Party. Now, I think we should reverse that policy by self-taxation for our representation in government across the land.” Johnston explained that the motion picture industry’s support of both political parties was a nonpartisan effort.

The newsreel of this interview and one Johnston held earlier with Vice-President Nixon on the same subject will be released this week.

4 Films Set for Ohio Merchandising Meet

Special to THE DAILY
COLUMBUS, Ohio, Oct. 10 — Projected campaigns on Colombia’s “Three Worlds of Gulliver,” Paramount’s “G.I. Blues,” Universal’s “Midnight Lace” and 20th-Century-Fox’s “North to Alaska” will be shown at the merchandising sessions Thursday at the silver anniversary convention of the Independent Theatres Owners National Ass’n here. Martin Quigley, jr., editor of Motion Picture Herald, will conduct the morning and afternoon sessions.

Speakers include Robert Ferguson, Columbia’s national director of advertising, publicity and exploitation; Phil Gerard, Eastern advertising and publicity director of Universal; and Manny Pearson, 20th-Century-Fox’s publicist. An impressive film will be taken, representing the motion picture industry’s film of the year.

Cycling Sweethearts Promote Fox’s ‘North’

Donna Oehn and Gerald Sullivan, two cycling sweethearts, left Times Square yesterday to bicycle 4,778 miles across the country and north to Juneau, Alaska, where Governor William Egan of the 49th state will marry them. Though the couple are avid two-wheel fans and were planning months in advance, they did not plan on such an arduous pre-nuptial trip, until they were discovered by 20th-Century-Fox.

Both their hobby and marital interests have become a part of the film company’s promotion for “North to Alaska,” in which star John Wayne takes his bride, Capucine, that opened in a gold curtain.

Col. Preferred Dividend

Columbia Pictures board of directors yesterday declared the regular quarterly dividend of $1.06 on the $4.25 cumulative preferred stock payable Nov. 15, to stockholders of record Nov. 1.

CONVENTION TO HONOR Carolinas’ Pioneers

Special to THE DAILY
RALEIGH, N. C., Oct. 10—About 300 members of Theatre Owners of North and South Carolina are expected to attend the 48th annual convention of the organization at the State’s capital here Oct. 23, according to Mrs. Lucille E. Price, executive secretary.

A feature of the convention will be a breakfast in honor of more than 35 persons who have been in the industry 40 years or longer.

Employed at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.
IMMEDIATELY following its sensational American premiere in Washington, Columbia's "I Aim at the Stars" was given a gala "Space Age" premiere in Huntsville, Ala., home of Dr. Wernher von Braun and of the George C. Marshall Space Flight Center. The festivities in the city and at the Tony Theatre were covered by network radio, nationally syndicated writers, newsmen from all over the South and from eight countries overseas. A three week publicity barrage had preceded the premiere, which was keyed to openings of the Charles Schneer production in key cities throughout the South. Seen in the photos are (above right) Dr. von Braun being interviewed by the press of every continent; (above left) Nancy Kovack, screen and television star, on stage at the Tony; (right) Dr. von Braun receives a special award from Major General John A. Barclay, chief of Redstone Arsenal, for his scientific achievements; (left) Walter Wiesman, former aide of von Braun who acted as m.c., interviews General and Mrs. H. N. Toffoy; (lower right) Mrs. von Braun greets Hollywood star Cliff Robertson; (lower left) Dick Kahn, Columbia's exploitation manager; Edward Story, Tony Theatre manager; Paul Hargette, Columbia Atlanta branch manager; and R. E. Hosse, vice president of Crescent Amusement Corp. of Nashville.
Gov. Leroy Collins
New Head of NAB

From THE DAILY Bureau
WASHINGTON, Oct. 10. - Gov. Leroy Collins of Florida has been unanimously elected the 17th president of the National Association of Broadcasters by the 43-member board of directors.

The 51-year-old governor, who succeeds the late Harold E. Fellowes, will take over the NAB post after his term as Florida's chief executive expires on Jan. 4. The contract, ratified by the board today, calls for a three-year term. Salary is believed to be about $75,000 plus some expenses.

The election ended a long search, started shortly after Fellowes' death, for another nationally prominent leader to succeed E. W. Scripps, who is chief spokesman for the Broadcasting industry. The search was conducted by a special 11-member selection committee headed by C. Howard Laney, vice-president and general manager of station KOIN-TV, Portland, Ore.

Policy Group to Serve NAB's policy committee headed by Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa., has given policy guidance to NAB since Fellowes' death, and will continue to do so until Collins takes over the presidency.

Other members of the policy committee are G. Richard Shafts, executive vice-president, WIS and WISTV, Columbia, S. C., and Merrill Lindsay, executive vice-president, WSOY (AN-PM), Decatur, Ill.

Evertt B. Bevercomb, NAB's secretary-treasurer, will continue to serve as acting NAB administrator until the new president takes over.

Smith Named

(Continued from page 1)

ists International Company and Inner-States Photographie Division, which he founded in 1936. Earlier he was assistant foreign manager for RKO Radio Pictures, a post that followed his activities as assistant secretary and treasurer of the company.

During World War II, Smith served as a major in the U.S. Signal Corps, and as a screenwriter. He graduated from Princeton and attended Harvard Law School.

Burton Robbins, National Screen Service Corp. president, is in London supervising Smith's takeover as managing director.

From its opening scene, which is a take-off on the notorious Appalachian summit conference of the U.S. underworld, to its completely unexpected fade-out, which spoofs the Principality of Monaco, Stanley Donen's delightful "Surprise Package" is a hard hitting satire on many things recent and laughable.

Sometimes subtle, but more often about as coy as a cobra, Harry Kurnitz's screenplay pokes fun at everything from tv commercials to atomic spying. "Surprise Package" is based on a book by Art Buchwald and therein lies the clue: the film is one funny line after another with much being lost simply because the viewer is still enjoying the last barb.

Although no one allows it to interfere with the droll dialogue, the plot concerns itself with Yul Brynner as an exported gangster on a Greek island which also sports exiled king Noel Coward with space being added by the arrival of Mickey Gaynor as Brynner's "secretary."

Since inflation has also hit his living, Coward would like to sell Brynner his $1,000,000 crown, but alas, Brynner's buddies ran off with his loot and sent Miss Gaynor as a consolation. However, the ex-cop leader is determined to have the bejevedled head piece as are a number of characters including ministers from Coward's country and an idealist from the monastery which was the crown's origin. It is not too difficult to imagine who finally ends up with the treasure, but getting there is all the fun.

Donen's supporting cast is filled with off-beat characters and the actors portraying them turn in wonderfull bigger-than-life portraits. No one should be singled out for special mention as all are effective.

Even though he is called King Pavel II in the script, Noel Coward is Noel Coward and no sane person would desire anything else. When a man has the wit and suave comic ability that Coward possesses there is no need for him to try something different.

The picture adds much beauty to the goings-on, especially in the Sammy Calun-Jimmy Van Huesen "Surprise Package" number she does with Coward.

It is Brynner, however, who supplies most of the surprises in this farce. Unlike most of his past roles, he plays here an animalistic illiterate of the Neanderthal tradition; his only interest, aside from Miss Gaynor, is making money. Brynner has a way with a line and most of the truly hilarious ones are his.

The picture has bits of pathos and some tension, but it is the comedy which will draw the audience. The one which viewed the film at a "sneak" preview here was unreserved in its laughter.

Running time, 100 minutes. Release date, October.

William Werneth

REVIEW:

Surprise Package
Stanley Donen—Columbia

Alley Committee

(Continued from page 1)
a maximum representation of members from their respective areas to attend the convention, which will be held in conjunction with the National Association of Concessionaires trade shows.


Regional: Carl Boermeier; William M. Clark; Mid - South: Dwight F. Blizzard, J. A. West, Sr., Edward O. Collins; New Jersey: Willfred F. Smith, Howard Herron; Ohio: Marshall H. Fine, Louis Wrether, Ken Prickett; Western Pennsylvania: Steve Rodnoch, Jr., Morris M. Finkel; Rocky Mountain: Tom Smiley, Joe Ashby, Neil Bezeley; Wisconsin: Edward E. Johnson, J. S. Goldberg; Texas: Julius M. Gordon; North-Central:

Greecia Named Conn.
NSS Representative
Special to THE DAILY
HARTFORD, Oct. 10. - Veteran exhibition executive Ernest A. Greecia, 45, has been appointed Connecticut sales representative for National Screen Service, succeeding Jack Kegan, resigned, effective immediately.

Greecia, who will continue to maintain residence in suburban Avon, Conn., has been in Connecticut exhibition for 30 years, most recently as advertising-publicity director for the Hartford Theatre Circuit, Hartford, and as an independent exhibitor, operating the State Theatre, Torrington, Conn.

Frank Manztek; Kentucky; Edward L. Omstein; West Virginia: Frank Allura.

Commenting on the anticipated attendance, Kirsch and J. Pappas, president of NAC, predicted a record gathering of more than 2,500 members for the 1960 conventions.

Alpha Group

(Continued from page 1)
operation would enable Alpha to move quickly into actual production.

Alpha's first picture could go before the cameras in December, and be ready for theatrical release by April, neger disclosed.

TOA's committee consists of George C. Kerasotes, chairman of the TOA board of directors, and president of Kerasotes Theatres of Springfield, Ill.; Mr. Spencer Leve, assistant to the TOA president, and executive vice-president of National Theatres and Television, Los Angeles; Samuel Pincus, honorary chairman of the TOA board, and the American of American Theatres of Boston; Walter Reade Jr., past president of TOA, and president of Walter Reade, Inc., of Oakland; and J. E. "Dee" Martin, past president of TOA, and president of Martin Theatres of Georgia, and Pickens, serving ex-officio.

Alpha has announced it is preparing a list of films for production, including handling financing, production and distribution of quality theatrical films, with the understanding TOA will urge its members to support and play those pictures which are approved.

The program is one result of TOA's efforts to find new production sources to ease the current product shortage.

Will Scan All Films

The TOA committee will act as a reviewing board on all proposed Alpha pictures, in an effort to advise and guide Alpha towards making the films which exhibitors feel have the most box office potential. Both TOA and Alpha have agreed to seek films which will have the broadest possible appeal, and which will address itself to current themes and popular taste.

Rogers said that the prompt appointment by Pickens of the committee insure Alpha that it can maintain its production program into high gear in less than 30 days after the TOA convention.

He said that as a matter of policy, no publicity would be given any approved production until it has been approved by the TOA committee. Announcement of the first picture, he said, is anticipated in the very near future.

Four-Day Celebration

For 'Alamo' Premiere

Special to THE DAILY
SAN ANTONIO, Oct. 10. - San Antonio is marshaling a force of some 3,500 Texans to stage "Operation Alamo," a four-day celebration beginning Oct. 22 to herald the world premiere of John Wayne's "The Alamo." The event will be covered by an international press corps of some 100 newspaper, magazine, newsreel, radio and television and trade press representatives. The press of 17 nations will be represented at the world premiere celebration.

Wayne will be the grand marshal of "Alamo" stars who will attend the celebration and premiere of the United Artists release.
Three File in Times Case

(Continued from page 1)

with by petitioner in its brief in the Court of Appeals. Nor do we expect that it will be dealt with by petitioner in its brief to this court. This is the relationship between Federal customs regulation of imported motion picture books and local censors under the constitution."

Prior Review Cited

Besides opposing pre-censorship on constitutional grounds, IFIDA claims, "foreign motion pictures have been previously adjudged for obscenity by the U.S. Customs before entry into the U.S. There can be no constitutional justification for a further requirement of municipal pre-censorship."

ACLU points out that it does not "challenge the right of the City of Chicago to punish the publication of motion pictures, books, newspapers, periodicals, or any other form of communication the contents of which violate legally acceptable standards." But it does challenge the power "to enact a law requiring the advance submission of motion pictures (or any other form of communication) to a censor empowered to prevent publication of the submitted material if deemed objectionable."

Objects to Obscenity

The MPA brief makes it clear that the association does not "sanction nor do its members distribute" any obscene picture. "What is challenged here are Chicago and other communities to adopt regulations which create administrative prior restraints (sometimes called preventive censorship) on freedom of speech by motion pictures."

Electrovision

(Continued from page 1)

Aubrey Schenck in the production of independent motion pictures, a member of the board of directors, has previously served as special consultant on acquisitions and corporate development for the company.

Agreements have been made whereby Stone and other principals of the corporation will acquire Zabel's stock interest in the corporation.

Addition of the Electrovision theatres increases to 20 Stein's existing chain of Southern California theatres, making Stein the largest independent operator in this area, with key houses in San Diego, San Bernardino, Pasadena and Santa Monica.

Circuit Mostly Drive-ins

Electrovision retains its theatres in northern and central California and southern Oregon, most of which are drive-ins.

Included in deal with Stein are the Hollywood Paramount, Crest in Westwood; Beverly in Beverly Hills, Baldwin, Bay, Corbin, Imperial, Manchester, Rio, Southside and Buena Park. The Stein takeover is slated for Nov. 2.

Brien Named

(Continued from page 1)

work under Bush and Adrian Aven, manager of national and local field exploitation.

Won Quigley Awards

A former theatre manager in Pittsburgh, Brien won the Quigley Grand Silver and Bronze Awards for showmanship, as well as numerous promotional prizes from the major film companies. Brien joined the Eagle-Leon Film Corp. in New York as director of exploitation, and when that company merged with U.A. he took the special events post in which he concentrated on field promotional activities.

Deny Triangle Stay

(Continued from page 1)

chased about 750 Warner films in 1957 from Associated Artists Productions. An option was secured for exclusive market rights to all post-1949 Warner product at $4000 per feature, subject to certain escalation. Triangle claimed at the time this contract was negotiated with Eliot Hyman, AAP, Inc. was the distributing agent for Associated Artists Production Corp. and in October, 1958, AAP Corp. changed its name to P. R. M.
...“for using the particular possibilities of animation to realize a visual amusement... with intelligent humanism.”

Presented to
“The Minute and 1/2 Man’’ at the 12th International Exhibition of Film for Children—Venice 1960

TERRYTOONS
Distributed by Twentieth Century-Fox
In CinemaScope and Technicolor
British Censor Would Like To See Film Classification System in U.S.

Conceding that there are disadvantages as well as advantages to Britain's film classification system, John Trevelyan, secretary of the British board of film censors, who has arrived here from London on an American visit, nevertheless, said he would like to see a classification system adopted here.

He said it works well in Britain and exhibitors are conscientious both in their efforts to apply it to juvenile age limits and to safeguard children who are tempted to permit adult strangers to permit them to accompany them into theatres where "A" classification films are being shown.

Trevelyan described his trip as one to meet Motion Picture Association, Production Code Administration and studio heads and to discuss with them (Continued on page 6).

Wald, in Coat Address, Urges ‘Highest Taste’

By SAMUEL D. BURNS

HOLLYWOOD, Oct. 12.- In a speech to some 500 distaff tasticians in the Beverly Hills Hotel last night, Jerry Wald prefaced his remarks on censorship as a Hollywood pitfall, with the statement: "There ought to be an inscribed over every film-makers desk, in letters of glorious technicolor, 'the public are not fools.' Because this is true, a really brilliant film-maker, if he thinks of his audience at all, will go after the highest common factor rather than (Continued on page 6).

Pay-TV Brief Is Filed

Program Plans Not Spelled Out By Phonevision

Will Outline ‘Intentions And Hopes’ at FCC Hearing

By E. H. KAHN

WASHINGTON, Oct. 12.- - Hartford Phonevision, applicant for permission to conduct trial pay-tv operations over station WHCT-TV, Hartford, Conn., has filed an answer opposing Marcus Cohn's petition, on behalf of exhibitors, for clarification of the issues to be heard at Federal Communications Commission hearings during Oct. 24.

In addition, both Zenith Radio and Teco, Inc. (its licensee for the Phonevision subscription-tv process) have asked FCC for permission to appear as parties to the case. Zenith noted that adverse FCC action on the Hartford application would be beneficial.

(Continued on page 4)

MPA Stresses Secrecy Of Campaign Donations

Eric Johnston, president of the Motion Picture Association of America, yesterday stressed the security angle of the motion picture industry's non-partisan campaign for the 1960 elections as of great importance to the effectiveness of the entire operation.

The campaign, which seeks to get out the vote and raise funds for both (Continued on page 6)

Hayward to Direct Teco Pay-TV Programming

Leland Hayward, theatre and motion picture producer, has been retained to direct the subscription telecasting programming activities of Teco, Inc. It was announced yesterday by Peter E. van Beek, president, Teco, Inc., an Illinois corporation, whose Zenith Radio Corporation has been licensed by Zenith Radio Corporation to engage in subscription television (Continued on page 4)

TELEVISION TODAY—page 4

At 41st Michigan Allied Meet

London Warns Industry Must Adapt To Changing Conditions for Survival

DETOIT, Oct. 12.- The motion changing conditions if it is to survive, according to a group's 41st annual convention at the Sheraton Cadillac Hotel here, London, while holding high hopes for the future, predicted subsequent years would experience increasing difficulties in the near future due to the product shortage, the swelling number of roadshows, and a possible business recession. He said that the increasing number of roadshows would be "self-defeating." He called for more advertising outside the theatres, remarking on the effectiveness of trailers, when not shown in an empty house. He commented on the "amazing and overwhelmingly effective" of the trailer show at the Michigan State Fair. All officers were re-elected as was the board of directors, excepting the resigned Harold Clark of Detroit, who was replaced by Gordon M. Bennett of Hastings, Mich.

Resolutions were adopted com-

(Continued on page 2)

Myers Says:

Adult Films Put Theatres On Hot Spot

Allied Veteran Hits ACE; Asks Skouras to 'Explain'

Special to THE DAILY

INDIANAPOLIS, Oct. 12.—Grave consequences for exhibition, and particularly the small town and neighborhood theatres, are foreseen by Abram F. Myers, who retired last summer as chairman and general counsel of Allied States after 32 years in the posts, unless "teeth are restored to the Production Code."

Addressing the annual convention of Ohio Valley Theatres here yesterday, Myers warned the exhibitors that should current test cases succeed in eliminating all prior censorship of films, without a strengthening of self-regulation by producers, exhibition will be put on a spot.

"All who argue against any form (Continued on page 5)

‘Sterility’ in Selling Films Hit by Solomon

Special to THE DAILY

INDIANAPOLIS, Oct. 12.—While exhibitors in some sections of the country are backing to the hilt their pictures with vast amounts of showmanship, those in other sections of the country are showing a "vapid sterility" in selling their merchandise, Eddie Solomon, Embassy Pictures vice-president, said here today. He (Continued on page 5)

Exhibitors Ask Disney To Expand TV Time

Special to THE DAILY

GREAT FALLS, Mont., Oct. 12.—The Montana Theatre Ass'n., at its recent annual convention here adopted a resolution calling upon Walt Disney to resume full television programming which has been found to be beneficial to the motion picture exhibitors throughout the United States."
Columbia Net

(Continued from page 1)

000, or $1,474 per share, on 1,287,109 common shares outstanding, after preferred stock dividends. Profit on the same basis in the preceding year was $151,000.

No federal income tax provision is required owing to the tax loss carry forward available to the company from prior years. A. Schenider, Columbia president, notes that for the 1960 fiscal year the company reduced its inventory by $1,000,000 to conform to values in current market conditions. Amortization of feature films was reduced during the year by $3,000,000. The reduction of the cost deemed applicable to future income to television to conform with procedure agreed upon for tax purposes.

Print Costs Included

It was also noted that effective with the beginning of the current fiscal year, Edwardh and foreign print costs for pictures released since that date, formerly charged directly to expense, were included in inventory and amortized on a tabular basis, conforming with general practice in the loan film industry. As a result, inventory at June 25 was increased by $3,800,000.

AA to Elect Nine Directors at Meeting

Election of nine directors will be the principal order of business at the annual meeting of Allied Artists Pictures in Hollywood on November 9, stockholders are advised in a notice released by the company yesterday.

Up for re-election are W. Ray Johnston, Samuel Brody, George D. Burrows, Roger Hurlock, Sherrill Corbin, Edward M. Perry, Porgpalt, Sezton V. Ritchey, and Herman Riffkin.

The meeting notice also includes salaries of officers whose aggregate remuneration now exceeds $1,000,000 for the last fiscal year as follows: Brody, president, $190,375; Burrows, executive vice-president and treasurer, $174,000; Ritchey, vice-president, $55,250; and Morey, vice-president, $46,950. All officers and directors as a group earned $488,375.

Bank Loans Guaranteed

Brody and Burrows personally guaranteed four bank loans to the company in the respective sums of $1,250,000, $800,000, $700,000, and $500,000, totalling $3,800,000. The first of said loans matures on March 31, 1961; the second on Jan. 10, 1961; the third, June 1, 1961; and the fourth, Sept. 27, 1961. Each loan bears interest at the rate of 6 per cent per annum on unpaid balances. The funds were required by the company to finance its operation and production program.

For the accommodations Brody and Burrows were paid a sum representing $8/10ths of 1 per cent of the face amount of the loans, amounting to $28,664, one half of which was paid to Brody and one half to Burrows. The meeting notice also sets the number of shares of stock purchased by four officers under the employee stock purchase plan approved by stockholders at the annual meeting of the company in November, 1955 as follows: Brody, 9,500; Morey, 6,000; Goldstein, 6,000; and Wolf, 5,000.

Remodeled 85th St. Trans-Lux Opened

Individuals from all phases of the motion picture industry attended a pre-opening showing of the completely redecorated Trans-Lux 85th Street Came-Cinema here on Tuesday afternoon.

Booking a French sidewalk cafe model, the theatre was remodeled at a cost of $75,000. The design was by David Barrett of New York. Planning consumed six months and actual construction took four weeks.

Manager William Pastore reported to the press that the theatre concession will be handled by Arthur Blaustein and that the hostesses at the refreshment counter were to wear Cel1 Chapman originals.

Dassin to Make Four For U.A. in 7 Years

Producer-director Jules Dassin has an agreement with United Artists to make four films over the next seven years, he said at a luncheon here on Tuesday, following a meeting with the trade press of "Never on Sunday," the film he made in Greece for release here by Lopert Pictures, foreign film distribution outlet of U.A.

Three of the upcoming projects have been agreed on, Dassin said. They are "Lyristra," "The Last of the Just" based on a highly acclaimed novel by French writer Andre Schwartz-Bart; and an animated picture dealing with attempts by Pericles to create the first democracy in Greece. "Lyristra" and the third picture will be shot in Greece as was "Sunday," with the second-named to be made in France and Germany.

Whether U.A. or Lopert will handle distribution of the four pictures is to be decided after they are completed.

Dassin said he made "Sunday," which will open at the Plaza Theatre here on Oct. 18, for $125,000. He said he hoped to reach the same figure for his other films, and that conditions for production in Greece, especially with the exceptionally fine weather there.

..possibly the company to finance its operation and production program.

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London Warns

(Continued from page 1)

dending Si Fabian for stimulating production through ACE and pleading support to the program. Other resolutions petitioned the Academy of Television Arts and Science, for separate categories for films aimed in general release and another commending Edward L. Hyman on his efforts to secure orderly release. Office of companies selling theatrical films to tv were censured for "driving their companies and stock holders of greater profits and violating the trust and confidence their official position.

It was further resolved to urge exhibitors to support Motion- Picture Investors, Inc. in its endeavor to prove more revenue can be achieved through theatrical re-release of such films as "Friendly Persuasion" and "The Oklahoma."

Luncheon was given by Confecto Cables. The "shoestring" ship consumed the afternoon while the ladies attended "Windjammer" at the Music Hall.

The evening was spent at the Mid-iron Club's "Bar B. Q's" and the "Nightcap" party.

Re-elected as officers were: president, London; vice-president, W. Smith; Secretary, William M. Wetsman; Detroit, and secretary, Fred P. Sweet, Detroit.

"Windjammer" in D. C.

WASHINGTON, Oct. 12. "Windjammer" has been hooked into the Apex Theatre here starting Nov. 10. Pre-opening campaign for the Cinemiracle release will include emphasis on promotions, tie-ins, and group sales.
This song is rapidly becoming one of the fastest selling releases of the year! Already a smash hit in Chicago, Boston, Buffalo, Houston, Kansas City, Memphis and St. Louis, it is now being backed by the combined promotional efforts of M-G-M, MGM Records and Robbins Music Corp.

Campaign to help you sell "KEY WITNESS" includes
- 2-Color Ads in Billboard and Cashbox.
- Thousands of streamers to dealers nationally.
- 4,000 Records to Disc Jockeys.
- 4-Star rating in Billboard • High rating in Cashbox.
- Pick of the Week in Radio Daily

BOOK M-G-M's "KEY WITNESS" NOW!
Phonevision

(Continued from page 1) In its answer, the exhibitors have any right to demand that program-
ing plans be given in detail. It says that the FCC itself has earlier recog-
nized that one purpose of a test is to find out what sort of programs could be had for pay-tv, and states that “the nature of the programming that it intended to broadcast” has already been supplied. This included first-run movies, Broadway plays, sports events and other features not available on free tv.

A 55-minute trip by jet brought us to this beautiful city and early next morning we drove to the fabulous Fairmont Hotel atop California St. Don Sherwood wasn’t in (he’s the town’s beloved “Peek’s Bad Boy” heard mornings over KSFO and seen evenings TVa KTVU) so we ascended the carpeted stair to station KSAY (also headquartered at this hotel) where Sales Mgr. Hal Hoffman showed us around and introduced us to the P.D. Dan Solo, a tall dark and handsome engineer, disc jockey, and producer of the Fisher Ad and Authority dress, customs, dialects and life in the West during the close of the 19th Century. Brother Sam, who lives in nearby Millbrae drove us to KFRC where back in 1945 we first heard and encour-
gaged Merv Griffin, then featured vocalist with Lyle Bardo’s Ork. Lyle is now teaching music but his efficient and charming “Cal Friday,” in San Francisco, Oct. 12.

AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS, INC.

This pillar has been touting the artistry of Polly Bergen ever since she appeared with Bill Harrington on an ABC-TV series back in 1954. Last CBSaturday Polly and Phil Silvers teamed up in a program, “Polly & Me” which just about proved to be one of the funniest, zippiest and entertaining hours of the year. It was the hit of the season, but we were in Holly-
wood, we saw the buddles between La Bergen and several Columbia Fox biggies so don’t be surprised if Polly Bergen will soon be signed to star in moon pitchers. . .

A most unusual young man named Ted Randal (printer, one “I” please) has earned himself quite a rep, not only as d.j. at KEWB but for the successful shows which he as Prexy of T. B. Productions, creates and forwards to a local and northwest radio net of about 30 stations, so, out to his office where his good-looking young secretary Wendy Blake hon-
ored us with her company for lunch after which we met Randal; after but 15 minutes, we learned the secret of his success. Really a simple formula. Learn the biz, dream up novel and unusual programs, utilize the music of the masters, past and present and serenade the listener. At KQWB, we talked to Mr. Charles Black, an old friend of our pal Jonathan (KSON, San Diego) Kirby. He said he appears so young to have such a responsible position and learned that Black is quite a radio vet and that he was on his way to WSAI in Cincinnati in 1947. “Do you know our friend Jon (Big Jon & Sparky) Arthur?” we asked. “Know him?” he replied, “I was the producer of that program and we always were grateful to FAME Magazine because in 1953, 54 and 55 our program was one of the winners” in the Radio Poll. Charlie also told us that Jon is currently in Korea working for the U.S. Army with near ambas-
sadorial rating.

FCC “does not have jurisdiction over these other enterprises, has no burden under the statue to shield them from competitive effects, and any attempt to make such a deter-
mining issue would only give rise to speculation and conjectures with-
out bound and with respect to which no cogent proof could be offered un-
til after the trial is completed,” the brief declares.

**AROUND THE TV CIRCUIT**

**with PINKY HERMAN**

**East Coast**

**Motion Picture Production, Editorial and Technical Services**

**For Better Films**

**EDITING**

**CREATIVE EDITING AND COMPLETE PERSONAL SUPERVISION**

**Joseph Josephson**

**45 West 45th St. Circle 6-5746 New York 36**

**Television Today**

**Motion Picture Daily**

Thursday, October 13, 1960

**Name Hayward**

**operations using Zenith’s Phonevision system.**

**The proposal intends to pioneer in the field of top quality subscription tele-
vision programming,” van Beek said. “In the event the Federal Communi-
cations Commission authorizes the proposed test of Phonevision’s over-
the-air system in Hartford, Connec-
ticut, our association with Mr. Hay-
ward will permit us to become one of the program suppliers for the Hart-
ford test.”

Zentih and Teco earlier this year completed arrangements with RKO General, Inc. for the latter to con-
duct a three-hour trial of subscription

**Commenting on his new affiliation,** Hayward said: “There are 50,000,000 American families waiting to have box office entertainment delivered at home, and polemic thinking that will give us the largest number of box office customers the entertainment industry has ever had. If you translate this in terms of new opportunities for creat-
ing entertainment, we may well be standing on the threshold of a com-
pletely new era in the history of ent-
tertainment. As far as I am concerned, I want to be part of it,” he said.

**Sees Hard Struggle**

Hayward warned that subscription television’s success will not come eas-
ily. If it is good enough, it could turn imagination and courage and a will ingness to experiment. He said, “I requires the support of everyone who belongs in show business, but if we certain we will all respond to this new challenge.”

One of the most famous personal-
ities in the entertainment world, Hay-
ward achieved fame with a long list of theatrical productions. He is cur-
rently represented on Broadway with “The Sound of Music” and “Gypsy.”

**Among others, he has been asso-
**

**tiated with the production of “A Bel-
**

**FCC does not have jurisdiction over these other enterprises, has no burden under the statue to shield them from competitive effects, and any attempt to make such a deter-
mining issue would only give rise to speculation and conjectures with-
out bound and with respect to which no cogent proof could be offered un-
til after the trial is completed,” the brief declares.
Myers Warns of Adult Films; Hits ACE

(Continued from page 1)

If the meeting devoted to business building (the convention's theme) can get anywhere unless it deals with trends which threaten to destroy the business.

"You must be appalled, as certainly I am," he said "by the assaults being made on the industry because of the kind of pictures that are being made. Even when the Production Code was being adequately enforced and film standards were high, there were always a few zealots, usually professionals, taking potshots at the movies.

Points to Critics' Influence

"Nowadays you can scarcely glance at a paper without seeing that someone is taking the industry to task for objectionable films. Often those critics are of such standing as to exert influence over large segments of the public. I do not need to remind you that the dire effects of such mounting criticism will be visited first and mainly on the neighborhood and small town theatres.

"What is the attitude of the organized industry toward this threatening storm of outraged public opinion?" Myers asked. "If any industry spokesman of any standing has voiced any concern over present trends, or has wagged an admonitory finger at the Code Authority, it has escaped my attention. On the contrary, the Motion Pictures Ass'n, directly and through Conopo, is waging total warfare against all manner of pre-censorship of films, and has enlisted the cooperation of many exhibitors in the effort."

'Must Have Something to Sell'

Discussing the convention theme of business building, Myers said: "First you must have something to sell," and launched an attack on product shortages and delayed availabilities of important films, particularly the increasing number of those released as road shows.

As for the product shortage, Myers said it is the direct "result of the inroads into the business of television and is not the fault of anyone, except as it has been aggravated by making pictures available to this rival medium."

However, he noted, "someone is doing something about increasing the supply."

The American Congress of Exhibitors and Theatre Owners of America are working on projects designed to inaugurate new production.

Those who are in a position to help, should do so," Myers said. "The others can only wait and hope."

He added, "It has seemed to me that much of the criticism about the film shortage was rather futile and I have been surprised that some who have waited the loudest have not raised their voices to protest the manner in which the few pictures available, more especially the top quality pictures, are being marketed."

He said he feels "strongly about certain criticisms made by industry which are recreating the conditions of restraint and monopoly that Allied organized to oppose and which it was thought had been outlawed by the Paramount decree."

He criticized the Department of Justice for refusing to act against exclusive run licensing of road show and other top attractions, turning the result a "territorial monopoly of the exhibition of particular films."

Decries ACE Inactivity

Myers also scored the American Congresses of Exhibitors for inactivity and lack of results on its early program for conferences with Motion Picture Ass'n, directors and company presidents on exhibitor-distributor problems and complaints.

"Whatever other effects ACE may have had," Myers said, "it certainly had the effect to delay the (Allied) White Paper campaign special. The prospect that ACE might obtain for them the relief they so ardently desired caused some exhibitors to lose interest in the movement."

Allied's "white paper" campaign called for an airing of industry problems before a Congressional committee. Myers asserted it was impossible to interest such a group in a "detailed and extensive investigation" while there was a prospect of ACE and the company presidents getting together to settle their differences.

Asks Skouras' Explanation

Myers said Spyros Skouras, 20th Century-Fox president, who was participating in Allied's 1958 convention, said "owes an explanation to the exhibitors who abandoned their own program in order to follow him."

"If there is to be no summit conference, if the temporary revival of conciliation exhausted the possibilities of reform for the moment, when the exhibitors should be so informed."

Trade observsers pointed out, however, that Allied specifically reserved the right on repeated occasions to pursue its "white paper" strategy, while entering into ACE membership and participating in its activities.
15 Bookings for ‘Spartacus’ Abroad

“Spartacus” will move into record show release abroad in time for Christmas, with bookings set in 15 of the world’s key cities, Universal-International Films vice-president and foreign general manager America Aboaf announced yesterday.

Each of the openings will be preceded by elaborate advance campaigns, which are already in full swing, and by gala premiers, attended by celebrities. Many of the premieres will be headed by Kirk Douglas, top-hiled of the seven stars in the Bryna Production, which will be released by U-I, can expect to present in the majority of cases, the type of event that will be available for advance publicity activities.

The first overseas show date for “Spartacus” -and one which is expected to create a storm- is that for the entire overseas campaign—is to take place in London on Dec. 7, at the metropolitan theatre. Plans are being drawn up for premiere-mania ceremonies, with television, radio and press coverage.

Douglas, along with a host of top figures in the entertainment, governmental and society world, will be present: Milton R. Raskin, president of Universal Pictures, and Aboaf will also attend.

Rome, Milan Included

European show openings in Rome, at the Supercinema, and Milan, at the Odeon, will follow on Dec. 9; in Frankfurt, at the Filmplast on Dec. 16; and in Dusseldorf, at the Savoy, on Dec. 17. Barcelona show opening is at the Coliseum on Dec. 15; and, in Brussels, the film will open at the Varieties on Dec. 8. “Spartacus” will inaugurate the opening of the new 1800-seat showcase, the Gartenbau, in Vienna on Christmas Day.

Far East, “Spartacus” roadshow engagements have been set for the Yuraku-Za, top Tokyo Showcase, on Dec. 15; in Osaka, shortly afterwards; and, in Manila, at the Universal Theatre, on Dec. 25. In Australia, “Spartacus” has December premiere dates at the Forum in Sydney and at the Chelsea in Melbourne.

Two Latin-American roadshow openings are also scheduled—at the Olimpo in Caracas, Venezuela, and at the Metropolitan in San Juan, Puerto Rico, on Dec. 15. All showings will be in 70mm.

Henderson Cleveland
Para. Branch Manager

Harold Henderson has been appointed Cleveland branch manager of Paramount Film Distributing Corporation, it was announced by Hugh Owen, vice-president.

Henderson, whose appointment is effective immediately, replaces Gordon Bugie, resigned. He was formerly a Paramount salesman in Pittsburgh.

Briton Favors Classification

(Continued from page 1)

mutual problems. He will tell Hollywood producers what they should avoid if they want to be certain their films are not classified by the British censor. That classification, he explained, has a definite financial advantage since it means films so classified can play to the largest legal audience.

“We can both save a lot of trouble,” he observed. He noted that violence is a problem in American pictures shot in England, more than sex, and that scenes of brutality often are shot in such a way that cutting is difficult if not impossible. He said he would not go so far as to suggest a scene be shot one way for American audiences and another for British, but that alternate methods of shooting could be employed to make the censor’s and producer’s work less serious. It is these plans he plans to discuss during a 12-day stay in Hollywood starting tomorrow.

Trevelyan reported that Hollywood is turning out more “borderline” films.

Stulberg Is Named
Columbia Vice President

From THE DAILY BUREAUS

HOLLYWOOD, Oct. 15—Gordon Stulberg was named a vice-president of the Film Guild of America, by the board of directors here today.

Stulberg, who will headquarter on the West Coast, has been serving as executive assistant to the late B. B. Kahane, and as an aide to Samuel J. Briskin, vice-president in charge of West Coast activities.

A former general counsel of the WPA in New York, West, Stulberg was named assistant secretary of Columbia in 1937.

NAB Reaffirms
(Continued from page 1)

cations commission for NAB to participate in the forthcoming Hartford pay-television hearing.

The hearing has been called by the FCC, beginning Oct. 24, to consider the application of Hartford Pioneering Co., for authority to conduct trial subscription TV operations over its station WHCT (Channel 18) in Hartford, Conn.

For their action, the television board: Voted to continue NAB support of legislation designed to regulate community antenna systems, and it told the NAB staff to continue supporting it. If we are successful, the location of tall antenna towers. The Federal Aviation Agency also claims this authority.

‘Apartment’ $754,854

Billy Wilder’s “The Apartment” has pulled up a record-setting $754,854 for its dual New York engagement at the Astor and Plaza Theatres over the past 17 weeks, it was announced by William J. Heineman, vice president of United Artists.

Operation $754,854

Louis LaBine, 66

HARTFORD, Oct. 12.—Louis U. LaBine, 66, manager of the then Windsor Hotel Theatre New Britain, Conn., prior to World War II, and more recently executive director of the West Hartford Housing Authority, died at his West Hartford home.

Fox Names Wilhelm
Albany Branch Head

John G. Wilhem has been appointed manager of the 20th Century Fox Albany branch office, succeeding G. M. Cates, recently elevated to the national sales cabinet.

Wilhelm, who begins immediately, has been with the company since 1943. He began as an assistant shipper in the Buffalo branch. On Aug. 2, 1954, Wilhelm was promoted to sales manager, the postion he has held until his recent promotion to branch manager.

‘Midnight’ Bows Today

After Big Campaign

“Midnight Lace,” Universal-International release has its world premiere at Radio City Music Hall today climaxing one of the most intensive promotion campaigns ever undertaken.

The picture is being screened in key cities from coast to coast starting today.

The use of personalities for advance promotional activity has been combined with a series of promotions high lighting Hollywood ‘glamour appeal’ to augment the large newspaper advertising campaign in New York.

MPA Stresses
(Continued from page 1)

political parties, involves a double envelope system which protects everyone participating in the drive.

“There is practically a hundred per cent assurance,” Johnston said “that neither the name of any contributor, nor his party affiliation, nor the amount of his contribution will be known to anyone except the members of his designated party who finally opens the double envelopes.”

The referendum, which consists of a system developed by the MPA. In the collection of funds, the donor places his donation within the collection envelope, with the marking on the outside only with instruction as to how to proceed. The contribute checks the party to which he wants his contribution go to. The only place his name appears in on a receipt, he desires one, that is sealed inside this initial envelope with his donation.

Further the security of the individual’s identity, he is provided with a second and larger envelope in which the fund envelope cash fits. Both sealed envelopes will be turned over to the respective parties for counting and distribution of funds.

W/B Records Plays Host

Warner Brothers Records, Inc., played host today at a private party in the Crescenio in honor of Bob Newski, night club comedian who previewed material from his new W/B album, “The Button-Down Mind Strikes Back.” The comedian will be given an engagement at the Crescenio tomorrow.
‘Conspiracy’s’ 2nd Chance in Denver Soars to 350% of Average Business

DENVER, Oct. 13.—Business for the re-run of Paramount’s “Conspiracy of Hearts” at Fox Intermountain’s Ogden Theatre here was 350 per cent of average for the Sunday through Tuesday engagement. Robert W. Selig, Intermountain president, reported today.

Selig said the lesson of this picture’s experience should prove of value both to the circuit and to Paramount. He accepted his share of responsibility for the film, which tells the story of Jewish refugee children saved from Nazi persecution during the war by Catholic nuns, having been played as the lower half of a double bill, with misleading advertising, in the first instance.

The Denver Catholic Register (Continued on page 4)

Wometco Income Rises 51% for 12 Weeks

From THE DAILY Bureau

MIAMI, Fla., Oct. 13.—Wometco Enterprises, Inc., reported an increase of 51.6 per cent in its net income after taxes for the 12 weeks ended Sept. 10, over the same period in 1959. Net income after taxes for the 12-week period was $210,702 as compared to $139,019 in 1959.

The interim report for the 12 week (Continued on page 2)

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From THE DAILY Bureau

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Quigley in Plea for More Women in Industry Posts

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PERSONAL MENTION

HARRY MANDEL, vice-president of RKO Theatres, left New York yesterday for San Francisco and Los Angeles.

CARL PEPPERCORN, vice-president and general sales manager of Continental Distributing, Inc., is in Washington from New York.

FORTUNAT BARONAT, Universal International director of foreign publicity, has arrived in Tokyo from New York on the first leg of a tour of the Far East.

J. MYER SCHMID, president of Schine Theatres, has returned to New York from Gloversville and Albany, N. Y.

JOE REDDY, Walt Disney Studios director of public relations, has arrived in New York from Hollywood.

MORGAN HUGDS, of the M-G-M studio publicity staff, has left here for Nova Scotia, where he will cover the sailing of the schooner "Bounty" for Tahiti, where "Mutiny on the Bounty" will be filmed.

VAN FOX, NBC-TV director, and Ed Pierce, producer, have left New York for Detroit.

MAJ. DANIEL S. KELLE AND ANTHONY HAVELOCK ALLAN, British producers, arrived in New York from London yesterday via B.O.A.C.

JUD PARKIN, of Embassy Pictures' advertising-exploitation staff, is in Buffalo today on "Where the Hot Wind Blows."

HONEY SANDERS, television actress-singer, has left New York for Dallas.


HARRY WEISSENBERG, New York vice-president of Broadway's Un Spencer and Co., left for the West Coast to get a 10-year service award.

J. MYER SCHMID, president of Schine Theatres, has returned to New York from Gloversville and Albany, N. Y.

Produced, Distributed

EDWARD BRUNNER, third from left, manager of Loew's New Capitol theatre, New York, receives plaque from Eugene Picker, president of Loew's, Inc., as winner of the 20th Annual Quigley Awards Contest as the best showman for 1959 in the large situations category. Looking on, at left, Ernest Emerling, Loew's vice-president and director of advertising-publicity, and Martin Quigley, Jr., editor, "Motion Picture Herald," and, at extreme right, Sidney H. Rechten, editor, Managers Round Table. Brunner won the award as manager of Loew's Valencia theatre, Jamaica, New York City, his previous post with the circuit.

Production, Distribution

L.A. Employment Up

From THE DAILY FORUM

HOLLYWOOD, Oct. 13. — Motion picture production and distribution employment in Los Angeles increased during August for the fourth consecutive month, the Security First National Bank's research department reported.

The industry's employment has climbed to its highest point since last January and prior to the strike of the Screen Actors Guild.

At 24,000, the recent total was two per cent above a year earlier, and at a level which has been reached only rarely, for brief intervals, during the past 12 years.

Contrary to an overall slack in employment, as compared with the recent years of the mid-40's, the industry's wages and salaries total more than ever before.

In 1959 payrolls amounted to approximately $300,000,000, or 2.4 per cent of all wages and salaries paid by all employers in the Los Angeles-Long Beach metropolitan area.

In 1946, one of the industry's banner years, the total payroll amounted to $280,000,000.

Katz Leaving UAA

Norman Katz, director of foreign operations for United Artists Associated, is resigning effective with the expiration of his contract in March, 1961, it was announced yesterday by Arnold Picker, vice-president in charge of foreign distribution for United Artists Corp., of which U.A.A. is a subsidiary. Katz has held his present position with U.A.A. and its predecessor company, Associated Artists Productions, since 1954.

Small Independents

On the March: Cates

By WILLIAM WERNETH

A new hope for the future of the smaller independent film producer was expressed here to Motion Picture Daily by director Joseph Cates, whose low budget "Girl of the Night," is receiving a class "A" distribution in first run houses across the land.

Cates' Van Guard production, which began its first run in Cincinnati on Columbus Day, is being distributed by Warner Brothers. Made on a $500,000 budget, the film will begin showings in 22 Los Angeles area theatres on Oct. 26 and is set for a New York opening at the Criterion on Nov. 11.

Cates, a veteran of 13 years of tv production described his first film as a psychological examination of the circumstances which motivate an intelligent woman into becoming a call girl and stressed that the picture had not been made for reasons of "over sensationalism, but rather as an examination of the analytical process."

He went on to say that the fact that his film was receiving first run promotion by a major studio pointed to the fact that there were "no more hard and fast rules in the motion picture business."

Cates said that he believed more young directors, with capable technical background, would take unusual subject matter and make pictures with known stars that would be both different and successful.

"The way is now open to exciting films made on a low budget," he stated. "But new directors must not sit by and wait for it to happen. It is still necessary to gamble, try and fail until success comes. Each successful director makes his own opportunity."

New Crest Studios Are Formally Opened

A press and industry cocktail party launching the formal opening of the new motion picture division was held last night by Crest Studios at their offices in new Studios at 130 West 42nd Street.

The company, in business for nine years, recently completed an extensive expansion and remodeling program under the supervision of Joseph G. Arurrich, president of Crest. Special equipment was also installed to service the photographic needs of the film industry.

Arurrich has the distinction of being the only member in the photographic field with 25 years of actual motion picture experience.

Wometco Net

(Continued from page 1)

period shows gross revenue of $2,979,132; gross revenue in 1959 was $2,315,709. Expenses in 1960 were $2,385,676 as compared to $2,016,789 in 1959.

Net income after taxes for the 36 weeks ended Sept. 10, 1960, amounted to $700,937 against $510,306 for 1959. Gross revenue in 1960 was $10,679,308, as compared to $7,528,911. In 1959 these figures were $7,056,088 for gross revenue and $987,689 for expenses.

Depreciation amounting to $452,000 was included as a deduction from income for the 36 weeks ended Sept. 10, 1960, as compared to $347,000 for the same period last year.

Weiss to Hollywood

Nat Weiss, 20th Century-Fox publicity manager, flies to Hollywood today for a series of meetings at the studio with studio publicity director Harry Brand and his staff to coordinate upcoming campaigns for the company's product through the end of the year.

While on the West Coast, Weiss will hold meetings, with Edible Yarbrough, ad-publicity chief of the Los Angeles branch, and with Don Yarbrough, ad-publicity head of the Los Angeles office on the projected promotional and merchandising campaigns for the western openings of the company's top holiday releases.

Cohn on 3-Week Trip

Ben M. Cohn, assistant foreign manager for Warner Bros. International Films, will leave here today on a three-week trip to England and the Continent to confer with the company's representatives overseas on final preparations for the December European launchings of roadshow engagements of "Spartacus." Cohn will visit London, Brussels, Frankfurt, Copenhagen, Vienna, Rome, Barcelona and Paris.

"Spartacus," which opened to packed houses in Los Angeles and San Francisco recently, was the biggest hit of the year in both cities, according to reports.

The film is the story of a slave revolt in ancient Rome, and stars Kirk Douglas and Jean Simmons.

"Spartacus" is the second motion picture of a trilogy by director Stanley Kubrick, who is preparing the third part, "Julius Caesar," for shooting early next year.
Fabian, S.W. Are Lauded in Albany

Special to THE DAILY
ALBANY, Oct. 13.—Fabian Theatres and Stanley Warner Theatres are "demonstrating their faith in the future of downtown Albany" by undertaking commitments of $500,000 or more for the modernizations of the Palace and the Strand, respectively.

So Charles A. Smakwitz, Stanley Warner zone manager for Newark, N. J., and in Albany-Troy-Utica, declared in the principal address at a luncheon given yesterday in the Sheraton-Ten Eyck Hotel by the Urban Development Committee for Downtown Albany. Fifty-two businessmen and press-radio-television representatives attended.

It is believed by many that the "initiative" for an urban development project has been shared by theatre operators.

On 7-Man Committee

Smakwitz, who was appointed a member of the seven-man executive committee to study three development avenues recommended by architects-engineering firms and to select one for execution, arranged the luncheon in conjunction with Thomas B. Wheeler, Jr., department store head and committee chairman.

The Stanley Warner Strand will be closed Feb. 15 for six weeks, while work on its interior is underway, smakwitz said.

Zigmond Will Direct

"Oscar" Show Promotion

Jerry Zigmond, Paramount Theatres executive and division manager of American Broadcasting-Paramount Theatres, Inc., West Coast theatres, has been appointed director of promotional activities for the Academy Awards "Oscar" presentation over the ABC Television and Radio Networks Monday, April 17. Zigmond was announced by Michael J. Foster, ABC vice-president in charge of press information.

Zigmond has specialized in unique advertising and publicity selling of pictures on theatre screens. He also worked on 3-D pictures.

Zigmond is presently in New York conferring with ABC officials. He returns to his Hollywood office next week, to activate plans designed to help get the 1961 "Oscar-cast" the largest audience in Academy history.

Exhibitor Meetings

On 'Butterfield' Held

"Exhibitor meetings this week in New Orleans, Dalas, Kansas City, and Chicago are mapping out plans for the early November openings of 'Butterfield 8.'" Si Seidler, Eastern advertising manager, is in Chicago today after completing sessions in New Orleans Monday and Tuesday, Dalas Wednesday, and Kansas City Thursday.

Jaffe Is Cited in U.S. Bonds Program

In recognition of his achievements in the United States Savings Bonds program, Mr. Louis Jaffe, Warner Bros. Studios' first vice-president and treasurer, was awarded a special presentation from the U.S. Treasury Department yesterday. Presenting the award to Jaffe was Sydney Gruber, assistant representative of the Treasury Department.

The citation cited Jaffe "for his achievements in the United States Savings Bonds program, dedicated to the economic strength of the nation and the further independence of its citizens. In addition, a special framed test of the President's Praver was presented to Jaffe in token of his efforts on behalf of the Treasury Department program.

Atlanta Baptists Say Censorship 'Desirable'

Special to THE DAILY
ATLANTA, Oct. 13.—A resolution praising film censorship as "desirable and essential" was presented by Dr. Louie D. Newton and unanimously approved at the weekly Atlanta Baptist pastors' conference here. Dr. Newton, pastor of Druid Hill Baptist Church, presented the resolution, addressed to the mayor of Atlanta and the alderman board.

"The constructive work of Mrs. E. A. Gilliam (the city's motion picture censor) for the past 15 years," and added: "We are convinced that censorship, as provided under law and wisely administered, is needed to maintain moral and cultural standards of decency in our rapidly growing community."

The resolution was offered, Dr. Newton said, because of the suit announced by Independent Film Importers and Distributors of America to be brought against the city's censorship board. The suit has retained the services of the Atlanta law firm of Heyman, Abram and Young.

NT&T Theatre Okayed

An order permitting National Theatres & Television to replace a theatre destroyed in Bonhler, Colo., with a new one was signed in New York Federal Court yesterday by Judge Edmund L. Palmieri.

The new theatre is to be built in a commercial building on property upon which NT&T once had a theatre but disposed of and converted under the consent decree.

Academy Elects Mannix

HOLLYWOOD, Oct. 13. — E. J. Mannix, a member of the Academy of Motion Picture Arts and Sciences since 1934, has been elected to the board of governors of the organization to fill the vacancy created by the recent death of B. B. Kahane. Mannix previously served on the board.

Trevelyan Will Meet With Johnston Today

Special to THE DAILY
HOLLYWOOD, Oct. 13. — John Trevelyan, head of the British Film Censor Board, arrives here today for a 10-day visit which will include the Motion Picture industry headquarters, a series of studio visits and meetings with top level film executives. Trevelyan, who is accompanied by his wife, will be the guest of honor at this year's Motion Picture Association of America while he is here. This is his first visit to Hollywood.

Itinerary for the Trevelyan tomorrow includes a meeting with MPAA president Eric Johnston, who is here to address the World Newspaper Forum at the Beverly Hilton, a visit to MPAA headquarters for meetings with Production Code Administrator Geoffrey Shurlock and his staff, and a luncheon and tour of Universal-International studios. Weekend activities include a visit to Disneyland and sightseeing throughout the area.

On Monday, Trevelyan will hold a press conference at 10:30 A.M., at the MPAA offices and at noon will be given a luncheon in industry honours by Johnston at the Beverly Hilton. Tuesday he visits Columbus studio and Wednesday he will see 20th Century-Fox and attend the premiere of "Spartacus" that evening. On Thursday he visits Paramount studios and will be guest at the press preview of "The Alamo" that night. Friday he is scheduled to visit Warner Brothers studios.

'Spartacus' $31,500 In Nine Performances

"Spartacus" grossed $31,500 for nine performances on a reserved seat basis in its first week at the DeMille Theatre here, Universal reported yesterday. House capacity would have been $32,672, but this was held down by a "holiday week." In a full week "Spartacus" will have ten performances instead of nine, and house capacity will be $36,227. The film started its second week at the DeMille last night while having its mid-west premiere at the McVickers Theatre in Chicago. The advance sale at the DeMille continues brisk.

Rating on 'Spartacus'

Delayed by L.O.D.

The National Legion of Decency reports it has not yet classified Universal's "Spartacus" until the conclusion of negotiations with the company for an approved rating.

The Legion made the observation in the usual weekly classifications in which Buena Vista's "Ten Who Dared" was placed in Class A, Section 1, and Universal's "Midnight Lace" in Class A, Section 2.

Republic Dividend 15c

The board of directors of Republic Corp., meeting here Wednesday, voted the regular quarterly dividend of 15 cents per share on common stock to be paid Nov. 15 to shareholders of record Nov. 4.

British Industry Won't Seek Pay-TV Channel

From THE DAILY Bureau
LONDON, Oct. 13. — The Five Trade Associations have decided not to seek film industry control of the prospective third television channel in Britain, it was reported here today. The proposition has been abandoned as "impracticable."

In addition it was learned that a report on toll-tv for the government committee considering whether the pay TV concept can be introduced in Britain is being prepared now by the Cinematograph Exhibitors Ass'n. The report will be given at the November meeting of the CEA general council.

Closer Study of Code Urged by Mrs. Twyman

Special to THE DAILY
DETROIT, Oct. 13.—The industry's answer to the public's demand for "something more worthwhile in the way of theatrical experience in our movie theatres" should be a more careful study by exhibitors of the provisions and purposes of the Production Code, Mrs. Margaret G. Twyman, director of community relations for the Motion Picture Association, today told members of Allied Theatres of Michigan at the luncheon session of their 41st annual convention here.

"One current . . . misconception is the assumption that the function and purpose of the Production Code is to guarantee that all films receiving the Code Seal are automatically acceptable for the family audience," said Mrs. Twyman, and she added, "this was never the intent of the Code, nor would it be a reasonable intent. Because we now have greater variety in available film fare our audiences are required to select films more carefully . . . a trend that has been long ago to select books and music. As our films improve and diversify we require a bit more thoughtfulness from our audiences than ever before.

Twentieth Century-Fox presented a medianial as a public relations citation to Mrs. Harry J. Jarvis, past president and now honorary president of the Motion Picture Council of Detroit.

Henry H. "Hi" Martin, general sales manager of Universal, described forthcoming product of that company. A cocktail party hosted by Coca-Cola Co. preceded the dinner tonight which brought the convention to a close.

"Alamo' V.C. Benefit

DALLAS, Oct. 13. — The Dallas premiere of John Wayne's "The Alamo," at the Capri Theatre on Oct. 25, will be sponsored by the Variety Club of Dallas and heralded as one of the highlights of the annual Diamond Jubilee celebration of the State Fair of Texas. Tickets for the benefit premiere are being sold for $50. The advance sale is reported well over the $35,000 mark.
Cooper, Powell

(Continued from page 1)

Dick Powell, president of Four Star Films, in the current FCC hearings probing influence and control of television films, appears to be the most vital information thus far in the hearings scheduled to run through next week.

Cooper, as an example, told how he was squeezed out of representing "The Real McCoy's" show by the Morris Office, because the Morris office had the show's star Walter Brennan, until Cooper would not release him to another packager unless it represented the entire show for which it would receive 10 per cent fee as its sales agent. Powell stated detailed, - in profits rejected, he was compelled to finance short films, in addition to 10 per cent bite of gross revenues for agencies acting as sales representatives was also emphasized by Orzie Nelson, head of Four Star's Stage Five productions.

Md. Censor Report

(Continued from page 1)

proval before presentation to the public."

He notes that while nearly all states formerly exercised some control, only four states and a number of localities do so today.

Referring to successes scored by the industry against censorship, Goldstein states, "past cases have been a series of victories for the entertainment industry in the courts. The law stands on the plinth of power so that we anticipate future court action."

He deplores horror films and regrets, in his report, that no valid law has yet been devised to combat the effects of horror films on youth.

NLRB Ruling

(Continued from page 1)

jurisdiction for studio musicians in the recent NLRB election with exception of U-I, due to MGA's challenge of 24 votes after the election favor

AFM by a vote of 97 to 85.

NLRB notified each that 12 ballots have been sustained and 12 overruled. The overruled ballots are expected to be announced within the next week if there are no protests. One favorable vote would give AFM sole bargaining rights. If MGA wins all 12, the next step would be to file a new election. If none of the NLRB directors agree, it will be the bargaining agent for U-I.

CEA Warns

(Continued from page 1)

clared "its firm conviction that under such circumstances we have no alternative in the protection of the American rights to regard such producers and distributors in the same position as those who sold out to television in Britain."

Personal Publicity Ads, Movie Trailers

Post-'48s of Concern to TV Code Board

ATLANTA, Oct. 13. -The three greatest areas of concern to the Television Code Review Board of the National Association of Broadcasters, are personal product advertising, post-'48 feature films, Robert W. Ferguson, vice-president and general man-

ager of WTRF, Wheeling, W. Va., will say in a speech prepared for delivery here tomorrow.

Ferguson will review Code activities for the television session of the NAB fall conference in the Biltmore Hotel.

He will commend the work of the Code's personal product subcommittee, saying "There has been a decided interest by the viewing public in some personal product advertising and the Subcommittee, in addition to working for improvement of presentation where such need existed, also reassured manufacturers and retailers that the effort was affirmative in nature and not advocating television fare, best, some improvements made in commercials of this nature and most certainly others will follow this fall and winter as the television year progresses."

Reception Better

Our reception at the agency and advertiser level has improved greatly. In its early days, the Code had difficulty in getting points over to the agencies, or even getting to see top executives."

Ferguson will say of movie trailers, or commercials promoting a local theatre's present, or future, film attraction: "Some of this stuff in the past has been exceptionally violent or over-sexed or, at best, quite suggestive. We have no control over, nor should we have any control over, what is exhibited in the movie house interests, un programa. But, if it comes to competing those exhibits over our facilities, we have to be careful what we accept. So, look these offers over with care. If you can't do it, be sure some responsible staff member does. If you are in doubt, ask your closest Code office for an opinion. You will get it fast and at no charge."

Would Screen Post-'48s

Ferguson will also advise the broadcasters to screen post-1948 feature films, some of which already have been released to television. "This is not to discredit this material, for certainly the great percentage of it is not notable television fare, but, remember some of it raised a few eyebrows when exhibited in the theatre."

In a speech delivered here today C. Richard Shafio, a member of the NAB policy committee, said that recent government actions affecting radio and television "go in the direction of emancipating broadcasters" from current controls.

Sees Greater Responsibility

At the same time he cautioned that this new freedom enlarges the responsibility of individual broadcasters to make sure they are "conver-

sant with the needs of the communities they serve."

Crowell-Coller to Buy Station WMGM

Crowell-Coller Publishing Co. plans to buy radio station WMGM here from Loew's Theatres for an estimated $10,000,000 to $11,000,000. The transaction reportedly was approved by the boards of both companies.

The deal would involve purchase of Loew's Theatres Broadcasting Corp., a subsidiary of Loew's Theatres, by Crowell-Coller's subsidiary, the Crowell-Coller Broadcasting Corp. The latter operates radio stations in Los Angeles, San Francisco and Minneapolis and has a contract to pur-

chase a radio station in Washington, D.C.

In addition to numerous details which remain to be worked out before the deal can be consummating, Crowell-Coller notified the committee, reported to the group at its regular monthly meeting here yesterday, that interest in the proposal had been indicated by both organizations a time or two and that it was to be settled upon. The ad-unit pact, he said, is willing to go anywhere at any time to discuss criticism of films ads expressed at the TOA convention in September.

Davis also reported on results of a meeting with a newspaper representa-

tive that is to be the first in a series of get-togethers in New York with industry people and visiting editors and publishers. The first was held with Clyde Gilmore, motion picture editor and critic of the Toronto Telegram, who told the ad-pub representa-

tives he would like to get more film material than he now receives and also to have it earlier. This was a very useful meeting." Davis said. Invitations have now been extended to other out-of-town editors.

Charles Levy, co-chairman of the ad-unit committee, reported on his trip to Pittsburgh to check on the Compo-Marcus merchandising plan there. He said he had found exhib-

itors more cooperative and that they were stepping up their ad budgets beyond their commitments.

Photographers Abandon 'Runaway Film' Boycott

FROM THE DAILY Bureau

HOLLYWOOD, Oct. 13. - International Photographers Local 659 has abandoned its earlier plans to pick-

"The Great Gatsby" and other "long" pictures. "Counterfeit Traitor" in protest against so-called "runaway production." Both films were made abroad.

The union has indicated that the workers on the "runaway productions" will be made a part of new IATSE studio unions' contract nego-

ciations scheduled to get under way later this year.

Local 659 also authorized Herbe Adams, photographed by "nationally known" directors to confer with Internal Revenue Service and senators in Washington to the considerations which have encouraged some production abroad.

"Conspiracy" Soars

(Continued from page 1)

praised the picture and contends that it would have received more public support it deserved had it been handled differently on its first downtown Denver engagement. So contacted the paper and acknowledged that mistakes had been made in presenting and advertising the film. Of the discussion came a suggestion that a screening be re-booked at the same theatre for three days and advertised differently.

We had a tremendous reaction from the newspaper," Selig said. "We received over 100 commendatory let-

ters, none of which had the appearance of having been anything but spontaneous.

"We can use this experience beneficially in the future, and so on religious and social groups, at Paramount, too."

"Great Lesson," Says Prelate

Very Rev. Monsignor John Cavanagh told Selig the experience had taught his people a "great lec-

ture."

"Instead of standing on the sid-

elines," he said, "we can be part of you with worthy films coming along."

Selig said Fox Intermountain will replay "Conspiracy of Heart" in the new way in all situations. How-

ever, a closed booking previously prevented this picture from being kept in the Ogden, despite its substantial business it was doing.

"I don't want to tell Paramount how to run its business," Selig said, "but if it is inefficient enough, I could take that picture back in theatres all over the country."
at the field of theatre management, as well as in production and advertising, saying, "We have too long neglected the women's point of view in making and selling pictures."

Quigley also said that exhibitors build up the country's conventional newspapers that they should have strong, readable film pages. "No producer," he said, "should make a picture unless he has a plan for selling that picture."

**Would Refuse Exhibition**

The ITO resolution criticizing questionable pictures and advertisements referring to censorship by any government body and asked members to refrain from showing objectionable pictures and using the "hard phrases." 

**Ferguson Lauds Merchandising**

Robert Ferguson, Columbia advertising-publicity manager, said: "merchandising is the lifeblood of the industry."

"The Three Worlds of Gulliver," easy selling is directed to supernumeration as the "star of the piece." Radio and tv spots will be used effectively, he added. Macey's new Thanksgiving activity, Macey's Christmas exchange center parties for children of radio and tv and newspaper representatives. 

**Manly Pearson, 20th Century-Fox old representative told of a cross-country bicycle tour of a man and woman going to Alaska to be married advance scout for "North to Alaska." He placed heavy emphasis on the selling power of the Johnnyorton title song recording.

**Newspaperman Comments**

Mel Tharp, Columbus Dispatch advertising director, said, "if it's true at only adult pictures do business, America is in worse shape than we think it is." He added, "when you are children, you bar your future atomers." He advocated more use color ads in newspaper including tv ads in small towns.

The convention defeated a resolution proposed by Al Bourdouris, of ohio, which opposed the industry's anti-tv fight. This resolutions passed was asking National Screen Service reconsider its decision to conduct the Cleveland and Cincinnati conventions.

Earlier, convention delegates heard serge kienzle, director of Ohio State university school of journalism, advocate continuing study of motivational research by the industry to find ways of expanding its audience.

**Industry Receipts**

(Continued from page 1) 

**Motion Picture Daily**

Midnight Lace

(Continued from page 1)

vocate continuing study of motivational research by the industry to find ways of expanding its audience.

William Minch, president of station WMMN here, bade radio as the most potent ad tool to attract business.

Frederick Wirt, associate professor of government at Denison University, offered the opinion that the British film classification system "might be the only form of censorship law which would be upheld by the U. S. Supreme Court. Asserting that the strongest argument against censorship is that experts "can find no relationship between pictures and juvenile delinquency," he urged exhibitors to become "weekend lobbyists" against censorship by conferring with their legislators and acquainting them with the anti-censorship side.

The convention elected all officers. Marshall,pine,first vice-president; F. W. Hess, Jr., first vice-president; Jack Armstrong, second vice-president; Milton Yassonoff, treasurer, and Ken Pirkett, executive secretary. Four new members were elected to the board of directors: Philip Haynes, Cincinnati; Olen F. Martin, Bucyrus, and Herbert Solomon, Findlay.

**Industry Receipts**

(Continued from page 1)

downward trend of the last decade, having decreased 16.7 per cent from $1.4 billion to $1.2 billion. The total number of motion picture theatres dropped in that period from 18,491 to 16,354, although a small increase was registered in the number of drive-in theatres.

In 1958, the census reports, there were 12,291 four-wall theatres, down from 14,716 in 1954. Their total receipts came to $938,164,000 as against $1,170,371,000 in 1954—a drop of 20.5 per cent. Over the same period, payrolls declined 9.3 per cent to $224,425,000.

Concurrently, the number of drive-ins went from 3,775 in 1954 to 4,063 in 1958. Their receipts rose 29.9 per cent, from 1954's $257,780,000 to $323,619,000. Payrolls, however, rose 11.3 per cent to $47,038,000.

**Ad Criticism**

(Continued from page 1)

advertising criticism an instance of a report to the motion picture advertising code administrator by the director of advertising acceptance for one of the largest newspapers in the country that he had received a "flood" of letters denouncing film advertising as "unsfit for human consumption."

Subsequent investigation revealed that the "flood" turned out to be 16 letters, Johnston adds. He adds that a subsequent examination by the advertising of some 3,500,000 letters received in 1959, only 19 were critical of film advertising.

**Gites Popularity in Africa**

As for those who would bar censor exported films, Johnston says, "If we listened to this advice, we'd probably have exported film everywhere. And this, leaders in Africa tell me, would be a loss to them and to us. What their people learn from our films, right across the board, is that we are a free country—free to examine our weaknesses as well as our strengths. Can there be any more powerful lesson of what America means than this?" Johnston asserts that "There is no other American communications medium that travels so extensively throughout the world, reaching so many vast millions of persons with such vivid and effective influence as the American motion picture. He estimated the average attendance at American films around the world at "upward of 250 million a week."

"Overwhelmed by Responsibility" he asserted. "When we stand back and look at the size of our audience, at home and abroad, we sometimes feel overwhelmed by the responsibility that we know is imposed upon us by this truly world-wide medium," he asserts.

He notes that in appraising how the industry has met its responsibility it must be conceded that "Some of our pictures convey another impression—view of the grosser and sordid aspects and values in our society," and says he would have no one in the industry "escape responsibility for such aberrations."

Johnston says films will take their place with all great mass media in going in the direction of raising and sustaining Man's hopes, not in denouncing them.
ON THE EVE OF THE PRODUCER'S DEPARTURE FOR LOCATION, COLUMBIA PICTURES EXTENDS "GOOD WISHES FOR GOOD SHOOTING!"

TO

SAM SPIEGEL  DAVID LEAN
THE PRODUCER  THE DIRECTOR
(MAKERS OF "THE BRIDGE ON THE RIVER KWAI")

AND LOOKS FORWARD EAGERLY TO THEIR MAMMOTH PRODUCTION OF

"LAWRENCE OF ARABIA"

BEFORE THE CAMERAS JANUARY 2, 196
Across-the-Board 25% Wage Raise, Other Benefits, Sought by IATSE

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 16.—A general wage increase of 25 per cent across the board, royalty payments for televising post-1948 pictures on free tv or pay-tv, and a ban on foreign runaway production highlight the general proposals for a new bargaining contract of IATSE and basic crafts unions with the motion picture producers. International representative George J. Flaherty submitted the proposals to all motion picture producers on behalf of the IATSE and the AFL-CIO basic crafts unions, which was result of the work of three committees composed of business representatives of IA and the basic crafts unions. The “industry general proposals” were approved for submission by all committees and business representatives of IA and basic crafts unions following (Continued on page 6)

Unlimited Budget For ‘Lawrence’

By SIDNEY RECHETNIK

(Picture on Page 5)

If a motion picture “hits every country in the world” and there being no reason why a good picture shouldn’t do so, then there is no ceiling on its potential earning powers, according to producer Sam Spiegel. Spiegel believes he has just such a picture in his forthcoming production of “Lawrence of Arabia,” for which (Continued on page 5)

Mundstuk, Wall Are Promoted by MGM

Jack Mundstuk has been promoted to Washington, D. C. branch manager and Paul L. Wall has been promoted to Buffalo branch manager in two appointments announced at the weekend by Robert Mochrie, Metro-Goldwyn-Mayer general sales manager.

Mundstuk, who has been Buffalo (Continued on page 5)

Legion Convention to Act on Films This Week

Special to THE DAILY

MIAMI BEACH, Oct. 16.—The National Americanism Commission of the American Legion is considering proposed resolutions aimed at motion pictures on which known Comm. (Continued on page 3)
Jersey Allied

(Continued from page 1)

of William Inafld in as many weeks in association with the Jersey Allied board of directors.

Our members want to get going and do something about a situation that is becoming progressively worse, that has forced some of our members out of business for lack of playable product and which threatens to do the same to certain others.

Stern said Jersey Allied members were briefly encouraged by recent 30th Century-Fox announcements that a Green Bros. pictures, called the Chime, would be sold to assist C. Glenn Norris, general sales manager, in handling field problems, and also that 'Can-Can' would be made available in 35mm to every town simultaneously with its Todal-AO engagements.

"We thought this was a turning-point," Stern said. "But when we got in touch with the 20th-Fox sales cabinet member having jurisdiction over our territory to inquire about the availability of 'Can-Can' to our members in 35mm, he didn't know what to talk about. We were told he could do nothing for us."

Also Seeking 'Campobello'

Stern said Jersey Allied's EDC then wired Norris describing their experience and asked if he could give them any information on 35mm 'Can-Can' availability in the Jersey territory. He said the same inquiry is being made of Walter Bros. concerning 'Sunrise at Campobello,' which will conclude its hard-ticket policy in New York City next month.

He added that a Jersey Allied member also will file suit this week attacking the release system which results in the delayed availabilities. "We have no other alternative," he said, "and we must do something about the hard-ticket situation. We also feel we have been let down by ACE (the American Congress of Exhibitors). It has promised us summit conferenoes for many months, during which our EDC and national Allied's 'white paper' campaign were sidetracked. We have had no relief and none is in sight."

PERSONAL MENTION

BUCKET E. ROBBINS, president of National Screen Service, has returned to New York from London.

MOUNTAN SPRING, president of M-G-M International, has returned to New York from Munich, where he attended the premiere of 'Ben-Hur.'

Elo Voke, publicity director for Disneyland Park, has arrived in New York from the Coast.

SAM HART, of the Allied Artists home office publicity and exploitation staff, has become a grandfather with the birth of a son at Booth Memorial Hospital, Queens, to his daughter-in-law, Mrs. Donald H. Hart.

BURT HIRSCHFIELD, of the M-G-M home office advertising-publicity department, has arrived in Cincinnati from New York.

JAMES VAUGHN, assistant to Foster Hotard, official of Georgia Theatres, Atlanta, is recuperating at his home there following surgery.

WALTER BIRKMAN, supervising film editor for Bill Sturm Studios here, was married yesterday to Joy Cohen, buyer for Gertz Department Stores.

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., has left Atlanta for Dallas.

WALT DISNEY is in his home town of Marceline, Mo., where yesterday he participated in ceremonies dedicating the Walt Disney Elementary School, named in his honor.

DOM CAPANO, vice-president of Cinema Supply Corp., and Miss. Campano have returned to New York from Europe.

GERTRUDE BROOKS, fan magazine contact at 20th Century - Fox, will leave here today aboard the 'New Amsterdam' for a Caribbean cruise.

FRANK P. ROSENBERG, producer of Marlon Brando's 'One-Eyed Jacks' for Paramount, has arrived in New York from Hollywood.

WILLIAM PEARLBERG AND GEORGE SEATON, producer-director team, will return to New York today from London.

DON VELDE, head of Don L. Velde Enterprises, and Mrs. Velde returned to New York on Saturday from Europe.

LLOYD C. YOUNG, head of the producing organization bearing his name, will leave New York today for London.

JOE PASTERNAK, producer of 'Where the Boys Are' for M-G-M, will arrive in New York today from Hollywood.

ASCAP East Coast Meet

Set Here on Oct. 27

The bi-annual East Coast meeting of the general membership of the American Society of Composers, Authors and Publishers will take place on Thursday, Oct. 27, at the Waldorf-Astoria here, Stanley Adams, ASCAP president, announced.

The meeting will be held in the Sert Room and will begin at 2:30 P. M.

Reports will be given by the president, treasurer and chairman of the executive committee.

WB Engages Weismann

Sam Q. Weismann, advertising design specialist formerly associated with the Monroe Greencastle agency and 20th Century-Fox, has been engaged by Warner Brothers as creative advertising art director. He will make his headquaters at his New York office.

Prince Margaret

To Attend 'Spartacus'

Princess Margaret will head the list of guests attending the first of three roadshow openings, a charity premiere, of 'Spartacus' at the Metropolitan Theatre in London, on Wednesday, Dec. 7. The performance is to be sponsored by the St. John Ambulance Brigade, one of England's leading charitable organizations.

Among others who will be present at premiere will be stars Kirk Douglas, Michael R. Ruckell, President of Universal, which is distributing the film throughout the world, and Americo Aboul, foreign general manager and vice-president of Universal International Films.

'Storm' Opens Oct. 28

"September Storm," in Stereovision, will be the next attraction at the Paramount Theatre here, opening on Oct. 28. Film is a 20th-Fox release.

20-Fox 'Holders Meet On Land Deal Today

Stockholders of 20th-Century-Fox are expected to give approval at an annual meeting of the company for the purchase of $43,000,000, with $23,000,000 as a down payment already received by 20th-Fox. The new deal supersedes a pact of May, 1959, under which Webb & Knapp was contracted to buy the studio property for $58,000,000 payable over a 10-year period.

Balance To Be Paid on Closing

With stockholder approval given, closing of the new deal is to be no later than six months from last Aug 1. Zeckendorf will pay 20th Century Fox $38,000,000 cash balance on closing.

Under the agreement Webb & Knapp will lease back to 20th-Fox approximately 75 acres of studio land for about $6,000,000 a year. Lease back of the studio portion of the property is for 50 years with renewal options for 49 more years and the right to sublet the property.

Compo Ad Says Code Achieves Its Purpose

The Production Code achieves its purpose of satisfying reasonable people. It is asserted in Compco's latest advertisement in "Editor & Publisher." The advertisement, No. 121, is headed: 'Reasonable People,' and says, in part: "Nobody can please everybody. 'What we have done is to adopt set of ethical and moral standards . . . the Motion Picture Production Code that has been operating for 3 years. 'Movies approved under the Code should be reasonably acceptable to reasonable people.' The producer is able to make pictures so that millions of persons of the world over may see them will enjoyment . . . and without offense. 'We think the Code achieves the purpose . . . and that it does what it sets out to do.'"

Multiple 'Reef' Bow


FOR SALE

For sale 3,500 theatre chairs, Call Tinning 8-7380 or write to Circuits Construction Corp., B2 - 24 Northern Boulevard, Jackson Heights, Long Island.
Legion Meet

(Continued from page 1)

The new counsel for Viking asked did receive a postponement of the case until Dec. 12 or May of 1961.

The development of... 7, Bradley Ward and Louis Nizer, named counsel for defendants, requested to bring attention to Judge John W. Lord that Harold Kohn, plaintiff's attorney, and also at the same time was representing Goldlaw, Inc., a corporation owned by William Goldman, in a suit here and in New York. Aaron Eby, another attorney for the plaintiff, also withdrew from the Viking case. Defense counsel said no impropriety was involved but there was a possibility of conflict of interest.


The new company will specialize in showmanship pictures backed by big-budget merchandising campaigns. Mulvey told a luncheon press conference at the Four Seasons on Friday. Its first three releases have been selected on the basis of suitability of their stories for mass audience acceptance, he said. They are:

Films Described

"David and Goliath," an Italian-made spectacular with a cast headed by Orson Welles, in Totalscope and Eastmancolor, now in release in Italy and France. The English version is being edited at the Samuel Goldwyn studios in Hollywood and will be ready for release in February.

"Sins of Rasputin," in Totalscope and Eastmancolor, with a cast headed by Edmund Purdom, Gianna Maria Canale and John Barrymore, Jr., also being prepared at the Goldwyn studios.

"Uncle Was A Vampire," comedy in Ultrascope and color by Technicolor, co-produced in Italy and France, also being prepared at the Goldwyn studios.

Seeking More Pictures

Mulvey said negotiations for acquisition of additional films having unusual box office potentialities are in progress and the company plans to supply a regular flow of major features. He emphasized the importance and success in recognizing box office hits of his associates, especially Taylor and Grieseorf, and noted that the new company is substantially financed, permitting it or its individual associates to conclude deals for promising product without delays.

In addition, he said Beaver-Champion will participate in co-production arrangements, and the film finance production on the basis of packages submitted by independent producers. Taylor said present-day audience selectivity has made the word "product" outdated. "Today what we must have is "attract," he said, explaining why the word was made a part of the new company's name.

"Theatres have to specialize to meet today's audience taste. Thus they must have 'attractive,' not merely 'productive.' I feel we are qualified to find these attractions. I get daily reports from 63 theatres, for example. I don't rely on isolated opinions of whether a picture is good or not. I watch the box office results and they tell you unerringly whether a picture is good or bad. You can't get closer to your audience than your box office."
Television Today

Reiner to UAA

(Continued from page 1)

ner Brothers features and cartoons, Popeye cartoons, such half-hour series as "Miami Undercover," "The Vikings," "The Troubleshooters," "The Dennis the Menace" strip and "Hudson's Bay," and other motion picture features and shorts.

Reiner has resigned as executive vice-president of Galaxy Attractions, where he has been working with Milton Gordon for the past two years, an association that began at T.P.A., where Reiner was vice-president of foreign operations. Previously he had been foreign manager for General Samuel Goldwyn Productions and for the David O. Selznick organization.

His background in television and motion pictures also includes executive positions with Louis G. Cowan and with Paramount, M-G-M and Warner Brothers. During the war he was films officer for the Office of War Information abroad. He will take up his new duties at UAA on Oct. 24.

NAB Will Send Tower To Pay-TV Hearings

From THE DAILY Bureau

WASHINGTON, Oct. 16. — The National Association of Broadcasters said on Friday that Charles H. Tower, its vice-president for television, will represent the NAB at the forthcoming Hartford pay-tv hearings before the Federal Communications Commission.

The NAB television board of directors earlier reaffirmed NAB's position against the use of authorized TV channels for pay television. The FCC granted the NAB permission to participate in the hearings starting Oct. 24 after the television board instructed the NAB staff to file the request.

The hearings were called by the FCC to consider the application of Hartford Phonevision Co., for authority to conduct trial subscription TV operations over its station WHCT (Channel 18) in Hartford, Conn.

AB-PT Elects Freund

Richard L. Freund has been elected vice-president of American Broadcast-Paramount Theatres in charge of labor relations for the ABC division, Leonard H. Goldenson, AB-PT president, announced. Freund had been director of labor relations since 1957.

Gruskin Leaves Para. TV

George Gruskin and Paramount Pictures' "Television Division" have announced that Gruskin has asked for and has received his release from his employment agreement. After a short vacation, Gruskin will announce his future plans.

Television Today

TV Self-Regulation Support Is Urged

From THE DAILY Bureau

WASHINGTON, Oct. 16. — Chair R. McCollough, president of the Policy and Program Committee of the National Association of Broadcasters, and E. K. Har- tenbemon, chairman of the NAB Tele- vision Code Review Board, have given a progress report on the Code and urged continued support of the television industry's self-regulatory activities.

Their report was made in a special closed circuit broadcast which was videotaped for the affiliates of the three television networks. It is direct- ed at the top management of the television stations.

Heads Steinman Stations

McCollough, who is president and general manager of the Steinman Stations, Lancaster, Pa., said, in opening the telecast, 'the past 18 months have been in many ways the most hectic in the history of television. The rigging of quiz programs was uncovered. Instances of payola were brought to light. Critics decried the quality of television programming. Competitors sharpened their knives. Some legislators demanded rigid con- trols...'

"Despite the furor, the American people never lost confidence or interest in the splendid service television provides."

"Calls It 'Powerful Weapon'

"During this difficult period one of our most powerful weapons has been the NAB Television Code. With- out it we would, I am certain, have been in serious trouble. The Code symbolized then as it does now the concept of a mature and responsible industry to take care of its own affairs."

Hartenbemon, who is vice-presi- dent and general manager of KCMO- TV, Kansas City, Mo., said: "In my career in radio and television—and it's been almost 30 years now—I've noticed that networks and affiliates don't always see eye to eye. But there's one important exception—the Television Code. The constant sup- port of the three networks—moral support, financial support and operating support—from their management and their fine continuity acceptance people has contributed immensely to the success of the Television Code."

271 Subscribers

Hartenbemon said that last Novem- ber 271 of the 521 operating commercial television stations then on the air subscribed to the Code. He said that today 380 of the 521 commercial stations on the air subscribe to the Code, or over 70 per cent, and point- ing out that one has to tell you, either, that many stations become Code subscribers at considerable financial sacrifice."

Levine Drive

Levine Drive

(Continued from page 1)

time to handle his pictures that way. A picture consists of two scenes, and Levine also announced George Jessel has been named coordinator of the forthcoming pro- duction of "Sodom and Gomorrah," which will be filmed on the legendary Biblical sites in Israel, with the government of Israel.

Levine said that Robert Ald- rich will direct, and Stewart Granger will star in the film to be co-produced with the Screen Federation. The picture, he said, will amount 80 per cent of the big-budgeted picture, with Titanus financing the re- maining 20 per cent of the cost, he revealed.

Picture, which will begin shooting on Nov. 15, will be filmed in English, and then dubbed in Italian for other markets. Embassy will distribute "So- dom and Gomorrah" in the United States, with the exception of Italy and Spain, which will be handled by Titanus. Levine said he has set no distribution deal on this film as yet.

Will Be Made in Color

He said the film will be shot in color, and possibly in 70mm and Technicolor.

Levine also announced that he has concluded a deal with Carlo Ponti, producer of Alberto Moravia's "Two Women," to release the film in the United States and Canada. He bought the film for $250,000, with the film being shot in Technicolor. The picture is a big production of an hour's screening of the uncut picture in Rome three weeks ago. Filmm, directed by Vittorio de Sica, stars Sophia Loren in a "great role," said Levine. He plans to release the film differrently from his usual saturation booking campaigns, and is con- templating a New York opening in a single theater, with a "great stunt," he said.

"Thief of Bagdad," which is nearing completion in Rome, will be re- leased in the U. S. over the July 4th holidays backed by Levine's biggest exploitation of any picture. The affilia- tory head stated. He said it is loaded with exploitation gimmicks, and has an appeal for all types of moviegoers.

Accessories in Preparation

Accessories on two forthcoming re- leases, "Thief of Bagdad" and one other film, either "Morgan the Pirate" or "The Wonders of Aladdin," will be complete and ready for the work of C.S. ex- change centers by the first of Febru- ary.

He also is readying a double feature campaign for release next year and for which he has prepared a special gimmick teaser that cost $5,000 to prepare. The films are "The Fabu- lous World of Jules Verne," made in France, and "Manitou," a circus story filmed in Germany. In England, "Hercules Unchained" will gross in excess of £450,000 ($1,260,000), in film rentals, Levine informed the press. "This is one of the biggest grossers in the history of Great Britain," he declared.

Levine paid tribute to the grass- roots cooperation of the British thea- ter managers as being responsible for half of the huge "Unchained" gross

REVIEW:

Please Turn Over

Peter Rogers—Columbia

The American market has been de- lugged of late by a flood of British films which were not only funny but commercially successful. "Please Turn Over," a Peter Rogers produc- tion, is the latest of the genre to arrive here and is as delightful as it probably deserves.

Strictly for the adult audience, the Columbia release tells the cynical tale of a seemingly modest 17-year-old girl who shocks her neighbors by disrupting her typically English family by authoring a Grace Metalious rev- eling novel about sex in the London suburbs. Add to this the fact that she has used family and friends as basic for her characters and the chaos be- gins.

The neat of the Norman Hudg- scott script, a segment in which the book's counterpart of the little town came to life in all their back street low-living lustiness. This is especially tlling for the talents of the leading players, [name removed for legal reasons] and Walter Mitty and must portray double role. They are highly success- ful.

With the possible exception of the young girl's mother, played by Jean Kent, a leading lady to Stewart Gra- nger during his English popularity, the cast is virtually unknown, but quite fresh. Films shows to their an- tics can be expected to net a much better box office at the end of the film.

If Gerald Thomas had not empha- sized the slapstick and had deemed to soft-sell the sex angle, he might have directed a film of better taste. but, as is the import an item for in- cluded in this collection of the week's showings."

"Please Turn Over," which was taken to be the title of the film of the Month" by Basil Thomas, is the Brit- ish answer to exhibitors who have wondered what to run as a follow-up to "The 39 Steps," starring Cary Grant, "Great Expectations," "The Maltese Falcon" and "The Maltese Falcon." Running time, 86 minutes. Release date, December.

WILLIAM WERNER

Files for Buffalo Station

BUFFALO, Oct. 16.—Al Anscome, chief banker of Tent No. 7, Variety Club of Buffalo, has filed application with the Federal Communications Commission for a permit to build an ultra-high-frequency television station in Binghamton, N. Y. Applicant is Anscome, Inc., which would be owned 90 per cent by Anscome and his wife.

Previously Anscome was general manager of WINE, Kanmore.

in that country, with the other half attributed to the unprecedented campai- gns which represented four times more money than ever before had been spent on merchandising a film in England.

Levine explained for Rome Sun- day, with Jessel scheduled to meet him in the Italian capital tomorrow. They then go to Israel to set the produc- tion details for "Sodom and Ge- morrah."
Find National, Trade Ads Factor in 'U' Growth

Reviewing Universal Picture's recent improvement in earnings, the current Value Line Investment Survey attributes it not only to intensive promotional campaigns, but also to the past 18 months has been a money producer.

Hollywood's Future Brightens: Value Line

The ability of MGM and Decca-Universal Pictures to score wide improvement in operating earnings "has passed away much of the gloom surrounding Hollywood's future," the Value Line Investment Survey says, and it maintains that the present fur is quite a health industry stock.

In singling out MGM and Decca, the survey declares these issues "have more admirably." It notes that, in a generally declining market, Decca has advanced 21 per cent from 29 to 35 and MGM 23 per cent from 31 to 38.

Unlike many glamour stocks, it continues, "Decca and MGM have acquired their investment popularity not because of public hopes for huge profits years hence, but because of sharp earnings improvement currently underway."

Value Line interprets the current success of the two companies as proof that the earning power of motion picture makers can be restored through a reduction in the number of releases, careful upgrading of the quality and drawing power of new features, revamped distribution and pricing policies, and tighter control of costs all along the line.

Says Others Follow Suit

Taking the cue from those two tudies, other motion picture producers, the Value Line Investment survey continues, are now placing widening emphasis on making films that appeal to both local and Broadway successes. They are also distributing a number of producers in the reserved and more modestly priced pattern. Better known, competitive campaigns include titles with records and paperback books, streamlining the mechanics of both production and distribution activities that become the dominant goal of all Hollywood management.

Although the audience for films is maller than it was 10 or 15 years ago, the Value Line Investment Survey concludes, the key for continued sales success is still the motion picture producers adjust to the requirements of today's market. Earnings in the movies will continue to fluctuate with their success ratio in terms of individual pictures, but the fluctuations in the 1960's will probably be at a higher level than in the 1950's.

‘Lawrence’

(Continued from page 1)

Columbia Pictures has assigned him an "unlimited budget." It will be the most expensive picture Spiegel has ever made, and the heaviest costing picture ever to be released by Col-umbia, the producer revealed at a press conference Friday at the Columbia home office here.

Spiegel claimed that "Lawrence of Arabia," which will begin production Jan. 2, with most of the location shooting to be in Jordan, will be "the most appealing picture ever made," both on an "intelligent and a spectacular level," he called it "an international 'Come with the Wind,'" insofar as its appeal is concerned.

With "increasingly more people in the world able to understand the picture" and with more theatre being built in the newer countries, there is no reason why a goal of $100,000,000 world-wide cannot be realized on a single motion picture, Spiegel declared.

He guessed that the film, which will be directed by David Lean, di-rected by Spiegel's "The Bridge on the River Kwai," will also feature a "release will consist of $7,500,000 and $9,000,000. He said that "Bridge" cost $7,200,000 and grossed $30,000,000.

Spiegel said that negotiations are under way with Gary Grant, Kirk Douglas, Jack Hawkins and Horst Buchholz among others to surround an unknown British actor who will be signed to portray Lawrence. British actor Albert Finney, currently starring on the London stage in "Billy Liar," is expected to be signed for the title role in the film.

"Lawrence" will make a star of an actor," said Spiegel. He added, it is expected that "Lawrence" will be ready to open in two or three situations in the United States about Christmas, 1961. Picture, which will run about three-and-a-half hours, will be roadshow, with time out for an intermission. Spiegel said he hoped it will be roadshowed in countries over the world for several years before being released in the conventional run.

The picture will be shot in Eastman color and in one of the 70mm processes.

Spiegel returned to London yesterday to rejoin the production headquarters which is supervising the construction of location sites selected in the Near East as well as in North Africa.

Mundstuk and Wall

(Continued from page 1)

branch manager, will fill the post held by Herbert J. Binning before his elevation to the sales executive staff at the home office.

A veteran of nearly 30 years with MGM, Mundstuk has held posts in Indianapolis, Cleveland, Pittsburgh, and Buffalo. He became Buffalo branch manager in April, 1945.

Wall, who moved up to Mundstuk's former post in Buffalo, originally joined MGM in 1933. His most recent post was salesman, New York branch.

New Bradenton, Fla.

Theatre Opens Wed.

The Cinema at Bradenton, the second new theatre in Florida under the operation of the Smith Management Company of Boston, is scheduled to open Wednesday. Like the first at Pompano Beach, also called the Cinema, it is located in a shopping center, Bayshore Gardens, and the capacity is about the same, a little under 1200.

Both theses have Century III projectors, Ashcraft Super Cinex lamps, and RCA four-channel amplification and speaker systems, supplied by the Capitol Motion Picture Supply Corporation of New York, and installed under the supervision of Harry Perce.

Alamo Canada Benefit

TORONTO, Oct. 16 - J oh n Wayne’s "The Alamo" will have its Canadian premiere on Nov. 10 at the Tivoli Theatre here, sponsored by the Variety Club of Toronto. The benefi-fit premiere is receiving the full backing of the local Variety Club organiza-tion, which has already raised more than $25,000 in advance sales.

ANNOUNCING plans for “Lawrence of Arabia”: Producer Sam Spiegel, (seated) and Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation.

British Dubbing Company Expands

By WILLIAM PAY

LONDON, Oct. 16—With the widx- nal world market for foreign lan-
guage films and his dubbing tech-nique now firmly established in prac-tically all European, Middle and Far East countries, Major William De Lane Lea, manager of the De Lane Lea Processes, announced a drive to interest American producers and distributors in his work.

Most of the major companies (they include M-G-M, 20th Century-Paramount, United Artists) have already used his dubbing facilities in London for the American market but De Lane Lea now feels the time is ripe for further expansion in this ter-

ory.

"From any language to any lan-
guage. That's our maxim," he states. "But we work in Arabic, and, of course, French, German and Italian, are just a few of the languages we have tackled. Costarisiwse, we could do an English film into French, German and Spanish and Chi-

ese," he points out.

'Nothing But Praise'

"We have had nothing but praise for our techniques," he continues, "and there's no doubt about the growing acceptability of the dubbed film. We have broken down the bar-
rier and have increased the prod-
uct shortage the prospects for foreign language films have never been better. No longer are these films being given only restricted releases but now get comparable releases with British and American features."

Less than two years ago De Lane Lea opened a new studio in London's West End with a range of specialized equipment which set a high standard in lip synchronization and quality dubbing. It permits the complete dubbing of a full-length feature in two-three days, with the quality retained and at competitive prices.

Now, with a big program lined up for the future and an ever-increasing amount of television work, De Lane Leo has plans for a further expansion of his studio facilities.

Israel Press Supports
German Co-Production

A complete reversal on the part of the Israeli press is the latest development in the controversy concerning the new German-Israeli co-production ever at-
ttempted, Manny Podhorzer, president of German Film Enterprises, Inc. and American representative of Raphael V. Szulman, has disclosed.

According to Podhorzer, the Israeli press has now voiced approval of the picture which at first it claimed would be anti-Israeli and might possibly cause a rebirth of a formal "fear" of some Israeli youths to try to sneak across the Jordan bor-
der for the sake of adventure.
FCC Unit Asks Firm Stand on Pay-TV Issues

(Continued from page 1)

Bureau agreed that clarification of the issues were in order.

Marcus Cohn, counsel for the Connecticut Committee Against Pay-TV, and for some of the theatre owners told MOTION PICTURe DAILY that the bureau’s position “gives us practically everything we asked for.”

Cohn Supported

The bureau stated flatly that “it is evident that questions relating to subscription television, and the impact of subscription television upon the established system of programming lie near the core of the many-faceted subscription television problem.” The bureau believes that matters brought out by Cohn in his petition to FCC are inherent in the issues already designated by the commission.

The bureau notes that the language of FCC’s third report, which sets broad ground rules for a pay-tv test, “clearly goes to the nature of the programming proposed and indicates the need for additional discussion on general and negotiated questions under way to give assurance that the proposed programming will be available.”

Wants ‘Specific Details’

“The bureau says, that ‘in calling for the particulars of trial proposals, the commission did not intend that the mere submission of information would alone fulfill the condition. Rather, the submission called for by applicants of more specific details than had hitherto been available (in the highly generalized projects outlined by the proponents in comments filed in the rule-making proceeding on subscription television) so that the information furnished could be evaluated in determining whether the public interest would be served by the authorization of a proposed trial operation.”

Difficulties Admitted

In a seeming move to hedge its position, the bureau then goes on to observe that it is “amply clear” from the past record that “the commission recognized the impracticability of requiring an applicant for a trial operation to furnish at the outset full and explicit particulars of proposed subscription programming, which will be the basis of conclusion negotiations with firm commitments from program suppliers.”

As the Broadcast Bureau interpreted the FCC’s past record on pay-tv “reflects the commission’s anticipation that such negotiations and commitments could not realistically be expected to be fully developed and included in a submission which an applicant would be in a position, through a grant, to concretize the details of its program offerings.”

Programming Plans Vital

On the other hand, the bureau asserts, “it is equally apparent” that FCC “expects applicants to inform it of its programming plans to the fullest extent possible in the circumstances. Whether the applicant has done this is, in the opinion of the bureau, a proper matter to consider on the record of this proceeding.”

The bureau believes that “the present issues amply cover appropriate inquiry into the applicants programming plans.

Among the showings which the broadcast bureau believes could be helpful to FCC with respect to programming, “to the extent that they can be made available, are such matters as: (A) Plans as to offerings of the several kinds of subscription programming, such as: feature films; sport stage plays; education; others; (B) Whether and the extent which the transmission of feature films, sports or other programs in the offerings of theatres, night clubs and other non-broadcast purveyors of entertainment. It adds that it is clear that the present issues do not encompass such.

The Broadcast Bureau has posed to the full commission an order for its consideration. This suggests that FCC is in agreement with the bureau’s analysis of the matters, “it tended to be embraced within the issues and the limitations within which consideration of these matters will be appropriate.”

Small Conditions Conceded

It goes on to say that “evident with respect to these matters may therefore be offered, subject to the observance of statutory and other limitations within which the commission may properly act with reference to programming by broadcast station licensees in so far as it recognizes the special circumstances applicable to a proposal for the trial of a novel television service as distinguished from an application for a broadcast facility in one of the regularly established broadcast services.”

AIP Seen Abandoning Film-Making Abroad

From THE DAILY Bureau

HOLLYWOOD, Oct. 16. — American-International Pictures has dropped its policy of making picture abroad due to lack of good technicians and the high rise of labor costs and currency values, it was reported here on Friday.

James Nicholson and Samuel Arkoff, AIP executives, who left here for Europe at weekend to see foreign picture there for possible sale of foreign market as a “House of Usher” and to screen completed foreign films for possible U.S. distribution, claim the quality of foreign films shown there is far superior to those made abroad.

It is also AIP’s intention to increase its production output by making more films here, viewing it as a possibility of a minimum of 10 to 12 budgeted pictures in the next 12 months, the AIP heads said before leaving.

IATSE Lists Pact Demands

(Continued from page 1)
a meeting on Oct. 10 with Flaherty, and were listed as follows:

(1) Royalty payments for televiewing of one or two pictures on free tv or pay-tv.
(2) Foreign runaway production. The producer agrees that he shall not make or produce or cause to be made or produced motion pictures of any type or nature outside the continental limits of the United States and Canada and its territories.
(3) Motion Picture Industry Health and welfare plan. Adequate dependent coverage for all members of the motion picture industry health and welfare plan.
(4) Motion picture industry pension plan.

(A) Reduce the retirement age of women to 62; men to remain at 65.
(B) Total and permanent disability for participants 45 or over, and who have met all pension plan eligibility requirements for retirement on date of disability.
(C) Automatic vesting provisions.
(D) General wage increase of 25 percent for all employees.
(6) Cost of living. If during term of this agreement, the consumers price index rises two per cent. This agreement shall be open to renegotiation by the parties at the next triennial negotiations.
(8) Establishment of regular meeting periods, with the president or his representative, to call meetings within designated periods.
(9) Three weeks vacation with pay. Employees who have worked 10 or more qualified years in industry under a daily or weekly schedule shall be entitled to three weeks vacation with pay.
(10) Miscellaneous changes and clarifications of contract provisions.

Set Italy Version of ‘Ten’

“The Ten Commandments” will be handled in the United States in an Italian-language version by the Cau dallo-Ciglio Film Distributing Corp., of New York City, it has been announced by Ed Chumley, Paramount’s domestic sales manager for the attraction, and Salvatore Casarolo, president of the distributing organization.
Broadcast Revenue
$1.7 Billion in 1959

By E. H. KAHN
WASHINGTON, Oct. 17. — The Federal Communications Commission reports that the radio (AM-FM) and television broadcasting industry had total revenues of $1.7 billion in 1959, up 11 per cent from 1958. Television revenues were $1,163,900,000, or 13 per cent from the preceding year, while radio revenues climbed 7.0 per cent to $560,000,000.

Combined radio and television profits before taxes for 1959 were $264,700,000, up 26.3 per cent from the

Form National Theatres
As Subsidiary of NT&T

From THE DAILY Burea

LOS ANGELES, Oct. 17. — The formation of National Theatres which will operate as a division of National Theatres & Television, Inc., was announced today by B. Gerald Cantor, president of NT&T.

Cantor said creation of National Theatres is the initial step in a long range program to strengthen opera-

Florida State Opens
Underwater Theatre

Special to THE DAILY
JACKSONVILLE, Oct. 17. — Florida State Theatres, which has its home office here and operates a circuit of 60 theatres over Florida, has formally opened to the public a new million-dollar 500-seat underwater aqua-theatre at Weki Wachee Spring under the management of Jack Mahon, former Pennsylvania showman.

The only theatre of its kind in the world, the Weki Wachee is nestled on a sloping side of Florida's "underwater Grand Canyon," and presents a lavish underwater ballet which is viewed through large glass panels at the front of the theatre.

Philippine Industry Produced 95 Films
In 1959; Expect to Reach 100 in 1960

From THE DAILY Bureau

WASHINGTON, Oct. 17. — The Philippine motion picture industry produced 95 feature films in 1959—three more than in 1958—according to Nathan D. Golden, motion picture chief of the Commerce Department. Five producers completed 81, and the industry expects to reach 100 features in 1960.

Of the 713 foreign feature films imported into the Philippines, U.S. film companies supplied about 73 per cent. (This compares with a U.S. share of 84 per cent of the 679 imported in 1958.) The British increased their share from less than 9 per cent in 1958 to about 17 per cent last year. Explanation offered is that U.S. companies are releasing fewer but more expensive films and that the British are improving on quality and capitalizing on U.S. curtailment.

According to the Central Bank, $1,700,000 was allocated to foreign producers abroad during 1959, with film earnings in excess placed in blocked peso accounts.

Mild Opposition
20th-Fox Meet
Approves Sale Of Studio Land

$43 Millions Cash Deal
Gets Stockholder Vote

A special meeting of 20th Century-Fox stockholders is set at the home office yesterday approved the new agreement to sell the 267 - acre West Coast studio tract to a subsidiary of W e b b & Knapp for $43,000,000 in cash.

The vote was 1,795,304 shares in favor, and 19,505 against.

Although the company was not required to submit the plan to the stockholders, it did so and encountered mild opposition at the meeting. The stockholders last year had approved a deal

20th-Fox Sees Oil
Royalty Up to 50%

Twenty-first Century-Fox expects to increase its participation in oil royalties from drillings on its West Coast studio property from the current 11 2/3 cent per barrel to a full 50 cent later this year, Spyros P. Skouras, president, told company stockholders at their special meeting here yesterday.

Under the terms of the company's deal with Universal Oil Co., its participation now is up to 11 2/3 per cent until drilling costs have been fully recouped. This is expected to occur before the end of the year.
PERSONAL MENTION

SAMUEL SCHNEIDER, president of Major Productions, will return to New York today from a four-week trip to Rome, Vienna and Paris.

RUBE JACKER, Columbia Pictures vice-president and general sales manager, will attend the Paris Film Festival this week for directors of advertising, publicity and exploitation, to be held in Philadelphia from here today for meetings with exhibitors on "The Three Worlds of Cultiver."

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, is in Washington today for conference here for production conferences on "The Sixth Man," currently shooting there.

S. ST. SEADLER, M-G-M Eastern advertising manager, will leave Chicago tonight for Toronto to coordinate promotion and advertising plans for "Butterfield 8."

PINKY HERMAN, Eastern radio-television editor of Motion Picture Daily, has become a grandfather for the second time with the birth of a girl, ANNE, at Doctors Hospital on Sunday to his daughter-in-law, MISS JERRY HERMAN. Father also is a member of "The Daily" staff.

SIDNEY STOCKTON, of the M-G-M home office exchange operations department, was in Minneapolis from here.

JOSEPH L. MAKINZEwicz, writer-director for 20th Century-Fox, has returned to New York from Moscow.

BILLIE J. SANDERS, field representative, who has served Universal and other majors on various occasions, will be married on Dec. 11 to HARLEN ELLISON, novelist.

"ROCK" ROSECK, Florida salesman for United Artists, is hospitalized in Jacksonville.

TONY CURTIS and his wife, JANET LEIGH, will arrive in New York tomorrow from Washington.

Sale of Studio Land Voted

(Continued from page 1)
calling for the sale of the property to the same buyer for $50,000,000 over a 10-year period. Most of the opposition at yesterday's meeting came from shareholders who preferred the time deal to the cash deal. Secondary opposition was voiced by holders who opposed the leaseback by 20th-Fox of its studio facilities for $1,500,000 annually on a 50-year basis, with an option for an additional 40 years.

Spyros Skouras, 20th-Fox president, explained management's reasons for preferring the new deal, pointing out tax benefits of the latter and the overall cash deal superior. He also said that the company plans to develop another real estate holding in the Malibu area "gradually" and in about 10 years will move its studio headquarters there, subletting the present studio site in what will then be a desirable business and residential area for a profitable rental.

W&K Has 10-Year Plan

The Webb & Knapp company, in conjunction with Aluminum Co. of America, plans to develop and operate the Penny Hills studio property over the next decade into a modern complex called Century City.

In reply to questions, Skouras told stockholders management has recommended to the 20th-Fox board of directors that the cash proceeds from the sale of the studio property be used to retire either all or part of a $21,000,000 obligation owed to Metropolitan Life Insurance Co., and that the balance be used to buy back some of the company's outstanding stock on a tender basis.

Skouras said no consideration has been given to payment of a cash dividend to stockholders out of the proceeds because of the tax situation which, he said, would deprive the shareholders of maximum benefit.

The company, in the course of purchasing company previously made a $5,000,000 cash payment to 20th-Fox toward the purchase price for the property, and it is to pay the $58,500,000 balance on close of trade April 17.

Protests Heard

Opposition to the deal was voiced by Jacob Ben Green, Sarah Martin and Nat Serber, stockholders. The latter said he didn't understand the terms and wanted it explained by a lawyer. By a voice vote, other stockholders rejected the latter request.

Speaking for the proposal and congratulating management on seeing the negotiations through to a successful conclusion were Ernest Wood, Bill Bell and Lewis and John Gilbride.

Skouras told the meeting that five deals fell through prior to the final agreement, due mostly to inability to meet requirements set by 20th-Fox for the purchase of the property. He also revealed that one appraiser had valued the tract at only $227,000,000, and his estimate was rejected.

Nat. Theatres

(Continued from page 1)
organizations and prepare the way for the development of new divisions in the NT&T group.

The National Theatres division will include Fox West Coast theatres Corp., Fox Inter-Mountain Theatres, Inc., Fox Midwest Theatres, Inc., and Exchange Theatres, Inc., Amusements Co., which will be under the executive direction of M. Spencer Leve, vice-president in charge of theatre operations of the parent company.

Cantor dismissed that Levy has been named president of the new division. National Theatres will include all of NT&T's 226 theatres operating in 10 states.

Cantor left here today for New York and Miami.

‘Blues’ Here Nov. 3


Skouras Sees

(Continued from page 1)
first six months of the current year, which would put 30-week earnings at approximately $3,500,000. Earnings for the first three quarters last year were $9,230,532.

Skouras said management is "optimistic" about fourth quarter earnings since it is unable to give an accurate estimate at this time.

M. Earl Ames Dies

JEFFERSON, O., Oct. 17. — M. Earl Ames, operator of the Ames Theatre here and a veteran of 40 years in the industry, is dead. He was the father of Howard Ames, his associate in the theatre, which will be closed temporarily.

3 Films for TV


Pay-TV in U.K.

(Continued from page 1)
flattening favorable "classifications" for films containing violence and brutality, forecast the advent of Teleron's pay-tv system in England within the next two years, at a pre-conference "meeting on the Future of the Motion Picture Association headquarters today.

Although the British censor board seeks no control over tv, Trelveny expressed the hope of establishing some parity of standards with tv.

Trelveny, in differentiating between his office and that of the Production Code Authority, explains that his office, which consists of Lord Herbert Morrison, president of t board, five examiners (three men and two women who review all films) and himself, consider each picture on its merits.

"We take into account the amount of integrity that lies behind each production. We also change our view and our policy in line with changing public opinion, accepting situations in films today which we might not have accepted five years ago," he stated.

Trelveny also brought out the fact that no theatre can exhibit a film without a British board's certificate or the certificate of any of the local councils which have the privilege of over- seeing the board on issuance of its own certificate.

NEW YORK THEATRE

"MIDNIGHT LACE"

A Universal International Release in EASTMAN COLOR ON STAGE "DRAMA," EXCITING, EXOTIC SPECIALTIES.

MOTION PICTURE DAILY • October 18, 1964

Steve Brody Chairman Of 'Oscar' Show Group

FROM THE DAILY BUREAU

HOLLYWOOD, Oct. 17. — Steve Brody, president of Allied Artists, has been named chairman of award program committee for 33rd annual "Oscars" presentation of the Academy of Motion Picture Arts and Science on April 17, 1961, it was announced today by Valentine Davies, Academy president.

Brody, a member of Academy Board of Governors, will have over all responsibility for the next "Oscar" show, which will again be held on Monday night in order to have the minimum effect on theatre attend ance.

DORIS DAY & REX HARRISON LAUNCH 12 WEEKS OF "MIDNIGHT LACE"" PRODUCTION

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Col. Employees

(Continued from page 1)

ried by the Columbia board on June 40, 1960, enabling employees to purchase stock on a deferred payment basis. All regular employees are eligible to participate other than officers of the company who are also board members.

Each eligible employee may elect to purchase such number of shares as may equal one-tenth of his total purchase price up to but not to exceed 15 per cent of his present annual compensation but not less than 25 shares. Purchase price per share was set by the company’s employees stock purchase committee based on a figure not greater than 95 per cent of the closing prices of the stock on the New York Exchange during a five-day period, or less than 871 per share.

If the total number of shares applied for by eligible employees exceeds the 65,352 shares available for the plan, the company will make an allocation of such shares.

Columbia expects to borrow from the First National Bank of Boston an amount corresponding with the total purchase price of the shares covered by stock purchase agreements but such borrowing will not exceed $1,080,000. The amount borrowed will be repaid with interest at the rate of 7% per cent per annum.

Employees must make an initial deposit towards the purchase price of $1 per share with the balance to be paid by payroll deductions.

Eastman Kodak Sales Higher for 36 Weeks

Special to THE DAILY

ROCHESTER, N. Y., Oct. 17—sales of Eastman Kodak Company for the first three quarters of 1960 were moderately higher than a year ago. In the fiscal year ending January 31, 1960, the company’s sales were $110,081,050 compared to $107,797,053 for the corresponding fiscal year.

Lace’ Starts Big Here

Universal-International’s “Midnight Lace,” which had its world premiere at Radio City Music Hall on Thursday, rolled up one of the biggest non-holiday first day grosses with $110,081,050, according to United Artists. The film played to more people than the company’s all-time record-breaker, “Operation Petticoat,” which was the Christmas premier at Radio City the same year. It is estimated that about the first week of “Midnight Lace” could have a gross of $175,000 to make it one of the biggest non-holiday first week box office performances of any picture to play the Radio City.

SMTE Sponsors Meet On Speed Photography

From THE DAILY Bureau

WASHINGTON, Oct. 17.—The fifth International Congress on High Speed Photography opened here with a record advance registration of 425, according to the Society of Motion Picture and Television Engineers, sponsor of the Congress.

The Congress will survey the applications of high-speed photography to military, industrial and medical research and development. Some 104 technical papers will be read before the Congress. An international equipment exhibit will accompany the conference.

Briskin Signs Swift

HOLLYWOOD, Oct. 17.—David Swift, writer and director whose latest work in that dual role was on “Pollyanna” for Walt Disney, has been signed to a five-year exclusive writing and producing contract by Samuel J. Briskin, vice-president of Columbia Pictures.

Hard-Ticket Booking For ‘Cimarron’ in O.C.

The Midwest Theatre in Oklahoma City, where “Cimarron” will have its first preview, has its Governor’s invitation to the world premiere, Dec. 1, also been selected for a hard-ticket engagement beginning Dec. 2. This is the first of New Year’s roadshow openings to be announced by Robert Mochrie, M-G-M’s general sales manager.

The film will be shown on a reserved seat, ten performances a week basis.

‘Hot’ Campaign Manual

Embassy Pictures has published an elaborate over-sized exhibitor’s campaign manual for its new M-G-M release, “Where the Hot Wind Blows!” Printed at a cost in excess of $20,000, the die-cut manual provides exhibitors with complete advertising, publicity and exploitation material.

Cancel Fla. Meet

JACKSONVILLE, Oct. 17.—The annual convention of the Motion Picture Exhibitors of Florida, scheduled for Oct. 30-Nov. 1, at the Robert

PEOPLE

Robert V. Perkins, former Paramount district manager for the Far East and more recently director of International Distributors Corp. in East Africa, has joined American International Pictures Export Corp. as supervisor of the Near, Middle and Far Eastern territories, which will also include Australia and New Zealand. He will make his headquarters at the AIP offices here.

Roy G. McClure, for many years office manager for 20th Century-Fox in Atlanta, will retire on Oct. 31, and will be replaced by Harry Purdy, promoted from head booker, who, post, in turn, will be taken over by Bobbie Gutter, head booker.

Hal Pearl, writer, journalist and publicist, has been named advertising-publicity director in Miami Beach for “Pepe,” G. S.-Posa International film for Columbia release, which will open at the Lincoln Theatre in the Florida resort on Dec. 23.

John Simeone, personal assistant to Col on MacArthur, managing director of J. Arthur Rank Overseas Film Distributors, has been named coordinator of sales in the Near East for that organization.

Fred Sweet, managing director of the Telenews, Detroit, has been invited to be the motion picture industry representative as guest of the U.S. Air Force for five days starting today, when the Air Force will fly a group of prominent civilians on an inspection tour of installations at White Sands, Tex., and Colorado Springs, Colo.

Yassenoff to Convert Theatre to Todd-AO

Special to THE DAILY

COLUMBUS, O., Oct. 17.—Frank Yassenoff, operator of several local drive-ins, has taken over the Main Theatre from Fred Rowlands and will operate the East Side neighborhood as a Todd-AO house, with “Can-Can” as the first attraction.

The Main is now closed for remodeling and will reopen in November. Reserved-seat policy will be in effect.

Ornstein Finishes Tour

William Ornstein, industry publicist and journalist, has concluded his 15-city personal appearance tour of Canada, where his life “Hell to Eternity” is based. He is now on a brief vacation before announcing a new association.

Meyer Hotel here, has been cancelled, and a meeting of the MPEOF board of directors has been tentatively set for December.
"It's scandalous!
It's shocking!
But oo-la-la,
it's lovely!
The ladies and
gentlemen in
your theatre
will enjoy it
to the last
breath of
scandal!
But definitely!"
BETWEEN YOU AND US... PRESENTING: AN GLAMOUR THAN JUST

A BREATH OF SCANDAL

*Scheduled for November release... call Paramount NOW!

ANGELA NSBURY • MILLY VITALE • ROBERTO RISSO • ISABEL JEANS with CARMINATI • TECHNICOLOR

Produced by Carlo PONTI and Marcello GIROSI

Directed by Michael CURTIZ • Based on a Play written by Ferenc MOLNAR and adapted by Sidney HOWARD
**1959 Revenue**

(Continued from page 1) The year before. Television profits alone were up 29.3 per cent to $222,500,- 000. Radio profits rose by 13.7 per cent to $42,400,000.

Total 1959 revenues of the four nation-wide radio networks were $694,177,000, a per cent from 1958. These nation-wide networks and their owned-and-operated stations reported a 1959 loss of $4,500,- 000 as compared with $4,000,000 in 1958.

Total revenues were up 9.3 per cent to $499,600,000 and total pre-tax profits were up 11.9 per cent to $40,000,000 for the nation’s other 3,569, AM, AM-FM, and independent FM stations.

Of the 3,380 AM stations that reported to FCC, 1,174—or 34.7 per cent—were affiliated with the networks in 1959, a year earlier, 34.6 per cent of stations reported losses. Of the 148 independent FM-only stations, 110 reported losses from operations last year.

There were 3,418 radio stations operating in 1,889 metropolitan statistical areas and other communities in 1959; 1,357 of these radio markets had one station and 275 had two stations in operation.

**TvB Annual Meeting**

**Set for Nov. 15-18**

The 1960 annual meeting of the Television Bureau of Advertising will be held here Nov. 15 through 18. Climaxing the four-day session will be reports by Norman E. Cash, TvB presentation, "The Progress of Discouraged," to be shown in the Grand Ballroom of the Waldorf-Astoria Hotel on Friday, Nov. 18.

The Friday agenda also includes reports by Norman E. Cash, TvB president, and Otto Brandt, board chairman, as well as others. Election of new directors and officers will be held in the afternoon.

The Thursday meeting of the membership will include discussion of current sales problems with guest speakers from leading advertising agencies and advertisers. Meeting of the TvB sales advisory committee is slated for Wednesday, Nov. 16, while the TvB board of directors will gather on Tuesday, Nov. 15. The board will meet at One Rockefeller Plaza. All meetings on Thursday and Friday will be at the Waldorf-Astoria Hotel.

**Kreisler TV Deals**

Negotiations have been concluded in Paris by B. B. Kreisler, president of International Film Associates Corp., and Fred Orain, head of Associated Press, for the co-production of an original series of 39 "Passport to Adventure" half hour subjects for television showing in the U. S. Also for an art series in color featuring the paintings of Pieter Brueghel, Goya, Dufy and other post-impressionist artists for exhibition in American art theatres.

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**TV Code Services Are Offered on Post-'48s**

From THE DAILY Bureau

WASHINGTON, Oct. 17.—The Television Code Review Board of the National Association of Broadcasters has established its service to television code subscribers and to television film distributors in the event assistance is needed in interpreting code provisions as they affect motion pictures produced after 1948.

The announcement was made by E. K. Hartenbower, vice-president and general manager of KCMO-TV, Kansas City, Mo., and chairman of the Television Code Review Board.

Sees ‘Rich New Source’

"The post-'48 films provide a rich new source of television programming," Hartenbower commented, and "undoubtedly are in great demand among stations. As in all programs, interpretation of the code is an exacting task. When interpretation of the television code may be required. When such occasions arise, the board and its staff will be available to assist code subscribers and film distributors as we have done since the code was adopted almost nine years ago." Hartenbower said a number of

**Film Technicians Get Raises in New Deal**

From THE DAILY Bureau

LONDON, Oct. 14 (By Air Mail) Some 1,500 film technicians, mostly engaged in making documentary and sponsored films, get a salary increase as a result of a new agreement signed between the Association of Cinematograph Television and Allied Technicians and the Association of Specialized Film Producers.

The agreement ensures for the first time regular instead of casual employment for many technicians. It gives established staff a minimum guarantee of 12 months' employment with salary increase of 7% per cent.

Top Minimum 867 Weekly

The new rates give established technicians a minimum top rate of £24 ($47), a week previously £21 ($58) and to a limited number of casual employees, who will still be engaged, minimum salaries 18s per cent above existing rates.

post-'48 film packages already are being distributed and that others would be offered to television networks and stations within the next few months.
Not for love nor money...

There are times when no re-take is possible—the once-in-a-lifetime photographic opportunities that can come up any time, anywhere... And so often do! That's why photographers appreciate the security of Eastman Film, black-and-white or color—appreciate, too, the advice and cooperation of the Eastman Technical Service for Motion Picture Film devoted solely to the service of the industry.

For more information, write Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

For the purchase of film:

W. J. German, Inc.

Agents for the sale and distribution of Eastman Professional Motion Picture Films

Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ALWAYS shoot in color—Eastman Color Film... Spectrum of the Sixties
17 Major Properties Set For Production in 3-Month Period!

Return To Peyton Place • Wild In The Country • Francis Of Assisi • Tender Is The Night • Solo • Voyage To The Bottom Of The Sea • The Big Show • Snow White and The Three Stooges • All Hands On Deck • The Lion Of Sparta • Madison Avenue • The Right To Love • It Happened In Athens • The Canadians • The Fiercest Heart • Story Of The Jules Verne • The Queen’s Guards

Largest, costliest sets in studio’s history constructed for TODD-AO production of CLEOPATRA

Historic Egyptian locales, never-before-filmed, will be used!

ELVIS PRESLEY to head all-star cast in the Jerry Wald production WILD IN THE COUNTRY with screenplay by Clifford Odets!

CAN - CAN continues worldwide wing-ding as records fall by the wayside in newest openings in Argentina and Finland! The Todd-AO spectacle conquers continent after continent!

First Two of 80 Stars

JOHN SIDNEY WAYNE • POITIER

signed for THE GREATEST STORY EVER TOLD in Todd-AO! Producer-Director George Stevens promises only the best for every role!

International Beauty Contest to Find World’s Loveliest ESTHER will tie-in with our Thanksgiving release ESTHER AND THE KING

JUSTINE based on Lawrence Durrell’s acclaimed “Alexandria Quartet” will be made in Alexandria and Paris by director-writer JOSEPH L. MANKIEWICZ

RICHARD RODGERS to write words and music of new songs for the Todd-AO production of STATE FAIR which Charles Brackett will produce! ARTHUR GODFREY to make film debut in musical classic and will co-star with PAT BOONE.

More Marquee Magic News Will Be Forthcoming

and our next bonanza is

JOHN WAYNE • STEWART GRANGER • ERNIE KOVACS • FABIAN and CAPUCINE in NORTH TO ALASKA
AMPAs Cites Fabian, Universal, MGM, Levine and White for Annual Awards

Winners of the first annual achievement awards of the Associated Motion Picture Advertisers were announced yesterday by Bob Montgomery, president. The awards will be presented Wednesday, Nov. 2, at the Piccadilly Hotel here, at the luncheon opening the Association’s 1960-1961 season.

Five awards will be presented:
To the individual who has done the most for exhibition during the 1959-60 period: S. H. Fabian, president of Stanley Warner Corp., for his work as first chairman of the American Congress of Exhibitors.
To the film company having most benefited the industry during the 12-month period: Universal Pictures “in recognition of its resurgence, after a period of inactivity and loss.” Morton R. Rackmill, president, has been invited to accept the award.
For the year’s best advertising (Continued on page 2)

Family Films Goal
Of Woman Producer

By SIDNEY RECHETNIK

The objective of Helen Winston, who was introduced yesterday to the trade press by Robert S. Ferguson, Columbia Pictures’ national director of advertising, publicity, and exploitation, is “the only woman in the industry with her own producing company,” is to make “positive” pictures. She told the trade press at the Columbia home office here that a producer “cannot need not “have an uncomfortable idea to entertain.” As head of Helen Winston Productions, she plans (Continued on page 10)

REVIEW:

G.I. Blues
Hal Wallis—Paramount

When the news was released that Elvis Presley was scheduled to cut his first record following a two-year Army stretch, business-wise disc dealers across the country sent in advance orders for a million copies of the unamed platter and thereby assured it of success. It is not unlikely that his first post-service film will meet with similar reaction. “G.I. Blues” should bring in large audiences wherever played.

This is surely the most entertaining of the Presley pictures, and producer Hal Wallis has dressed up the production with eye-catching Technicolor and an engaging supporting cast. The Edmund Beloin and Henry Garson script temporarily puts Presley back in uniform and tells of a Germany—
SHOOTING ENDS ON 'GUNS OF NAVARONE'

From THE DAILY BUREAU
LONDON, Oct. 18 — Carl Foreman announced here today that filming had been completed on his multi-million dollar modern adventure epic, "The Guns of Navarone," for Columbia release, after almost seven months of shooting in Greece and England.

The film, with screenplay by Foreman, is Columbia's most expensive production to date in color and CinemaScope, the all-star cast includes Gregory Peck, David Niven and Anthony Quinn, with Anthony Quayle, Stanley Baker, James Darren, Gia Scala and Irene Papas co-starred.

Vast Cave Constructed

The final stage of filming was completed on one of the largest outdoor sets ever constructed. The enormous gun cave fortress, which is the focal point of the plot, took five months to construct. Designed to represent a Greekoclastic hostile island in the Greek island, the massive structure stretches over an area of almost two acres. Towering over 140 feet into the air, the gun fortress was built of tubular steel and time. More than 160 workers were involved in the process of building the superstructure.

The imposing guns contain about 14,000 lb. of cable. To complete filming of "The Guns of Navarone," the army of workmen agreed to work on a seven-day-a-week basis in order to complete construction of the set.

To Be Ready Next Spring

Foreman estimates that the task of assembling the first rough cut of the picture will require three months of intensive work. He hopes to have "The Guns of Navarone" to be ready for the public sometime next spring.

P.A.T.H.-A.P.E. NEW NAME OF DISTRIBUTING FIRM

From THE DAILY BUREAU
HOLLYWOOD, Oct. 18 — Alpha Distributing Company, the newly formed subsidiary of Motion Picture Alliance, which will finance and release 12 features during 1961, is changing its name to P.A.T.H.-Alpha Distributing Company, it was announced by Budd Rogers, president. Change was necessitated when the company could not get national clearance on the Alpha name.

Rogers also revealed that six production packages, including casts, producers, directors and completed scripts, have been presented for approval to Theatre Owners of America committee, consisting of George Kera- sotes, M. Spencer Leve, Samuel Pin- askski, Walter Reade, Jr., E. D. Martin and Albert Pickus, for exhibitor approval.

Coast Museum Starts Campaign for Members

From THE DAILY BUREAU
HOLLYWOOD, Oct. 18 — A former membership drive was launched today by Hollywood Museum Association as the initial step in the raising of funds to publicize and acquire exhibits for the Hollywood Motion Picture and Television Museum.

Sol Levner is president of Hollywood Museum Association.

AMPA Honors

(Continued from page 1)
campaign to Metro-Goldwyn-Mayer for "Ben-Hur." Joseph Vogel, MGM, president, has been invited to accept the award.

To the year's outstanding showman: Joseph Levanto, president, Embassy Pictures, for his promotion of "Hercules," "Jack the Ripper," and other recent films.

To the man in the service of trade association field who performed meritorious services: Gorden White, director of the Advertisers Code Administration of the Motion Picture Exhibitors of America, and long-time officer of AMPA.

The Association will also present a special award to Adolph Zakor, former chairman of the board of Paramount Pictures, in recognition of life service to the industry. This was previously announced.

Montgomery said that Maurice Bergman, veteran industry publicist, will be toastmaster at the luncheon and will present the awards and citations. Selections were made by special AMPA committee, with the approval of AMPA's directorate.

Trevelyan to Meet
With AHA Executives

From THE DAILY BUREAU

Supervision and acceptance of animal action in films will be discussed.

JET TO BRITAIN aboard BOAC's daily
MONARCH ROYAL
WITH INTERCONTINENTAL 707
(fastest of all big jets) with Golden Service

BOAC reservations through your Travel Agent or BRITISH OVERSEAS AIRWAYS CORPORATION jet or jet-prop flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto.
Monday, October 19, 1960

**Russia and Italy Enter S.F. Festival With Pictures That Won at Cannes**

**Special to THE DAILY**

**PITTSBURGH, Oct. 18—**Business midtown theatres, hard hit by the old Series, picked up appreciably as the week wore on.

Several of the theatres closed at 9 M. on the last night because of poor business and the fear of incidents involving the celebrating mobs.

Films doing good business again include "Surprise Package" at the Hard and "Dark at the Top" at the St. John's; "The Angel Wore Red" the Penn; and "Jungle Cat" at the Asylum Hill, all sure holdovers.

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**Marcus Plan'**

(Continued from page 1)

It will continue to give the plan whole-hearted cooperation.

Harry Hendel of the Allied Motion Picture Theatre Owners of Western Pennsylvania pointed out that the success of the "Jungle Cat" promotion was due in large part to the cooperation given by Allegheny County, containing Pittsburgh, which is a per cent unemployed and the five adjoining counties Lawrence, Washington, Greene and Butler, have a 12 per cent unemployed situation. He quoted a survey of labor statistics to show that there are more unemployed in the State of Pennsylvania than in the United States.

"Looks Good," says Seidelman.

Larry Seidelman, Buena Vista ranch manager here, said: "While all profit figures are at hand, there do not seem to have proved the comparative value of the plan. It looks good, however, until final figures are available, no definite conclusion can be drawn."

Exhibitors and Buena Vista officials are comparing the results of the engagements of "Jungle Cat" with those of "White Wilderness," another Disney picture.

Other comments on the first week's results on "Jungle Cat" were:

Joe Bugala, general manager of long-range Amusement: 'The plan is a good right track. I'm 100 per cent in it.'

Ken Winograd, owner of the Oriental Theatre, Rochester, Pa.: 'I'm satisfied with the results. The plan proved very successful in my theatre.'

'We're Quite Happy'

Victor Notopolous of the Notopolous Theatre Circuit, Altoona: 'We're quite happy with the results at the Altoona theatre.'

The plan, which consists of extra advertising shared equally by theatres and the distributor, was set for 100 theatres. The first full engagements were in key-run theatres in the following cities and towns in western Pennsylvania and West Virginia:


The second plan of back-booking engagements is set for 17 towns, as follows: Western Pennsylvania—Settlers, Corry, Kittanning, DuBois, Philipsburg, Somerset, Bedford, Huntington, Barnesboro Ridgeway, Kane, Falls, Brookville Ellwood City, Greenville; West Virginia—Elkins, Buckhannon and Grafton.

**Files Anti-Trust Suit Involving 'Art' Films**

An anti-trust suit involving distribution of "art" films in Nassau County has been filed by the Bar Harbor Theatre in V. S. District Court in the Eastern District of New York.

There are 14 defendants named in the summons and complaint including Donald S. Ruffo, Charles H. Moss, B. S. Moss, Rugoff and Becker Management Corp., Zenith International, Continental Distributing, etc.

"Rovery" to Paris Here

Roberto Rossellini's "General della Rovere," a Continental Distributing release, will have its American premiere at the Paris Theatre here following its current attraction.

**Business Film Producer Changes Corporate Name**

Marathon International Productions, Inc., is the new name of Marathon TV, Inc. Producer of business films here, the change is to make more accurately reflect the company's current activities, according to Konstantin Kaiser, president.

The firm for 12 years has been a producer of public information and news film for both U. S. and overseas industry. Kaiser said under the new corporate alignment, news operations will be handled by Nevilloc Inc., an affiliated company.

Organized in 1948

Marathon has been internationally in character since its inception in 1948 as an organization film making overseas news for U. S. newsreels and television. Service facilities are maintained in London, Rome, and Paris, with main offices in New York.

**Atlantis Films Moves**

Atlantis Films, Inc. has announced the removal of its home offices to 203 West 37th Street here.

**Entertainer's Big**

Continental Distributing's "The Entertainer" grossed $13,000 in its second week at the Sutton Theatre, bringing the total gross to $28,000.

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**People**

Joseph G. Alterman, assistant secretary and administrative secretary, Theatre Owners of America, will be a guest speaker before the third-day International Convention Planning Exposition to be held at the Las Vegas Convention Center, starting Nov. 29. Organized as the first "convention for convention planners," the I.C.P.E. will host to several thousand association and corporation executives who plan conventions, business meetings, trade shows, expositions and fairs.

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Tony Coutsounis, manager of the J. P. Harris Theatre in Pittsburgh, has been re-elected Commander of the Pittsburgh Hellenic Post, American Legion, for his fourth consecutive term.

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John J. Maloney, who recently retired as Central Division manager of MGM, was honored at a dinner yesterday at the Penn-Sheraton Hotel. The committee for the affair included George W. Eby, Morris Finkel, George Steri, John McGreedy and Milt Brouman.

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Pat McGee, owner of the Tower Theatre, Denver, and a secretary of Rocky Mountain COMPO, is acting as treasurer for the Colorado Association for Standard time.

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Clayton Pantages, recently promoted from Albany, N. Y., branch manager for 20th Century-Fox to a position in the five-man "sales cabinet" created by general sales manager C. Glenn Norris, will be honored at a testimonial dinner at the Sheraton Ten-Eyck Hotel, Albany, on Nov. 14 instead of on Oct. 25 as originally planned.

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Fred Koontz, of the East Windsor (Conn.) Drive-in Theatre, a unit of the Lockwood & Gordon circuit, has won that organization's state-wide competition to determine which of its managers could produce the most significant on the anti-toll tv petitions. Koontz obtained over 900 pledges.

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**Brandt to West Coast**

Richard P. Brandt, president of Trans-Las Film Distribution and Television Corporation, will leave tomorrow for an extended West Coast trip involving business of both companies. Brandt will confer in Los Angeles with the Motion Picture Academy on the foreign film situation in general, set final plans for the Los Angeles mass saturation play-off in December on "Nude in A White Car," and move on to San Francisco for the Film Festival to meet with foreign producers and look over possible product for distribution.
TODAY
AFTER SEVEN MONTHS OF SHOOTING IN GREECE, THE AEGEAN SEA, AND ENGLAND...THE GUNS GO SILENT.
AND FROM NOW ON "THE GUNS BOOM WILL THE WORLD OVER!"
COLUMBIA PICTURES presents
GREGORY PECK
DAVID NIVEN
ANTHONY QUINN
in CARL FOREMAN'S
"THE GUNS OF
NAVARONE"

STANLEY BAKER/ANTHONY QUAYLE
JAMES DARREN/GIA SCALA/IRENE PAPAS

Written and Produced by CARL FOREMAN
Based on the novel by ALISTAIR MACLEAN
Directed by J. LEE THOMPSON

In EASTMANN COLOR and CINEMASCOPE / A HIGHROAD PRODUCTION
Hartford Data

G. I. Blues

CONTINUED FROM PAGE 1

based American soldier who must spend the night with an aloof Castechaus dancer (Julette Proverse) in order to win a $300 bet and make a down payment on a state-side night club for himself and two buddies (Robert Ivers and James Douglas).

How he sets about winning the irritable fruhalin, succeeds in creating a mutual affection with her, resigns from the bet, and eventually wins it by spending the night under very innocent circumstances is the gist of the Paramount release.

Director Norman Taurog captures much of the feeling of a G.I. on the loose in Germany and color shots of the story's locale are a great aid. Ivers as the sidekick who most wants to see Proverse win the wager is outstanding in his over-zealous attempts to join the two. Miss Proverse is a welcome treat in her two modern dance numbers staged and created by choreographer Charles O'Curran. Proverse fans will note that the rock-and-roll idol sings no less than ten Joseph J. Lilley songs ranging from his guitar-backed speciality to a pleasant ballad.

The contents are all here for a good time and that should mean good business at the box office. But it must be noted that the theme of the picture plus a sub plot which deals with an illegitimate child make it questionable fare for youngsters.

Running time, 104 minutes. Release, in November.

William Werneth

TOA's Meeting

(Continued from page 1)

Congressmen and Senators Monday evening, at the TOA's Fifth annual meeting.

The meeting will bring together TOA's officers, its assistants to the presidents, its vice-presidents, its state unit heads, and its executive committees from all over the country, and Canada.

Picks up that it is expected new wages and hours legislation, new bills to ban pay-television, and state efforts to enact censorship or classification legislation, will be among the items the TOA executives will want to discuss with their legislators.

Regional Confabs Set

On Wednesday, March 22, the Motion Picture Theatre Owners of Metropolitan D.C., headed by A. Julian Brylawski, president; the Motion Picture Theatre Owners of Maryland, headed by John G. Broumas, president; and the Virginia Motion Picture Theatre Owners, headed by Robert Richardson, president, will meet to Washington with TOA topppers.

MPA Campaign

(Continued from page 1)

officially on Monday has scheduled as its target date for the return of contributions Friday, the 21st. But some companies are already beginning to send their collections to the MPA treasurer.

Lawton, a change in the collection method was determined upon today by the campaign directors at the suggestion of some of the company administrators who have large numbers of West Coast personnel. Originally, the contributions from California were to be sent to New York for the final tally. Instead, citizen's committees of each party will participate on both coasts in making the count. The grand total is to be announced late next week at appropriate ceremonies.

Johnston for 'Awakening'

Eric Johnston, MPPA president, stressed the importance of full participation by industry members, "it is not the sum collected that is the major objective," he said, "but the fact that this effort can create a reawakening of the American people to their responsibilities as citizens."

Arnswalder Named

(Continued from page 1)

places Abe Dickstein, recently named a member of the "sales cabinet."

The new manager is a veteran of 25 years in the distribution field, and has spent the last 13 years with 20th Century-Fox. A native of Brooklyn, he was associated with MGM as a salesman for twelve years, resigned in 1947 to join Fox as assistant to the manager of the New York office. Three years later, he was elevated to booking supervisor, followed by promotion to the newly-created post of assistant branch head, a position he held until his promotion.

Widr' Gross $56,586

Stanley Kramer's "Inherit The Wind" rolled up $35,856 for the first week in its dual American premiere engagement at the Astor and Trans-Lux 85th Street Theatres here. The combined gross includes $7,295 for the Astor, and $19,527 for the Trans-Lux 85th Street.
K. ALMUS—a name that carries quite an impact in the motion picture firmament because Dr. Herbert T. Kalms is the man whose development of Technicolor proved to be a sensational new "dimension." And now, another Kalms, Bea, via her nitely WMGM series, has likewise added a new dimension in audio, by presenting her own version of Radiolor, a rare combination of beauty, charm, wide knowledge of showbiz and showfolk and the ability to project theirs and her own personality (perhaps the word is -KalMUSIC) . . . On our recent trip to the West, at last we learned a easy way to LOSE listeners. The new program director or manager of station KGO has instituted a policy restricting the kind of music played to include ONLY instrumental. The thousands of San Franciscans who wish to hear artists including Perry Como, Peggy Lee, Bing Crosby, Frank Sinatra, Frankie Laine, Connie Francis, Pat Boone, Lawrence Welk, Betty Cox, Nat King Cole, Eileen Farrell, Robert Merrill, now (KGO) elsewhere on the dial. . . . Ork Pilot Benny Strong, next month will be featured concurrently on 4 different networks. His radio (channel) week 2 & 7 (TV) Golden Gate Theatre (Theatre) and his orchestra provides the dance rhythms at the Hotel Berkeley. (STRONG—indeed.) . . . Art (KSFo) Finley introduced us to Jack Rosenbaum of the Call-Bulletin and after a brief half-hour we perceived the reason for Jack's being one of the town's most widely-read columnists. . . Bill Hickok, for many years, the "voice" of the Atlantic Constitution over WCON) and more recently heard over WFTF, Albany (N.Y.) is now spinning platters and jurors over San KFRCisco. . .

Young Dick Stewart, whose daily teen-age hops TVia KPIX (S. Francisco) is "endsville" for local youngsters, has been wielding influence which has won him the respect and affection of the parents. He insists the youngsters, appear in conventional dress, hold their natural exuberance in check and behave as behooves "young ladies and gentlemen." (And his remarkable success is Stewart in itself.) . . Lewis Freedman, producer of much of the "Play of the Week" (WNTA) shows, is Producer-Director of the "Velvet Glove" TVehicle, starring Helen Hayes. . . .

Don't miss Alan King's "Insurance" stunt Nov. 9 on the Perry NBCombo show. The films are KING-
size. . . . Sportscaster Harry Wimer and the coaching staff of the N. Y. Football Titans will be parted at the Eden Roc Club next Wed. (The way this team is going they must be wiimerized.) . . . The Troopers will honor Bea Kalms (she in again?) with a tea next Tues. at the Harvard Club. . . . Young Randy Knowton, currently programming and announcing at WHUC, Hudson, N.Y., learned his way around wires, cables, wires and cameras while station mgr. with the Armed Forces Radio & TV Service and featured actor in Far East productions of "Stalg 17," "Pajama Game" and "Laura." . . And if TV execs are really seeking talent, howcome they don't see or recognize a fellow named Eddie Dowling, who can give some of the current crop of producer-lessons in staging, lighting, timing, acting and general theatre ken? (Just asking.) Evelyn CCTV, who'll make her third guest stint news Oct. 29 on Frank K. Johnson, an IBM sales exec. . . Prexy Ira Gottlieb of Flamingo Films, negotiating with John Goldwater to add a "Nitty Squirrel Comic Book" to his Archie Comics Group of kiddle mags. Flamingo's teleseries "Nitty Squirrel Tales" a cliché in 40 markets. . .

A R O U N D  T H E  . . . T V  C I R C U I T  

_with PINKY HERMAN_

Dick Stewart

Mass for Burke Today

Requiem mass will be held today morning at St. Joseph's Church, Cedarhurst, L. I., for Joseph Burke, Buena Vista manager, who died on Sunday. He is survived by his wife, Mrs. Evelyn; a daughter, Mrs. Daryl Mufifco, and a son, Brian.

Burke, who had been with Buena Vista since its inception, formed his company with 20th Century-Fox.

Ames Bros. Reception

Embassy Pictures yesterday held a reception for the Ames Brothers who have recorded for RCA-Victor with their recent hit song from "Waterloo, the Hot Water Bows." Attending were disc jocks throughout the metropolitan area at members of the press.

Musifex Co.

45 w. 45 st. n.y.c.

industrial
music scoring

Cl-6-4061
TOA Warns on 'Adult' Films, Ads, in Event Times Film Wins Censorship Test

A warning to exhibitors to be circumspect in booking and advertising films in the event the U.S. Supreme Court rules in favor of Times Film in the "Don Juan" case now before the high court, is published in the current Theatre Owners of America "Bulletins."

"While we are hopeful of an adjudication which will outlaw pre-censorship and out the ground from under the five states and few score municipalities which still exercise censorship," the Bulletin says, "it is

NJ Allied Meets

With 20th-Fox Today

The New Jersey Allied Theatre Owners emergency defense committee is scheduled to meet here this morning with Abe Dickstein, whose territory as a member of the recently created 20th Century-Fox sales cabinet includes New Jersey, to discuss datings of "Can-Can" in 35mm in members theaters.

As part of its campaign to relieve the product shortage affecting Jersey theaters, the committee invited C. Glenn Norris, 20th-Fox general sales

Withdraw Italian Entry

In S.F. Film Festival

Special to THE DAILY

SAN FRANCISCO, Oct. 19.—"Sweet Life," the Italian entry in the San Francisco international film festival, and scheduled to be shown tomorrow, suddenly was taken out of competition by its producer, Joseph Amata.

Amata's explanation to Irvin M. Levin, executive director of the festival, was that he would not let the

Academy OKs Nationwide '61 'Oscar'

Sweepstakes; TOA Urges Theatre Aid

“Spot the Stars” sweepstakes, a nationwide merchandising plan, has been approved by the Academy of Motion Picture Arts & Sciences as a major promotion for next year's Academy Awards presentations on April 17, 1961, it was revealed yesterday by Theatre Owners of America.

TOA's membership "Bulletins" reports that it was informed of the "Oscar" promotion plan when one of its committees met with Academy officials in Los Angeles last month at the time of the TOA convention there. The Bulletin notes, in addition, that "To our pleasure, the Academy indicated a desire to work closely with exhibition. We feel we have established another direct liaison with another important Hollywood agency."

Previously, TOA had held several committee meetings with the Screen

FCC's Lee Would Move

All TV to UHF Bands

Special to THE DAILY

SAN FRANCISCO, Oct. 19. — A proposal that all television be moved to the ultra-high-frequencies was made here by Federal Communications Commissioner Robert E. Lee before the National Association of

Next Tuesday

Big Turnout Is

Seen for Compo Annual Meeting

Election of Officers on Agenda for Directors

A big attendance and a full agenda is assured at the annual meeting of the Council of Motion Picture Organizations at the Hotel Astor here next Tuesday, Charles E. McCarthy, executive secretary of Compo, said yesterday.

The annual session includes members of the executive committee and board of directors meetings. The membership includes representatives of exhibition, production distribution.

Must Pre-Condition

Audiences: Hathaway

BY SYDNEY RECHETNIK

Audiences must be pre-conditioned to the type of picture they are going to see, according to Henry Hathaway, 20th Century-Fox producer-director.

Hathaway made this comment in discussing the title of his recently completed “North to Alaska” for 20th-
STANTON GRIFFIS, chairman of the executive committee of Paramount Pictures and a member of the board of directors, has arrived in Hollywood from New York, enroute to Japan.

Jud Paiken, of Embassy Pictures' advertising-exploitation staff, is in Toronto from New York on "Where the Hot Is." Miss Paiken, Embassy's record promotion specialist, is in Philadelphia today on behalf of the same film.

Joe Pastorinak, producer of "Where the Boys Are," his new Enterpe production for Paramount, will return to the Coast today from New York.

Mrs. Spier P. Perakos, wife of the general manager of Penkos Theatre Associates, New Britain, Conn., has left there for Detroit.

Henry Hathaway, director of "North to Alaska" for 20th Century-Fox, will return to Hollywood tomorrow from here.

Nicholas Ray, director of M-G-M's "King of Kings," has returned to the continent, is back from Madrid, where the production was filmed.

Ted Levy, Cleveland district manager for Buena Vista, is vacationing in California.

Don Dalrymple, head booker for M-G-M in Minneapolis, has returned there from Chippewa Falls, Wisc.

Nat C. Green and Alden H. Howe, Los Angeles officials of Bank of America, have arrived in New York for conferences with film and television executives.

Herman Behrman, district sales manager for American International Pictures in Dallas, has returned there from Atlanta.

WARREN GREEN, auditor for M-G-M, was in Minneapolis from New York.

Minoff to Preminger

Lee Minoff has joined the Otto Preminger organization and will work with Nat Rudich on the publicity and advertising department of Paramount's "Exodus." Minoff has worked as a unit publicist on the production staffs of a number of major producers in New York.

if Times Film was raising an abstract legal question and whether there was adequate cause for action. The case is to be continued tomorrow.

Involved is the legality of a Chicago ordinance which demands viewing of films by censors before public exhibition. The picture which Times Film refused to show was "Don Juan," an adaptation of Mozart's Don Giovanni.

While the Supreme Court has agreed to hear arguments in the case, it could avoid a ruling if it desired. The Supreme Court ruled in favor of the city of Chicago and the Court of Appeals for the Seventh Circuit upheld that decision.

Bilgrey argued today that censors had no initial right to know that what was contained in a movie. He maintained the right of exhibitors to show the film and then be prosecuted under the Illinois penal code if the film deserved prosecution under obscenity statutes.

The matter of prior censorship, he asserted, was "censorship in its purest state." Whether the movie was pornographic or "Pollyanna" was irrelevant, he insisted. The right to show is the essence of the case, although he noted that as a matter of practicality no obscene movie would be submitted for licensings.

"We believe," Bilgrey said, "that motion pictures are covered by the constitutional guarantees of freedom of speech and of the press; that the existence of a prior restraint, therefore is illegal under the First and Fourteenth Amendments."

Bilgrey pointed out there are, in addition to Chicago, "a mere handful of cities and only four states that have censorship boards. "The alleged danger that the defendant insists is justification for prior censorship of motion pictures must also exist in the vast majority of our states and cities where there is no prior censorship of motion pictures."

The attorney declared the censorship "sterilizes the film, inhibits intelligent thought and leads to social inertia." Ultimately, he added, the public alone must act as its own censor.

**Film Dividends Hit $3,617,000 in Sept.**

**From THE DAILY Bureau**

WASHINGTON, Oct. 19.—Motion picture companies paid $3,617,000 in dividends during September, according to the Department of Commerce. Dividend disbursements were $3,419,000 in September a year ago.

For the year's first 9 months, film companies paid out $18,992,000. This compares with $17,929,000 during the first three quarters of 1959.

For the U.S. as a whole, cash dividends of $2 billion were paid in September by corporations issuing public reports, bringing the total for the first 9 months to $10 billion. September disbursements were 2 percent greater than the same period last year. It is estimated that 95 per cent of 1959 is reflected in total payments during the first three quarters.

**Special Kit Prepared**

Seventeen different advertising and promotion pieces have been developed by Universal-International for the September 1959 release of "The Hard Way," one of the most extensive tie-ups ever developed by Sears in connection with a motion picture.

**Sears, 'Spartacus' Tie-In For Selling Tickets**

A goal for the sale of 100,000 tickets for "Spartacus" by Sears, Roebuck and Company stores in key cities where the picture will play on a large scale. It is one of the most extensive tie-ups ever developed by Sears in connection with a motion picture.

**SEG Voting Results**

HOLLYWOOD, Oct. 19.—A news letter being mailed to members of the Screen Extras Guild tonight reports that a majority of over 94 per cent of the membership approved the terms of the new collective bargaining agreement with the Association of Motion Picture Producers and the Alliance of Television Film Producers.

**Silver Leaves NSS**

Tony Silver, copywriter with National Screen Service advertising department, for 10 years of membership with NSS, has resigned to take a post as advertising promotion copywriter with Redbook Magazine. The move is effective October 24.

**Political Campaign Aid Drive Continues Strong**

Response to the Motion Pict Industry's drive to aid the campaign to vote and raise funds for citizens committees of both part continues strong in home office Hollywood studios and distributor branches, according to the council directors report.

The campaign, which opened Monday, will continue through next week, designated Democracy Week and "vote and die tomorrow, Day—Democracy Day.

**TOA Warn**

(Continued from page 1)

also our hope that, if we get a favorable Supreme Court ruling, our dustry will show restraint and good judgment.

"Invariably in the past, when a court ruling eased some phase of censorship, movie producers and exhibitors took this as a license to operate more freely. There was off a rash of new pictures more daring than before, and some exhibitor newspaper ads in more questionable taste."

"Virtually all state legislatures would convene this winter," the Bulletin minds. "Almost all, regardless of whether the Supreme Court rules, will consider bills to censor, classify or control motion pictures in some way or other. If the Court rules favorably for us, censorship proponents will seek alternative means of establishing control."

"If we win and winning is grouped by a flood of more 'adult' pictures, we will be in the same situation as before, according to the window, we, as an industry, will be looking for trouble."

"It was the consensus of our usual situations across the land, and in Washington, (in October) and the state house in Los Angeles, 30 days from now) that self-restraint and good judgment by all branches of our industry is necessary to avert serious local trouble. We urge you, as well, to support this policy in your own state."

**Midnight' Dates**

Universal—International's "Midnight Laces" is scheduled to open next month in Los Angeles and the following week to be followed by extensive key city openings from Coast to Coast starting Nov. 2. Picture will open in the Hippodrome in Cleveland, Oct. 27 at the Aracdia in Philadelphia, Dec. 20. Lansing in Lansing, Mich., Oct. 2, and the Paramount in Syracuse, N.Y., Nov. 19. In Chicago, 2, and the Ontario in Chicago; in Majestic in Dallas and the Maes in Houston, Oct. 3.
Compo Meeting

(Continued from page 1)

SBA Making Loans to Storm Damaged Houses

Theatres damaged in the September hurricane Donna, if located in an officially declared disaster zone, qualify for rebuilding or repair loans from the Small Business Administration, under the so-called TOA membership Bulletin asserts.

Local SBA offices are granting loans at 3% per cent interest for repairs and rehabilitation, which can be for up to 20 years and can be expedited if applications are accompanied by repair estimates from contractors, or by a balance sheet in the case of incorporated businesses.

Police Check with Flick Reveals Nudist Film OK

Special to THE DAILY

ALBANY, N.Y., Oct. 10—For the second time in a week, a law enforcement officer checked with the State Education Department here to ascertain whether a nudist film, shown for a ticket at a drive-in, had been licensed by the state department's motion picture division.

A state police sergeant telephoned Dr. Hugh M. Flick, one-time director of the division, and now associate commissioner for cultural education (including supervision of the 'censorship' operation) at Dr. Flick's home, in the evening. The sergeant doubted that the film, which had appeared in England—had been issued a seal. Flick informed him the film had been licensed.

Tells of Re-Submissions

Detailing the story, during an address before the Men's Association of the Delmar Methodist Church, Dr. Flick explained that the division had licensed all films and licenses for the past 30 years have been dug out and re-submitted. "The reason: a high court decision overturning the Board of Regents in showing of "Carnival of Eden".

Flick told the churchmen the drive-in involved in the latest case was the V Drive-in at Vestal (near Binghamton). Its operator relayed word that he had played "good pictures before . . . this is the first exploitation one."

Asked about the disposition of the matter, Dr. Flick said he understood the division had been arrested for "exhibiting a picture without a license." In some way, the seal had become separated from the picture, when the print was shipped.

Quoted by District Attorney

Earlier in the fall, T. Paul Kane, district attorney of Schoharie County, telephoned Dr. Flick a query about an American-made nudist film advertised for showing at a drive-in. This one, too, held a license from the motion picture division, which had suggested to the manager that the strongly-advertised film be withdrawn, and another substituted. This advice was followed.

Films' Potential for Good Cited by Flick

Special to THE DAILY

ALBANY, N.Y., Oct. 19—If motion picture producers live up to their responsibilities they could make the medium a great force for good in the world, Dr. Hugh M. Flick, New York association director and associate commissioner for cultural education, and one-time director of the state education department's motion picture division, said in addressing the Men's Association of the First Methodist Church in suburban Delmar.

"Just as excesses in motion pictures had a part in taking us away from morally and spiritually, so can this unequal medium for communication aid materially in bringing us back to our high standards," Flick said.

Pleads for Curb

Comparing the present "excesses" in motion pictures to those existing in "the late 1900's and the early 1920's"—which led to enactment of the New York State licensing law—Flick warned that "if not curbed, may bring more stringent regulation."

"I am not anti-industry," continued Dr. Flick. "I am pro-motion-pictures, but I wish and hope that it will live up to the responsibilities and meet the challenges which are peculiarly its. What an inspiring role this industry can play, if responsible members will listen to the advice of Martin Quigley, Jr., read the words of Martin Quigley, Jr., as well as those of critics like Bosley Crowther and John Crosby, and follow the counsel of other far-seeing leaders."

Quotes Quigley

Flick cited Martin Quigley, Jr.'s recent editorial in Motion Picture Herald and Motion Picture Daily titled " Sick Pictures—Sick Industry" as one where representatives of industry people are concerned about present trends in production and are troubled over the lessening effectiveness of its self-regulation.

Reading from the "Sick Pictures" editorial, Dr. Flick commented, "the name of Quigley is associated with the inspiration, organization and launching of the Production Code. Unwise will be the film business if it fails to heed the advice given by a great organ of the industry."

"Assuming a question," Dr. Flick explained, "Flick explained the reason 'some of the pictures which are licensed and to which you may take your children—only to find they are unsuitable for youngsters—is that a number of U.S. Supreme Court decisions have virtually limited film censorship to 'obscenity'.'"

Points to High Court Rulings

He indicated there are many films The Motion Picture Division licenses only because of high court rulings. "The moral level of motion pictures could slowly but surely rise if the public demanded it," Flick asserted. He told a questioner that the Legion of Decency is "a great force for good in the motion picture industry."

ALBANY, N.Y.—Ten No. 9 is discussing ways and means of raising an additional $1,800 for the Albany Boys Club Camp Thacher, thus bringing Variety Club's total pledge to the camp to $16,500. With returns still coming in, the sum realized for the camp from the recent golf tournament had reached $1,000, according to chief Barker Jack Obshansky.

PITTSBURGH—Gov. David L. Lawrence of Pennsylvania has been named honorary chairman of the testimonial dinner honoring Attorney Edward A. Zecker, former chairman of Tent Number One, Variety Club, Pittsburgh. Mayor Joseph M. Barr, Ali Albrams, sports editor of the Pitts-burgh Post-Gazette, Harold C. Lund, general manager of KDKA-TV, and district attorney Edward C. Boyle are co-chairmen of the dinner, which will be held on Oct. 27 in the Urban Room of the Penn-Station Hotel.

RCA Sales Record

(Continued from page 1)

John L. Burns, president, announced yesterday.

This is the first time in RCA's history that sales have surpassed a billion dollars for the first nine months of a calendar year.

Net profit after Federal income taxes amounted to $24,100,000 for the first nine months, compared with $27,300,000 for the 1959 period, a decline of 12 per cent.

Withdraw Italian Entry

(Continued from page 1)

It is believed that the English abilities were incomplete. Promptly selected as Italy's substitute entry was "Night Over Rome." Last year Bos- dini won all the major awards here with his "II Generale Della Rovere."
HERE WE GO AGAIN

DORIS DAY • REX HARRISON
JOHN GAVIN
A ROSS HUNTER-ARWIN PRODUCTION

MYRNA LOY • RODDY McDOWALL
HERBERT MARSHALL • NATASHA PARRY • JOHN WILLIAMS

with HERMIONE BADDELEY

Screenplay by IVAN GOFF and BEN ROBERTS

Directed by DAVID MILLER • Based upon the play "MATILDA SHOUTED FIRE" by Janet Green
Produced by ROSS HUNTER and MARTIN MELCHER • A Universal-International Release
LIFE MAGAZINE CALLED "MIDNIGHT LACE" A BLOCK-BUSTER AND THE SENSATIONAL RECORD OPENING AT THE GREAT RADIO CITY MUSIC HALL LAST WEEK CONFIRMED IT. "MIDNIGHT LACE" IS UNIVERSAL'S AND THE INDUSTRY'S NEWEST BOXOFFICE SMASH.

...and set to go for record business in:

CLEVELAND, HIPPODROME, OCT. 27; PHILADELPHIA, ARCADIA, OCT. 28; LANSING, MICHIGAN, OCT. 28; MILWAUKEE, TOWNE, OCT. 28; SYRACUSE, PARAMOUNT, NOV. 1; CHICAGO, UNITED ARTISTS, NOV. 2; WASHINGTON, D.C., ONTARIO, NOV. 3; DALLAS, MAJESTIC, NOV. 3; HOUSTON, MAJESTIC, NOV. 3; ATLANTA, FOX, NOV. 4.
Will Honor Carolinas' Veterans at Convention

RALEIGH, N. C., Oct. 19. — An attendance of 300 is indicated by advance reservations for the 48th annual convention of Theatre Owners of North and South Carolina, which will open Sunday at the Sir Walter Hotel here.

A feature of the convention will be a tribute to be paid 35 persons who have been identified with the industry in the Carolinas for 40 years or more. The event will be in the form of a breakfast at which George Roscoe, director of exhibitor relations for Theatre Owners of America, will be master of ceremonies. Roscoe formerly was Charlotte branch manager for Columbia and is well known to those to be honored.

Scroll to Be Presented

Displays of exhibition-distribution memorabilia of the 1920s and prior years will encourage their nostalgic to reminiscences, and scrolls will be presented to the guests of honor.


FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro- Goldwyn-Mayer; Par, Paramount; 20-FOX, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; C, color; CS, CinemaScope, te, Techniram; vs, VistaVision; rs, Rocolascope.

October

AA—TIME BOMB: Curt Jurgens, Mylene Demongeot
AA—BLOODY BROOD: Barbara Lord, Jack Beck
AA—SERRIGENT SHALL NOT DIE: Documentary
AIP—JOURNEY TO THE LOST CITY: c, Debra Paget, Paul Christian
BV—JUNGLE CAT: c, True-Life Adventure
BV—THE NIGHT WILL FALL: J. J. Walsh, Brian Keith
COL—1 AT THE STARS: Curt Jurgens, Victoria Shaw
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters
COL—I'M ALL RIGHT JACK: Peter Sellers
MG—KEY WITNESS: Jeffrey Hunter, Pat Crowley
MG—WHERE THE HOT WIND BLOWS: Gina Lolobrigida, Yves Montand
20-FOX—THE BATTLE OF AUSTERTITZ, c, cs, Leslie Caron, Rosanno Brazzi
20-FOX—DESIRE IN THE DUST, c, Raymond Burr, Martha Hyer
20-FOX—SECRETS OF THE PURPLE REEF, c, Peter Falk
UA—THE ALAMO, c, ted-AO: John Wayne, Richard Widmark
WB—SUNRISE AT CAMPOBELLO, c, Ralph Bellamy, Greer Garson
WB—THE GREAT DAME AT THE TOP OF THE STARS, c, Robert Preston, Dorothy McGuire
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

November

AA—HEROES DIE YOUNG: Erika Peters, Robert Getz
AA—THE UNFAITHFULS: Gina Lolobrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—THE IMMORAL MISS HANSEN: Nadja Tiller, Tony Britton
AIP—SOLITUDE AND THE DRAGON, c, Mark Forest, Brodrick Crawford
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
COL—HELL IS A CITY: Stanley Baker, Maxine Audley
COL—JAZZ BOAT, c, Anthony Newley, Anne Aubrey
mgm—BUTTERFIELD 8, c, cf: Elizabeth Taylor, Laurence Harvey
mgm—GORGOR, c: William Travers, William Sylvester
PAR—GI. BLUES, c: Elvis Presley, Juliet Prose
PAR—A BREATH OF SCANDAL, c: Sophia Loren, Maurice Chevalier
20-FOX—CIRCLE OF DECEPTION, c: Bradford Dillman, Suzy Parker
20-FOX—NORTH TO ALASKA, c, c, John Wayne, Capucnie
20-FOX—DOUBBLE TROUBLE, c, Tommy Noonan, Peter Marshall
20-FOX—TESS OF THE STORM COUNTRY, c, c, Diana Baker, Lee Phillips
UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)
UA—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach
UNI—MIDIGHT LACE, c: David Niven, Dorothy McGuire
WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

December

AA—HERO THE GREAT, c, ed: Edmund Purdom, Sylvia Lopez
AA—DONDI: David Janssen, Pati Page
BV—SWISS FAMILY ROBINSON, c, Dorothy McGuire, John Mills
COL—THE THREE WORLDS OF GULLIVER, c, Kerwin Matthews, Jo Morrow
COL—THE WACKIEST SHIP IN THE ARMY, c: Jack Lemmon, Ricky Nelson
COL—PLEASE TURN OVER: Ted Ray, Joan Kent
mgm—CINNAR, c, c, Glenn Ford, Maria Schell
mgm—MAGIC ROY, c, feature-length cartoon
PAR—THE WORLD OF SUSIE WONG, c: William Holden, Nancy Kwan
PAR—CINDERELLA, c: Jerry Lewis, Judith Anderson
20-FOX—FLAMING STAR, c, Elvis Presley
20-FOX—ESTHER AND THE KING, c, c, Jean Collins, Richard Egan
20-FOX—THE WIZARD OF BAGDAD, c, c, Dick Shaw, Diane Baker
UA—EXODUS, c, Panavision 70; Paul Newman, Eva Marie Saint (special dates)
UA—FACTS OF LIFE: Bob Hope, Lucille Ball

 Seven State Heads

To Attend ‘Alamo’

The chief executives of seven states—Louisiana, Kentucky, Georgia, Tennessee, Virginia, South Carolina and Mississippi—are among the first to accept invitations to participate in re-dedication ceremonies marking the 50th anniversary of the Alamo at the world premiere of John Wayne’s Toddl-AO film, “The Alamo.” The United Artists release will have its gala opening Monday at the Wood lawn Theatre in San Antonio, climaxing a city-wide celebration schedule to run for four days.

Special to THE DAILY
DALLAS, Oct. 19.—How to get more retailers interested in advertising on television made up the bulk of discussion today at the television workshop of the National Association of Broadcasters conference in the Sheraton-Dallas Hotel. Norman C. Current, assistant general manager of the Television Bureau of Advertising, used a film showing the outstanding sales record of Patterson-Fletcher in Fort Wayne, Ind., as a successful retailing example. Sales percentages rose continuously as a direct result of their television advertising.

Louis Hansman spoke of the benefits to the industry as a result of his recent program at the Associated Press, in informing the public the educational-plus values of television. He mentioned in specific the in-service course for teachers in New York City in conjunction with the Board of Education in showing them what television has to offer besides entertainment.

**Academy OKs**

(Continued from page 1)

cast the winners of the Best Picture, Actor and Actress awards, with 1,261 prizes worth up to $100,000 going to winners.

Theatres can participate in the promotion also by paying a fixed fee to the Donnelley agency based on the number of envelopes used. The theatres can select the markets they wish to use and enclose their own two-for-one or discount passes in the same mailing.

**Calls It 'Upbeat Effort'**

TOA inducts the promotion plan as "an upbeat effort which will focus interest on the Academy Awards and, in so doing, will build interest in the movies. The organization offers its further services in aiding its interested members to participate."

"This is one way the theatres of America can help the Academy, in addition to supporting the annual 'Oscar' show itself," TOA observes.

**Films Not Affected**

(Continued from page 1)

of a general nature. This license is not affected by the embargo. Shipments of unexposed motion picture film, however, would appear to be difficult under the new rules.

Only unsubsidized footstocks, medical supplies, and a handful of other types of shipments—including X-ray film—may now be freely made to Cuba. Other shipments must be individually licensed, and government policy calls for rejection of license applications as a general rule.

**Branson Named**

(Continued from page 1)

bins expressed his company's appreciation of Branson's ability, experience and stature as an industry executive and stated, "We are elated in having as a member of our management team a man of Branson's caliber."

He described the move as keeping with the company's current activities toward strengthening its administrative base and the broadening of its facilities and services in every phase of the entertainment industry.

**Seven' Doing Well**

"The Magnificent Seven" has racked up a huge $518,887 for the first week in 78 situations in the South and Southwest, according to United Artists.

Reade Theatres before coming to Albany, and an active Variety Club member, will be honored at a dinner here, in November.

**Name Fisher**

(Continued from page 1)

since 1956, replaces Mori Krushen, house appointment to the newly-created post of director of press and exhibitor relations for UA was announced Tuesday.

A member of United Artists' exhibition department since 1952, Fisher entered the motion picture business in 1934 as office boy for the William Fox. He was educated at St. John's University, and during World War II served with the Army's Criminal Investigation Division, receiving his discharge in 1946.

That same year he joined Universal pictures as house manager of the Park venue Theatre, New York, and the Ogilvy-Plaza Theatre, Boston. In 1957 he went to work for Eagle-Lion "plus and was company manager for Red Shoes" during the film's engagement at the Bijou Theatre, New York. Fisher left Eagle-Lion for the newly Kramar organization and in 1951 handled exploitation for "Cyano de Bergerac" and worked as advance press agent for Jose Ferrer, and of the film "Stirring Up" in 1952, Fisher has been active on radio-show engagements of top UA films in addition to his regular field exploitation duties and home office executive assignments.

**Jersey Allied Meeting**

(Continued from page 1)

manager, for information after the company announced recently that 'Can-Can' would be made available a 35mm or restricted showings while still current in Todd-AO. Norris then expressed this thought to both the exhibitor committee and Dickstein.

The committee has addressed a similar inquiry at "Campobello" availability to theatres on standard policy. It also has in preparation legal action and formal complaints to official agencies in an effort to resolve the New Jersey availability problem.

**Berlo Shifts Hamilton**

From Albany to Toledo

Special to THE DAILY

ALBANY, N. Y., Oct. 19. — Jack Hamilton, Berlo Vending Co. branch manager in Albany for nine years, has been transferred to Toledo, Ohio, in the same capacity. George H. Schenck, branch chief of Tri-State Automatic Candy Corp., is now heading the Berlo operation in this section.

Several Utica and Watertown accounts have been transferred to the office. Both companies are subsidiaries of ABC Vending. The latter held a 50 per cent interest in Tri-State for some time; now has 100 per cent ownership. Tri-State is headquartered in Buffalo. The company began servicing Berlo with certain lines, when the latter closed its local warehouse.

Hamilton, associated with Walter
YOUR NATIONAL CARBON ENGINEER...

Sells you the best product—gives you the best service!

The illustration shows a NATIONAL CARBON Sales Engineer using a multiple scale ac-dc voltohmmeter for checking incoming a-c line voltage to the booth...to determine if taps on the rectifier are set properly...and to measure the d-c voltage across the arcs.

These sales engineers—equipped with complete service kits containing the most modern tools in the trade—stand ready to assist you on any lighting problem and to help you realize the ultimate in picture quality.

Use "National" projector carbons and call on NATIONAL CARBON for free technical service. For details, ask your NATIONAL CARBON supply dealer or write National Carbon Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y.

In Canada: Union Carbide Canada Limited, Toronto.

"National" and "Union Carbide" are registered trade-marks for products of NATIONAL CARBON COMPANY
Before High Court
Censor Wall’s Attacked
At Hearing

Question of Obscenity Raised by Frankfurter

By H. E. KAHN
WASHINGTON, Oct. 20. — The Supreme Court was told today by J. J. Bilgery, attorney for Times Film Corp., that “everyone has the right initially to communicate with the public — there can be no censor’s

Times Film seeks to invalidate as unconstitutional that part of a Chicago film licensing ordinance which requires prior censorship of pictures. The most persistent questioning of the trial attorney for Times Film came from Justice Felix Frankfurter, who asked that for purposes of the test whether or not it would “be a matter of indifference” whether the film in question, “Don Juan,” were obscene or not.

The picture is based on Mozart’s opera, “Don Giovanni.” It was denied.

(Continued on page 3)

E. H. Rowley Retires

From U.A. Theatres

Edward H. Rowley has retired as executive vice president of United Artists Theatre Circuit as of Oct. 15, the company’s board of directors was advised by George P. Skouras, chairman and president. He assumed the post in 1957.

Rowley has signed a 10-year contract on a consultative basis and will

(Continued on page 4)

Filmack Theatre Post
Goes to Vi Dane

Special to THE DAILY
CHICAGO, Oct. 20 — Vi Dane has been appointed sales manager of the Filmack theatre department, it was announced by Joseph Mack, president of Filmack. She is well known to theatre exhibitors throughout the country, having served for 25 years as “Gal Friday” to Irving Mack, former Fil-

(Continued on page 4)

FCC Issues Its Order of Procedure
For Hearing on Phonevision Pay-TV

WASHINGTON, Oct. 20. — The Federal Communications Commission has spelled out the procedure it will follow during its Oct. 24-28 hearings on the application for a three-year toll-trial over Whist- TV, Channel 18 in Hartford, Conn.

According to FCC, the hearing will start with an introductory statement by the counsel to the Broad- cast Bureau, Louis C. Stephens. This will be followed by Hartford Phonevision’s presentation of its case, which is expected to last most of the day.

Next to appear will be Charles H. Tower, spokesman for the National Association of Broadcasters. Though NAB is not a party to the hearing, it has been given 30 minutes, exclusive.

Pasternak Wants More Help from Exhibitors

Exhibitors have an obligation to become "more active salesmen" of films in partnership with producers and distributors, Joe Pasternak said here yesterday.

The veteran producer noted at a press conference that many of the country’s theatre owners are "live wires," but added that during discussions at the recent Theatre Owners of America convention in Los Angeles he saw signs of pessimism. This, he contends, must be replaced with unbounded enthusiasm for revitalization of the industry.

"The public wants good entertainment.

(Continued on page 4)

Higher Level of Earnings Predicted for
Motion Picture Companies by Broker Firm

Motion picture producers can anticipate a generally higher level of earnings in years to come, it is predicted in a report on film company shares issued by Merrill Lynch, Pierce, Fenner & Smith.

Noting that film stocks have suddenly developed a market “following a period of sub-average performance,” the brokerage firm report attributes it to three major factors. These are the development of significantly higher operating earnings in two or three cases; the realization that the motion picture producers can turn worthwhile profits when, as now, the economy is soft; and publicity about pay-television.

“In our opinion, however,” the report adds, “the major factor for the strength is the announcement of several deals to convert assets of low book value such as post-1948 films and real estate to cash. These developments have called attention to the fact that the liquidating value of any movie stock is probably well in excess of its market value.”

New Sources

See 100 Films Being Added to 1961 Releases

Turning Point in Product Shortage Is Predicted

Exhibitor leaders estimated yesterday that a minimum of 100 additional features will be available to theatres in 1961 if new production projects announced in recent months develop as planned.

The number of pictures from new sources may be augmented by formation of additional production companies in the months ahead, it was pointed out. Several such companies are known to be in the planning stage now and should they materialize, they would involve sufficient numbers of films to represent a total gain over the 100 minimum after reasonable allowance for the non-delivery of some pictures already announced by new companies for next year.

With at least this year’s total of approximately 255 films from the

(Continued on page 5)

Says N.Y. Essential
For Filming ‘Mad’

The advantages and disadvantages of making pictures in New York were discussed here yesterday by Burt Balaban, director, and Edward L. Schieber, producer, of “Mad Dog Coll.” The picture is being made for Columbia release at the Biltmore Studio and on location on the streets of New York.

Balaban, who directed “Murder,"

(Continued on page 4)

Huggins Named V.P. of
Fox TV Production

From THE DAILY Bureau
HOLLYWOOD, Oct. 20 — Roy Huggins, television writer and producer, has been named vice president in charge of production for 20th Cen-

(Continued on page 4)
PERSONAL MENTION

S. EYMOUR MAYER, vice-president of MGM International, will leave New York today for Tokyo on the first leg of a six-week tour of the Far, Middle and Near East.

FRED GOLDBERG, United Artists national director of advertising, publicity and exploitation, is in Dallas from New York.

JEFF LIVINGTON, Universal's executive coordinator of sales and advertising, will return to New York today from Hollywood.

SI SEADLER, MGM Eastern advertising manager, has arrived in Detroit from Toronto on promotion plans for "Butterfield 8."

P. F. ROSIAN, Universal regional sales manager, was in Atlanta from Cleveland.

JIMMY MCHUGH, song writer, will arrive in New York over the weekend from Hollywood for two weeks of meetings with Joseph E. Levine on plans for the premiere of "Where the Hot Wind Blows."

NAT REICH, representative of Otto Preminger, has arrived in Dallas from New York to plan the Dec. 22 premiere of "Exodus."

BRASS APPOINTED MGM FIELD PRESS REPR.

Kal Brass, who has been a salesman for MGM since 1951, has been appointed to the company's field press representative staff and will headquarter in Detroit.

A veteran of the motion picture business, Brass began his film career with National Screen Service. He also served as assistant manager of the Screen Guild Theatre and was a salesman for Telenezews. Then followed sales positions with United Artists, Lippert, and MGM.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ca 9-6600
DORIS DAY • REX HARRISON
In A ROAD MAP-p ARTWORK PRODUCTION
"MIDNIGHT LACE"
A Universal-International Release in EASTMAN Color ON STAGE "BRAZIL"—exciting, exotic spectacular.

PANTAGES DINNER TUES.

It was incorrectly reported in Mo-

tion Picture Daily yesterday that the testimonial dinner being headed by

Clyton Pantages of 20th Century-Fox at the Sheraton Ten-Eyk Hotel, Ala-
bany, would be held on Nov. 14 in-

stead of Nov. 15. But there has been no change in the date and the dinner will be held next Tuesday as scheduled.

SAYS EXHIBITOR SHOULD
CENSOR 'SICK PICTURE'

Producer Joe Pasternak said at a trade press conference here yesterday that the exhibitor unhappy with the "sick picture" trend was his own best censor.

His advice: "If you don't like it, don't book it."

LEGION ASKS BOYCOTTS
OF FOUR PICTURES

Special to THE DAILY
MIAMI, Oct. 20. - The American Legion, in convention here, charged that four current films, portray "sub-

servient elements" and asked national-wide theatre managers not to show them.

The convention delegates passed resolutions condemning "Inherit the Wind," "Chance Meeting," "Exodus" and "Spartacus." They also urged boycotts against the films because the writers and producers connected with them had declined to subscribe to the American Legion's code of conduct in the Hollywood probe of alleged Communist sympathy among some film figures.

Legal Means Urged

The resolutions called on theatre managers not to schedule the four pictures and urged Legion mem-

bers to use local means in ordering such shows, and to call on exhibitor association and local officials to make the film a publicity campaign "comparable with its biggest pictures" and that its cast was also scheduled to tour on behalf of the picture.

He cited this as evidence of pro-

ducer-distributor activity which will depend upon exhibitor cooperation for the final box office response.

Plays 35-Day Tour

As for himself, Pasternak promised exclusive bookings and cooperation and a con-

junction with this, he declared that his company last week was making a 35-day "whistle-st" in order to push its latest MGM release, "Where the Boys Are." He also said that a year ago his company was giving the film a publicity campaign "comparable with its biggest pictures" and that its cast was also scheduled to tour on behalf of the picture.

It cited this as evidence of pro-

ducer-distributor activity which will depend upon exhibitor cooperation for the final box office response.

Pasternak Plea

it not the "star system" which "allows individuals to hold up produc-

tion for personal and selish reasons," Pasternak predicted, "a trend to such pictures as he plans.

BUSH CONDUCTS THIRD
FOX NATIONAL SEMINAR

The third in the 20th-Fox series of national merchandising and promo-

tional seminars will be conducted to-

day in New York by exploitation manager J. L. E. Eichenfield and will be at-

tended by the company's northern and mid-Western managers, both of which were chosen by vice president Charles Einfeld.

Arriving in New York for the ex-

ploitation sessions is Gerald Raf-

shon of Atlanta, V. H. H. of Jackson-

ville, Jimmy Gillespie of Dallas, and John Rhea of Memphis, Frank Jenkins of the New Orleans office will also at-

tend.

Plus will outline to the Southern 

manager's the company's national mer-

chandising plans for its release sched-

ule through the end of the year, and for next year's set for the first quarter of 1961.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feder, Advertising Manager; Geo. F. Felt, Production Manager; Charles A. Arrivron, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bureau, and J. B. Kirby, Western Editor; Peter Burning, Editor; William Pay, News Editor; Correspondents in the principal capitals of the world. Motion Picture Daily is a member of the Motion Picture Association of America, a division of Motion Picture Herald, a section of Motion Picture Color, Detroit class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 overseas. Single copies, 10c.
‘Censor Wall’ Attacked in Supreme Court

(Continued from page 1)

an exhibition permit by the City of Chicago when Times Film professed the required exhibition permit fee but refused to submit to prior screening and censorship. Bilgray noted that there should not be any presumption as to the nature of a motion picture before it is shown publicly. He stated that movies should enjoy all of the rights granted to speech, saying that he does not think the State has any right to go "beforehand" what the content of a movie is any more than it would have the right to prior censorship of a newspaper or book. He told Justice Frankfurter that the right to speech, and legally acceptable methods of controls over the presentation of material deemed inimical to the public welfare or morals.

Concluding his argument before the court, Bilgray stated that prior court decisions establish in "crystal-clear form" that no prior censorship can apply to all forms of speech, and that the objections have "all the attributes of speech."

The case for the city of Chicago was presented by two of its attorneys, Robert J. Collins and Sidney F. Dobrin.

Collins began by observing that Bilgray, in the course of his argument, had offered to show the film privately to Chicago representatives. In this case, he went on, why should he be required to show it to the censors if it were not obscene?

Justice Frankfurter commented that this was because "an act of charity," but that the intrusion of any element of coercion in the showing would be resisted.

Collins noted that the Chicago ordinance bans not only obscene films, but those that might incite to riot, instruction, and the like. He said, in response to questions from Justice Douglas, that he would not say the film is improper or prior censorship, but asserted that there is a "vast difference between moving pictures and newspapers."

Radio, newspapers, and tv, he stated, are heard, read, or seen in the privacy of the home. When movies are exhibited, they are shown to many people in a darkened theatre.

tional distribution companies expected again in 1961, the addition of a minimum of 100 features from new sources, plus miscellaneous independent product and imported films, the worst of the year. The total which should be over next year, some of the exhibitors believe.

They are confident, at least, that the downward trend of total availability in the next few years will be not only arrested but reversed in 1961, and with it they expect a corresponding drop in theatre closings.

ACE Vital Factor

The exhibitors’ leaders’ estimates of increased product next year bank heavily on the completion of financing and organization of the American Exhibitors’ production company in the very near future. The estimates count on more new releases from this promised ACE production company than from any other single new source now in view.

ACE officials have not specified any minimum number of releases planned for the first year of operation, nor has the company disclosed a schedule for the first of such releases. Nevertheless, repeated references have been made by ACE to a "substantial" supply of product from the new company and most exhibitors interpret this to mean anything from 12 to 24 features annually.

Alpha Active

Patho-Alpha, which is moving rapidly toward production with a Theatre Owners of America committee advising on story selection, costs, etc., and the TOA itself committed to cooperate in obtaining guaranteed playing time for the films produced, has announced an initial minimum of 14 releases. This could be augmented by six or eight more if story properties and casts become available, it has been indicated.

Three from Mulvey Group

Beaver-Champion Attractions, the company headed by James A. Mulvey, Nat Taylor, David Greisfeld, and Willard Ewart, has announced an initial trio of releases and will actively search out itself or finance additional pictures. The possibility of annual program releases is considered.

Everett N. Crosby Productions will deliver a minimum of six, Bing’s brother and business manager announced recently.

If Loew’s Theatres is given the go-ahead on production by the Federal court after a hearing on its application in the near future, there is a possibility of some additional product from that source during 1961, observers believe, although Loew’s officials have made no commitments whatever.

Newcomers Will Help

In addition, established and newer producers, such as Millar-Turner, who announced three for ’61, have announced a total of more than 30 projects for 1961 in recent months. Films in production are expected to remain at a substantial level in 1961, and there will be the usual number of releases to count upon.

In the larger connection, Motion Picture Investors, the exhibitor-backed open-end company, hopes to have eight to 10 combinations from each national company during the year. Its first two, Allied Artists’ “Friendly Persuasion” and “The Oklahoman,” are scheduled for saturation dating in the Great Plains area in February.

See 100 Films Added for ’61

(Continued from page 1)

SIR ALEXANDER KING, Scottish exhibitor, will be guests of honor on Nov. 9 at a luncheon tendered him by the Cinematograph Exhibitors Association. The affair, to be held at the Trocadero in London, will honor Sir Alexander for work over the years in bringing about the eventual abolition of the entertainment tax.

Randolph T. McKelvey, vice-president of Young & Rubicam in charge of the Detroit office, producer-director of the “Mikva,” told a downtown crowd that the 100-city tour will be the greatest tour ever during its 17-year run.

Jack Erickson, for many years a member of the San Francisco staff of 20th Century-Fox, has joined Jem Films Distributing, Inc., as sole representative in the Bay area.

Gill Meyer, sales representative at various times for NTL, Colphone Films and Lempert & Mayer, has joined Bill Pearl at Sturm Studios here as vice-president for sales.

Cinema Lodge Sets Luncheon Thursday

Winners of the Cadillac and the cruise being awarded by New York’s Cinema Lodge of B’nai Brith in its current annual fund-raising drive on behalf of the B’nai Brith agencies, will be selected at a luncheon to be held at the Hotel Astor next Thursday, it was announced by Abe Dickstein, president of the Lodge.

Dickstein announced that the fund-raising drive under its present executive director, Richard Ruby, will be open to everyone who has participated in the campaign in addition to Cinema Lodge members.

6 for Edward Small

Producer Paul Hazeldine and director Alan Singer have been signed by Edward Small to produce six motion pictures for his organization. All will be released by United Artists. Small will serve as executive producer of the films, which will be produced by Hazeldine and directed by Singer.

Friday, October 21, 1960
Phonevision

(Continued from page 1)
of cross-examination time, in which to make its views known to the commission. The NAB recently reaffirmed its position as having the right to over-the-airwaves subscription-tv.

Marcus Cohn, attorney for the Connecticut Committee Against Pay TV; Stanley Warner Management Co., Inc.; Loew's Inc., president, W. C. Michel, 26th executive price president, and Levathes.

Huggins will create and develop several new projects, in addition to taking charge of many others already in preparation, it was stated.

Huggins is credited with having created and developed such Warner Brothers television successes as "Cheyenne," "Maverick" and "77 Sunset Strip." He joined Warner TV in 1955.

Academy Seeks Films For 'Foreign' Awards

(Continued from page 1)

Academy Seeks Films For 'Foreign' Awards

From THE DAILY BUREAU

HOLLYWOOD, Oct. 20 — Invitations to submit entries for the foreign language film "Oscar" have been sent to countries throughout the free world by the Academy of Motion Picture Arts and Sciences.

Each country was urged to have a committee of motion picture craftsman, similar to the Academy in make-up, select its one best picture to compete with foreign language films from other nations.

Valentine Davies, Academy president, requested that notification of the picture selected be sent to the Academy no later than Nov. 15.

All foreign films with a non-English sound-track submitted to the Academy will be screened by an Academy foreign language film award committee. The committee, by secret ballot, will determine the five foreign language pictures for the award.

After five nominate films have been screened for a member, the entire Academy membership will ballot by secret vote to pick the best foreign language film of the year.

The "Oscar" will be presented for the winning picture during the Academy Awards show on April 17, 1961.

‘Crowning Experience’ Opens Here Tonight

Some 289 United Nations delegates from 61 countries have already ac- cepted for the invitational world premiere of "The Crowning Experience," at the Roxy this evening. Arriving from Europe for the premiere also is Rajmohan Gandhi, grandson of Mahatma Gandhi. Gandhi is one of a member of world figures who appear in the film.

Flying in for the premiere from the West Coast also are a group of Holly- wood personalities. They include Joel McCrea and Frances Dee, Lloyd No- lan, Spring Byington, Benihah Bondi, the director William Wellman, Laurita Melchior and Vincent Price.

Many local civic, business and social figures have also accepted for the premiere. Among them are City Council President Abe Stark, Police Commissioner Stephen Kennedy, Dis- trict Attorney Frank Hogan, New York State Attorney General Leawakey and New York Secretary of State Mrs. Caroline Simon.

Williams’ New Play

Is Bought by MGM

From THE DAILY BUREAU

HOLLYWOOD, Oct. 20 — Metro-Goldwyn-Mayer has acquired pre-pro- duction rights to the new Tennessee Williams’ play, his first comedy, "Pe- riod of Adjustment." It was announced by studio head Sol C. Siegel.

Siegel, accompanied by his execu- tive assistant, Bernard Smith, leaves here for New York tomorrow, for home office conferences and will see the play in Philadelphia where it opened Monday.

"Period of Adjustment" is the third Tennessee Williams’ play to be pur- chased by MGM prior to production.

Zeeman Duties

(Continued from page 1) trated principally in the field of fi- nance.

Zeeman, who recently completed 35 years of service with the Columbia organization, will continue his supervision of the finances of the Interna- tional subsidiary.

Screening for Diplomats

WASHINGTON, Oct. 20 — A special preview of "Hollywood: Thin Amour" will be held at the Motion Picture Ass’n. headquarters theatre here tomorrow night for the diplo- matic corps. The picture will open at the Town Theatre here early Novem- ber. Ambassadors of 20 nations and their ladies have been invited to attend tomorrow’s screening, which will be followed by refreshments.

Jem Acquires 2 Films

LOS ANGELES, Oct. 20 — Two new Eastman color films, "Harvey on Earth" and "European Nights," have been acquired by Jem Film Distrib- utors, Inc. Jem’s territory covers the 11 western states, Hawaii, Alaska and Guam.

EKC Ups Production of 8mm. Sound Projector

By SAMUEL D. BERNs

HOLLYWOOD, Oct. 20 — A step- up in the production of Eastman Kodak’s new 8mm sound projector, based on the early model from the amateur field and the rising interest in the professional audio-visual field, was reported today by Thomas Hope, assistant advisor on non-theatrical films, here on a visit from the Ro- chester headquarters.

Changing patterns in film labora- tories, with economy of space and cost will be effected, Hope de- clared.

A conceivable reduction of one- third from the cost of 16mm to 8mm prints was forecast by Don Hynd- man, manager of the motion picture films division, also on a Coast visit, who was present at the interview.

Hyndman disclosed that Eastman Kodak’s construction of an optical re- duction group from 16mm to 8mm is to be speeded up from a release speed of 100 feet per minute on the 16mm side will soon be demonstrated in Rochester.

Demonstration of a 35mm color film run to 16mm will follow the interview, which dis- played significant quality to add im- pulsus to the outlook for the future of home movies.

Directors Guild Board To Meet Here Oct. 29

From THE DAILY BUREAU

HOLLYWOOD, Oct. 20 — The board of directors of the Directors Guild of America will hold its meet- ing in this city Oct. 29-30, DGA president Frank Capra has an- nounced, at which time a merger be- tween DGA and the Radio and Tele- vision Directors Guild will be considered. National board members who will attend the DGA meeting from Hollywood include Capra, Stuart Phelps, Richard Bennett, John Bic- kley, Don Wilt, Willis Goldbeck, George Sidney, Leslie Schander and Jack Shea.

Executive secretary Joe Younger- man and his staff, Maury Abrams, Nora Padway and Virginia Dimwid- die, will also attend from here.

Goldwyn Gives $30,000 To Permanent Charities

From THE DAILY BUREAU

HOLLYWOOD, Oct. 20 — A $30,- 000 contribution by veteran film pro- ducer Louis B. Mayer to the third and first president of Motion Picture Permanent Charities, highlighted MPPC’s first luncheon report today on its 1960 campaign.

Industry-wide reports handed chairman Sidney Solow showed that during first three weeks of the 1960 drive in film and allied industries, MPPC had raised $29,029,352 from 21, 811 contributors. New subscribers to the campaign totalled 1518, bringing MPPC to 77 per cent of entire indus- try’s donor potential.

‘Can-Can’ Plan

(Continued from page 1)

New York branch manager Alex Arn- walder in order to discuss datings for the film and were informed that Dick- stein had no plans for 35mm. release here on the east coast until the fall at the earliest, pending the completion of the Todd-AO engagements in New Jersey, Infeld said.

Infeld went on to say that New Jersey Allied had hoped to accept the picture for Thanksgiving and Christmas bookings and felt that “this repudiation of a vice-president’s pub- lic statement shows a lack of integrity and a decided lack of cooperation.”

EPC plans to take steps to stop whatever steps are necessary to con- struct these destructive policies.”

According to Infeld, New Jersey Allied would be forced out of existence if the lack of profit and “short market” policy were to continue.

Sees N.Y. Essential

(Continued from page 1)

Inc.” in a similar setting, told re- porters at the studio that both that and the present story required New York as the setting for authenticity. The climactic scene in “Mad Dog Coll” in which the gangster is gunned down in a telephone booth near Dyckman Street will be shot on New York streets.

Both Balaban and Schirer praised the cooperation and ability of New York technical crews and the importance of the young players who will be in the picture. The title role is played by John Chandler.

Rowley Returns

(Continued from page 1)

Rowley Returns (Continued from page 1)

continue to serve as a director of the company, it was stated. He plans to divide his time between his Texas home and California.

Rowley founded and headed the Rowley United Theatres circuit, oper- ating in Texas, Oklahoma and Arkan- sas, of his son, John H. Rowley, now is president. The senior Rowley also is the former head of the Rowley- Brown Broadcasting Co., Wichita, Kan.

Filkman Post

(Continued from page 1)

Filkman Post

(Continued from page 1)

mack president. She has represented Filkman at many theatre conventions.

Beginning as a stenographer in 1935, she learned the ropes of the theatre trade under the tutelage of Irving Mack, and gradually began to branch out from secretarial duties into sales promotion work. One of her first projects as sales manager was the direction of a nation-wide trailer sales campaign, via trade paper ads and correspondence.
Now in preparation—the 1961 Editions of

MOTION PICTURE ALMANAC

... TELEVISION ALMANAC

In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies, organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who's-Who of these interrelated industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There's a convenient coupon below.

At your fingertips—the Whole Business World of the Screen!

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Date

NAME

ADDRESS
BIGGEST OPENING DAY OF ANY INTERNATIONAL FILM IN THE HISTORY OF N.Y.'S EAST SIDE!

Lopert Pictures presents

NEVER ON SUNDAY

(...ah, but the rest of the week!)

starring

MELINA MERCOURI

Written and Directed by

JULES DASSIN

Distributed by Lopert Pictures Corporation

NOW! Plaza Theatre
**EDITORIAL**

**Legion Resolves— But What?**

By Sherwin Kane

The American Legion convention action in Miami last week urging members to "use legal means" against exhibitors who refuse to book four pictures whose scripts were written by uncooperative witnesses before the House Un-American Activities Committee has left industry legal minds and others—perplexed.

The Legion resolution may be intended either to direct its members, under local circumstances described, to take whatever legal means may be at their command to discourage presentation of the films when booked, or, and this is what most perplexes the industry legalists, resort to action in courts of law to prevent the showing of the films in question.

If the Legion means the former, it obviously implies boycott efforts through publicity, persuasion, picketing and other action which it or its local posts are legally privileged to take.

But if the resolution means initiating actions at law against the films in the courts, industry lawyers are unable to state with certainty what grounds there may be on which to sue a suit or suits. No one sees any cause of action inherent in the subject matter of the films singled out by the Legion, nor in the facts of their authorship.

The suspicion therefore arises that what the Legion may have in mind, if not otherwise spelled out, is the initiating or support of retaliatory legal action to cause the enactment of new licensing, censorship or other regulation of offending theatres.

Should the latter supposition be correct, and should such efforts succeed, the innocent exhibitor (in the eyes of the Legion) will be penalized.

**Provincial Theatres in France Close To Protest Edict Cutting Ticket Rates**

Special to THE DAILY

PARIS, Oct. 20 (By Air Mail) — Theatres in Puy and Haute Loire have closed their doors in protest against the Government order to block admission prices at the March, 1960 level. The ruling meant that exhibitors charging above that level now would have to cut their ticket prices.

While the-theatres in Paris and some of the large cities were given the choice of reducing their prices by 40 per cent one day per week instead of a flat cut, this alternative was not extended to small theatres in the provinces.

In Puy exhibitors refused to accept the forced reduction. After a stormy meeting between exhibitor representatives and the Prefect the theatremen decided to close.

In the Haute Loire the same situation developed. In this area even the "family cinémacs," run by local churches, and therefore charging less than the commercial houses also closed their doors.

**Review:**

**THE ALAMO**

Batjac—United Artists—Todd-AO

Remember the Alamo" is the war cry that was generated 185 years ago when 185 men fought gallantly to the death holding the fortress that once was a mission against insurmountable odds, in the cause of freedom. It is a cry that has lasted through many heroic pages of American history, and one that has been made more vivid once again with John Wayne's dedicated production of "The Alamo." The millions who are destined to view this motion picture are certain to remember "The Alamo."

For here is a motion picture that has met and conquered the task of putting on film one of the most significant battles in the early history of the United States. True, it depicts in magnificent fashion, the 13 days of savage fighting, the indomitable courage of the 185 men who acquitted themselves with unbelievable bravery in fighting off the advance of General Santa Ana's Mexican army of 7,000 trained soldiers. But it offers much more than that: it is a motion picture that has something for everyone.

Lusty humor, a tear or two, tender romance, high drama and thunder-

(Continued on page 7)

**Carolinas' Meet Studios Root For Pay-TV, Theatres Told**

Redstone Sees 'Greatest Danger' in Circumstance

Special to THE DAILY

RALEIGH, N. C., Oct. 23—"Hollywood wants to go pay-tv," exhibitors at the 48th annual convention of the Theatre Owners of North and South Carolina will be told in an address to be delivered by Sumner M. Redstone of Northeast Drive-Ins, Boston, tomorrow morning.

In this development are to be found "the seeds of theatre exhibition's greatest danger," Redstone will explain.

(Continued on page 3)

**FCC's Pay-TV Hearing To Stress 'Programs'**

By E. H. KAHN

WASHINGTON, Oct. 23—Clearing its slate of petitions for and against the proposed trial of pay-tv in Hartford, Conn., the Federal Communications Commission made it clear that programming will be an element that it will consider.

In doing so, FCC implied that it (Continued on page 6)

**Yowell Named 20th-Fox O.C. Branch Manager**

Morris Yowell has been promoted to branch manager of the 20th Century-Fox Oklahoma City office effective Nov. 1, general sales manager Glenn Norris announced over the weekend. Yowell replaces Marion Osborne, who retires on that date. The new branch (Continued on page 2)

**TELEVISION TODAY—page 7**
Yowell Named
(Continued from page 1)
post of salesman in the Dallas exchange.
A native of El Reno, Okla., Yowell is a graduate of the state university. He became a U. S. Army in December, 1945, he became associated with the film company as a student salesman. He was promoted to full salesman three years later, a position he held until his elevation Friday.

Blue beard, ‘Spartacus’
(Continued from page 1)

Tie-Up on Three Levels
A far-reaching promotional tie-up has been developed by Universal Pictures and Blue beard to tie for men on ‘Spartacus,’ involving Kirk Doug-

Theatres, Detroit, has left there with his bride, the former Jan Brown, for a honeymoon in Hawaii.

Peter Glenville, director of the forthcoming “Summer and Smoke,” for Paramount, has returned to Holly-

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Floyd Fitzsimmons, Warner Brothers field representative, was in Albany, N. Y., from Boston.

Kenneth Anesker, Paramount Picture assistant advertising manager, has entered Mercy Hospital, Rock-

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Stewart Granger has arrived in Rome from here to start work on “Sodom and Gomorrah” for Para-

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MOTION PICTURE DAILY

Studio Root for Pay-TV, Theatres Told

Special to THE DAILY

LOUISVILLE, Ky., Oct. 23. — If citizens decide to attend one of Louisville’s seven downtown first-run houses Tuesday night, they will be the run of a Columbia release on Friday. Only theatres that won’t be playing Columbia films have a roadshow. The opening lineup for Thursday includes "Let No Man Write My Epitaph" at the Mary Anderson; "I Aim at the Stars" at the Rialto; "I’ll Aim Right" at the Crescent Art; "Fast and Serv" at the Kentucky; the double bill of "Battle in Outer Space" and "12 to the Moon" at the Ohio. On Friday, "Song Without End" will bow at the United Artists.

Big Campaign Heralds Opening in Albany

Special to THE DAILY

ALBANY, N.Y., Oct. 23.—An extensive and comprehensive publicity and exploitation campaign for the 250,000 modernization and refurbishing of the Palace Theatre’s "Palace Theatre" here is being carried out by Elias Schlenager, Fabian, division manager, and Bill With, manager of the Palace.

Two-week Mystery Movie Contest was run in the Albany Knickerbocker News. Announcement stories in the contest and modernization started five days in advance of the contest. The entire front page of The Daily Oct. 25 was run each day and contests were asked to give the titles of the pictures and identify the trailers in each still. Savings bonds were awarded to the three winners.

Race Named for Theatre

One of the races on the closing night at Saratoga Raceway was named the New Palace Theatre Race.

Among the activities planned for pay-in-theater movies is the prize-winning Fort Crailo American Legion Band, searchlights, perfume to the ladies, a special edition of the Times-Union with the picture on the front page devoted to the Palace opening, an organist playing from opening to showcase, and speeches by the Mayor and a representative from the Common Council.

(Motion Picture Daily Continued from page 1)

Tell the convention, pointing out the major companies' lessening interest in theatrical revenue and increasing attention to income from films not specifically for theatres, real estate, mineral rights and other interests.

Redstone, who is assistant to TOA president Albert Pickus, also will take up and answer charges commonly made against exhibitors for its opposition to pay-tv, such as its supposed selfish, economic interest in the question, its alleged attempt to prevent the public from obtaining and paying for its entertainment where it chooses, and the contention that, in any event, pay-tv won’t harm and may benefit the commercial theatre.

Sees Judgment 'Clouded'

As a result of such charges and contents, Redstone will say, "the judgment of some of those among us is beginning to be clouded and confused by the subject of pay television. And your life or death as motion picture exhibitors depends to a large extent on your ability to separate fact from fiction."

He will tell the convention that the proof of the lessening interest of major companies in theatrical exhibition is to be found in "the balance sheets, profit and loss statements and annual reports" of the companies to their stockholders. In this connection, he will single out Barney Balaban, president of Paramount, and Sproulé Skouras, president of 20th Century-Fox.

Says Confusion Is Created

"In recent times," Redstone will say, "men of great stature like Mr. Balaban and Mr. Skouras have taken up the battle cry on behalf of pay-television with the result that the public has been confused and even in the ranks of exhibition. And so it becomes necessary to substitute fact for fiction, and to give battle even to men like Mr. Pickus and Mr. Skouras for whom motion picture exhibition has historically had — and rightly so — great admiration, affection and respect."

He will tell that he disagrees with Balaban's report to Paramount stockholders in which pay-tv was termed a supplement to theatre attendance, and which estimated it might provide a 20 per cent increase in industry revenue.

"Looked Only at Plus Side"

"Mr. Balaban looked only at the plus side," Redstone will say. "He has not taken into consideration the devastating effect on present theatre revenues of pay television. On the contrary, his own pay-television picture was a failure."

The magazine and the newspapers report that old pictures on television had on the motion picture theatre box office to begin to foresee the disastrous impact of current pictures on television. Mr. Redstone will add, "I must disagree with that great man of the motion picture industry, Mr. Skouras, for it was he who expressed the most dangerous concept of all when he stated that, ‘no power on earth can stop the development of toll television’.

"If you accept that philosophy, the inevitability of toll television, get out of the motion picture theatre business now," he will tell his audience-side by-side.

He will add, however, that while in good conscience exhibition cannot criticize the major companies for doing what they believe is in their best interest, it can at least, in good conscience, ‘battle them.’"

Doubts Coexistence

Turning to the arguments on behalf of pay-tv and attacking exhibitor opposition to it, Redstone will reject the contention that pay-tv, free tv and theatre exhibition can enjoy peaceful coexistence and enjoy other forms of entertainment, and that the theatre will be even better off if the public is required to pay to see films on tv instead of having them available without charge.

Redstone will point out in reply that other forms of entertainment have found it possible to coexist because they are ‘essentially different’ and ‘buck a car’ difficult to compete with, how are you going to compete with a ‘buck a houseful?’

Points to Hartford

He will cite also promotion matter for the pending Hartford, Conn., pay-tv test by Zenith Radio and RKO General, saying "the best appeal there is that the people of Hartford and the American theatre exhibition will be subject to impossible competitive conditions. What more devastating practice is there in the theatre industry than the same picture and the same 'buck a car' difficult to compete with, how are you going to compete with a 'buck a houseful?"

"Looked Only at Plus Side"

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"dangerous" one which "we exhibitors must be prepared to meet."

The audience-side, he will say, is that the radio-television spectrum is a limited and precious natural resource belonging to all the people, which should not be for sale for it already belongs to the American public.

Quality Available Now, He Feels

Moreover, Redstone will add, "it is sheer hypocrisy to contend that we are prepared to do to the American public of some great right that the proponents of toll-tv want to bestow upon it. All we are going to take away from the people is the right to pay for what they are getting for free right now."

He will catalogue the present and promised programming in an attempt to show that there is little worthwhile that pay-tv can offer the public for a price that is not available to it now in free tv.

"No doubt, like others, we do have a selfish instinct for self-preservation," he will anyhow, "but you are in for a shock. The battle is won. You can’t stop the irresistible force."

Picks to Speak Today

At Carolina Convention

Special to THE DAILY

RALEIGH, N. C., Oct. 23.—Albert Pickus, president of Theatre Owners of America, will address the theatres Oct. 25 in South Carolina at their annual convention here tomorrow. He will be the luncheon speaker for the convention, which is scheduled to draw about 2,000 people.

The convention will end with the annual presidents banquet tomorrow, the new president will be elected to succeed Frank Beddiesfield of Charlotte.

Theatrical Feature Set By Skehon and Rooney

From THE DAILY Bureau

HOLLYWOOD, Oct. 23. — Red Skelton and Mickey Rooney have signed up in "The Big Grab," theatrical motion picture to be filmed in color and employing the three-camera technique.

Charles Luftig and Red Doff will serve as executive producers. It will mark first feature to be produced at the Skehon studios since produced by the Skehon company. Starting date is scheduled for Feb. 14, 1961.

"The Big Grab" will be a joint venture between Skehon and Luftig Productions and Killinger Enterprises, headed by Rooney & Doff.
Yul Brynne

MAGNIFICENT
Seven who fought like seven hundred!

MAGNIFICENT
The stand they made

MAGNIFICENT
Seven notches above the ordinary!

CHARLES BRONSON: VAUGHN
BRAD DEXTER JAMES COBURN

and INTRODUCING HORST BUCHHOLZ

Filmed in Panavision · Color by DeLuxe
A rip-roaring, rootin' tootin' western with lots of bite and tang! — VARIETY

The Magnificent Seven

IS MAGNIFICENT BOXOFFICE!

Opening figures on the South and Southwest saturation bookings indicate it's a sure-fire winner! Breaking records in the Atlanta, Charlotte, Dallas, New Orleans, Miami and Jacksonville areas!

NOW WATCH the area-by-area penetration in the Midwest, West Coast, New England and Eastern territories set for November!

First the BIG PRE-SELL
...then the tremendous WORD-OF-MOUTH
...and another BLOCKBUSTER IS ON ITS WAY!

STARRING ELI WALLACH • STEVE McQUEEN

play by WILLIAM ROBERTS • Produced and Directed by JOHN STURGES

MIRISCH-ALPHA PICTURE • Executive Producer WALTER MIRISCH

ELMER BERNSTEIN • A Mirisch Company Presentation
Motion Picture Daily

FCC's Hearing

(Continued from page 1)

would adopt the position that had been taken by its broadcast bureau, saying that "the present issues en-compass the whole information as to programming." Marcus Cohn, attorney for the Connecticut Commit-tee Against Pay-TV and five Connecticut theatres, told Morrocco Picture Daily he is "perfectly delighted and perfectly happy" with this turn of events, as long as it is clear that the issue of programming is not to be avoided.

Statement Flexible

FCC's statement concerning programming was, it would appear, almost deliberately worded in a man-ner that leaves the commission free to make interpretations as the case goes on. The commission reminded Cohn of his claim that proceeding looks merely toward a trial operation at Hartford, Conn, and that--as earlier announced--it "concerns questions of narrower scope than were involved in the rule-mak-ing proceeding" which related to pro-posal for nation-wide subscription television services.

"Therefore, it is our view that the issues as presently framed provide for the introduction of sufficient evidence concerning programming to enable us to render a meaningful decision with re spect to your proposed trial opera-tion," the commission declared.

Several Witnesses Available

It is understood that Cohn has a number of witnesses in reserve, in case they are needed. Cohn's case, under FCC rules, will necessarily be a rebuttal, not an affirmative presenta-tion. That is clearly known, the only witness to be called by Cohn is Ar-thur Mayer, a veteran of exhibition, distribution and production of films. The Hartford Phonovision Co., which has first crack at making its affirmative presentation to FCC, has not said which witnesses it will put on the stand. It is believed, however, that Thomas F. O'Neil of RKO-Gen-eral is going to carry a substantial part of the case.

Broadcast Bureau Supported

FCC also spelled out its support of the Broadcast Bureau, which had earlier urged denial of the right of Zorn to proceed and its phonovision license. Teco, Inc., to participate as parties to the case. FCC said that in its judgment "this vague, conclusion-ary allegation of Zorn that denial of the instant application will cause it economic injury is insufficient to es-tablish that its interest is direct and substantial.

FCC also said that "Teco has failed to specify in sufficient detail what direct and substantial injury it would suffer as a result of unfavorable action herein, nor has it even attempted to demonstrate whether its pro- posed injury would be separately recognizable as a matter of law in view of the essential identity of inter-est of petitioners and applicant, Hartford Phonovision.

ing action all are contained in this saga of the Alamo, and all tending to reach deeply the emotions of all who see it. And the children, too, will find much to cheer about in the exploits of their favorite American heroes, Davey Crockett and Jim Bowie.

Never have the Todd-AD screen, and Technicolor been used to better advantage than those connected with this production, one must start with Wayne who produced and directed in superb style, capturing the full flavor of the period in the mounting of the film, as well as in the gusty activities of the backwoods men. Wayne also performs his role as the legendary Colonel David Crockett in heroic Wayne style, which is perfectly suited for this part.

Outstanding is the acting of Richard Widmark as Colonel James Bowie, the roustabout soldier who commanded 100 followers and who fought discipline with the same fervor as he fought his enemies. He is impres-sive in a swashbuckling role, and even more so when he is infuriated by a courier of the Mexican army of the death of his Mexican wife. It is a memorable and touching scene, in a film that abounds with never-to-be-forgotten episodes.

Outstanding, too, is English actor Laurence Harvey as Colonel William Barret Travis, commander of the fort, and a strict army disciplinarian. His cool and dauntless image, however, is never in doubt.

Romance is provided by the lovely Linda Cristal, as Flaca the Mex-i-can widow who shares a brief romantic interlude with Wayne, who sends her away to save her from the war that is to follow.

IT IS asserted that the film was made at a cost of $12,000,000, and all of it appears on the screen. In handing out well-deserved plaudits to those connected with this production, one must start with Wayne who produced and directed in superb style, capturing the full flavor of the period in the mounting of the film, as well as in the gusty activities of the backwoods men. Wayne also performs his role as the legendary Colonel David Crockett in heroic Wayne style, which is perfectly suited for this part.

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MOST tender moment involves little Aissa Wayne whose birthday is heralded by the fighting men in the shadow of the battle that is soon to begin, and Joan O'Brien, mother of Aissa, and Ken Curtis, the child's father, and aide to Harvey. All three turn in fine performances.

James Edward Grant, associate producer and writer of the original screen play, has handled both assignments in superlative fashion. The screenplay, especially, is noteworthy for its dialogue, both in the lighter moments, and in the romantic and dramatic situations.

Dimitri Tiomkin, four times an Academy Award winner, composed and conducted the musical score which blends perfectly with the action on the screen, and should be in line for another award.

Second-unit director Cliff Lyons deserves credit for handling the innumerable details of the battle scenes, which are as exciting as any that have ever been filmed. Stuart Gilmore performed an expert task in editing the vast cinematic undertaking.

"The Alamo" takes its place among the great ones in American film making. It is bound to impress the huge audiences that it is destined to attract. There is so much to see and hear, and so much to be entertained by in this truly big production.

-Running time, 100 minutes, plus 15 minute intermission. Release, special.

SIDNEY REICHETNIK

People

John DeWaal, assistant manager branch operations for Buena Vi-va, has been named manager branch operations, succeeding late Joseph Burke. DeWaal now has been assistant manager of exchange operations for RKO Radio.

Peter E. M. Sharp, formerly assistant manager of the Troughton and Young Gen. London, has been named gene manager of the Westrex Ltd., wholly-owned British sub-sidiary of the Westrex Corp. of N.Y.

Meylyn Berman, vice-president of Tri-State Automatic Candy Co. with offices in Buffalo, has been elected a director of ABC Ver- ing Corp., Long Island City.

Dr. Hugh M. Flick, one-time rector of the New York State E-duca-tion Department's motion picture division and now associate commis-sioner for cultural education, speaks on "Communications in Fight for Freedom" at a meeting of the Provincial Board of Censors Canada, at St. John, N.B., on Oct.

NTA Offers Stations

"Post-'48 Movie Quiz"

A one-hour "post-'48 movie quiz is being offered to tv stations buy National Telefilm Associates' new for '47 pieces, E. Jonny Graf, Berne Tabakin, NTA vice-president in charges of sales for the E and West respectively, announce. This program will run over WNTA-WC until the show is completed. The program was said to be most successful in building audiences for the films.

The program's format follows quiz formula with questions based the trailers of the upcoming film. Viewers are asked to submit answers for various prizes.

Johnston Here But
Board Meets Are Off

Eric Johnston, president of the Moy Picture Ass'n., will arrive in N York today from Hollywood Washington for staff conferences the MPAA offices here. Project meetings of the boards of MPAA MPEA to hear, among other matt Johnston's recommendations result from his summer inspection of 130 exhibitors. The musicals will not be under, due to lack of a quota of board members.

Paul A. Englar Dies

BIRMINGHAM, Ala., Oct. 25. Paul A. Englar, owner and one of theatres in this area for many ye died at his home here following a pro- tracted illness.
**Fayola Defined**

(Continued from page 1)

...growing rule-making proceeding."

So far, the legal opinion, pared by the law firm of Haley, Ellenberg and Bader, is that the law explicitly refers to films "intended for broadcasting." This should be construed to encompass films "intended for theatrical exhibition," the lawyers say, "simply because of a sible eventuality that an attempt, if made to sell the film for broadcasting purposes years after initial release of the film for theatrical poses. The intent referred to in statute must be related to a film it expressly for broadcast use."

**Obsolescence a Factor**

The law also notes that it is "shy improbable that consideration could be given to a mutually conjectural television exposure which would take place at a time in the product or model involved by the obsolescence and no longer on market." Indeed, the opinion notes, "Contrary to the fact not undertaking regulate the theatrical motion picture industry or its practice by the law, MPA lawyers see it, the v law, when properly read in the history of its legislative history, excludes the need for disclosure consideration furnished for the exposure a film produced for theatrical exhibition."

**Prominence Important**

According to this legal opinion, it "clear that any prop furnished as for sale on a television program, or not accorded any unusual or special prominence beyond the identification which is normal and apertise under the circumstances" as "create the need for disclosure and announcement of the presence and obsolescence of the prop." The lawyers add that it is "equally clear that the use of the product did not be rigidly confined to performing the function of a prop in a broadcast program. Thus, neither a requirement of disclosure or of obsolescence of a product and applicate where due furnished "is used in activities reasonably related to the production of a film.""

**'Fleet Deal' Treated**

This same reasoning, it is noted, would apply in a so-called "fleet deal" where several automobiles are hired to a motion for use in its collection activities."

The legal opinion also states that "manifest upon the basis of a reading of the applicable sec- tions of the law that "this criminal transaction is not to be conceived in scope." This is supported by vme Court statements that all autos are to be considered "pro- cative in application unless the layman's language expresses a contrary intent." This would exempt all films now available to television, a considering the application of disclosure and announcement to consideration received in connection with a film produced for tv which went into production before the law became effective but was finished afterwards, the opinion states that no disclosure should be required "to any consideration received or contracted for prior to Sept. 13, 1960, in connection with the preparation or production of a motion picture for television, while the principal photography of such picture was commenced prior to such date."

The opinion notes that in most merchandising transactions — comic books, soft cover books, toys, or souvenirs identified with a program or a character or simulating in actual or child size a prop used in a film—the products are not identified in the film. In this case, the law does not apply "regardless of whether the producer shares with the manufacturer in the proceeds from the sale of such merchandise to the public."

**Hochstein Promoted**

Mort Hochstein has been appointed senior column editor, news and publicaffairs, it was announced by Ellis Moore, director, NBC Press and Publicity. Hochstein has been with the NBC Press Department since April, 1954, and has been a member of its newspaper contact unit since 1955.

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**U.S. TV Shows Popular Abroad**

As television grows in foreign countries the programs that fill the new screens there are often American- made products, the Wall Street Journal said last week in a page-one article reporting on the efforts of U. S. producers to step up their sales abroad.

The article puts the number of tv sets outside the U. S. at nearly 41,000,000 in the middle of this past summer, an increase of 60 per cent from the start of 1959. While the U. S. still has more sets—53,000,000— at the mid-year mark, the trend of the country's television audience will continue, the industry's volume at home. Overseas sales have doubled each year for the past four or five years.

**Warm Reception Cited**

Comment is also made in the article on the reception of U. S. tv shows in other countries, which "generally is warm."

The article also says: "Selling programs abroad isn't without its headaches, American video film makers are finding. One problem is the variety of languages. Dubbing of foreign dialogue onto U. S. tv films is now done largely in five languages: Spanish, French, Italian, German and Japanese. The cost, generally borne by the purchaser, may run as high as $1,000 on a half-hour film; this cost has occasionally soured prospective foreign purchasers on buying American tv shows."

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**Space Satellite Trial Would Include TV**

FROM THE DAILY BUREAU

WASHINGTON, Oct. 23. — The American Telephone and Telegraph Company, in coordination with the Federal Communications Commission to authorize a space satellite communications experiment—including television. It was also asked FCC for rules changes which would allow the company to proceed, following satisfactory tests, with "the initial stages of commercial service" this year.

The project would be financed and the facilities operated by AT&T, in coordination with foreign telephone administrations. The firm would work closely with the National Aeronautics and Space Administration. The AT&T system would make use of solar-powered satellites weighing 175 pounds and orbiting at about 2,200 miles. It would be capable of transmitting up to about 35 minutes 8 or 4 times daily. The company seeks authority to use broadband microwave techniques in the frequency bands 6425-6525 megacycles for satellite transmission and 4755-5785 megacycles for sending to the satellites.
Now in preparation—the 1961 Editions of
MOTION PICTURE ALMANAC

... TELEVISION ALMANAC

In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies, organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who’s-Who of these interrelated industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There’s a convenient coupon below.

At your fingertips—the Whole Business World of the Screen!

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ADDRESS
Rosen Urges Exhibitors End Disputes, Band Close in 'Peaceful Co-Existence'

Raleigh, N. C., Oct. 24.—Exhibitors must join together in a policy of "peaceful co-existence" among themselves if they are to build a strong theatre industry for the future, Samuel Rosen, executive vice-president of Stanley Warner Corp., warned in a speech here today at the convention of Theatre Owners of North and South Carolina.

Rosen said the new exhibitor unity was necessitated by the fact that cooperation with distributors "has up to now run into one stalemate after another." Among these he listed government intervention, summit conferences between the president's committee of the Johnstown office and the ACE executive.

Atlanta Exhibitors Shy from Censor Fight

Special to THE DAILY

Atlanta, Oct. 24.—Theatre owners in this area are somewhat less than enthusiastic over plans to institute legal proceedings against this city's film censorship ordinance, a survey of opinion has revealed.

S. C. Drive-In Theatres Organize in Fight against 'Sensational' Films

Special to THE DAILY

Columbia, S. C., Oct. 24.—An organization looking to the control of "undesirable" motion pictures has been formed by a group of Columbia drive-in theatre managers and operators.

The Columbia Area Drive-In Theatres Association says it will seek to eliminate all "sensational" advertising and "sex" films and strive to elevate the standard of good taste in public entertainment.

Members of the new group include Skyway Drive-In, Twilight Drive-In, Starlight Drive-In, Sunset Drive-In, Belt Drive-In and Halls Drive-In.

They adopted the following resolution:

"Whereas, the showing of certain motion pictures and the local advertising of them in this area has adhered to the high standards of this community; it is therefore resolved:

(Continued on page 6)

'More for Small Theatre Owners'

Special to THE DAILY

Toronto, Oct. 24.—Nathan A. Taylor, in an address to the annual luncheon meeting of the Motion Picture Theatre Association of Ontario today, said the motion picture business requires "imagination, versatility and ingenuity." Taylor, head of Pickuton, said.

(Continued on page 4)

'Dangerous' Pickus Warns Producers on Success Films

Special to THE DAILY

Raleigh, N. C., Oct. 24.—A recommendation that producers re-examine their views of what constitutes a "successful" picture before "innestimable long-range harm" is done to the industry was made by Albert M. Pickus, president of Theatre Owners of America at the annual convention of Theatre Owners of North and South Carolina here today.

"I feel most sincerely that Hollywood is confused in its own definition.

(Continued on page 6)

Services Held for Saul Ullman, 62

Funeral services were held here yesterday for Saul J. Ullman, 62, industry veteran who died Sunday in Albany Hospital. Saul J. Ullman had retired in 1935, due to ill health, from the position of division manager for Fabian Theatres in Albany, Schenectady, Troy and Cohoes.

A delegation of Albany area Fabian (Continued on page 4)

Kenneth Aneser Dies; Services Tomorrow

Funeral services for Kenneth Aneser, 48, Paramount Pictures assistant advertising manager, will be held tomorrow at 9:30 a.m. at Our Lady of Victory Church, Floral Park, L.I.

Interment will be at Holy Rood Cemetery, Westbury. The body is re-

(Continued on page 2)
JOSEPH E. LEVINE, president of Embassy Pictures, returned to New York yesterday from Borneo and Israel.

EDWARD L. KYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, will leave New York today for a trip to the Middle West. They will be away for 10 days.

ST. SEAGLE, M-G-M Eastern advertising manager, has returned to New York following a two-week tour in behalf of “Butterfield 8.”

TED HARRIS, managing director of the State Theatre, Hartford, has returned to his duties there following recuperation from surgery.

JOHN WAYNE, producer-director of “The Alamo” for United Artists, will arrive in New York today from Texas.

JIM KIRBY, film buyer for Floyd Theatre, Jacksonville, has left there with Mrs. Kirby for a Caribbean cruise.

Anser Dies

(Continued from page 1)

posing at the Thomas F. Dolan Funeral Parlor, Florak Park.

Anser, who died Saturday night at Mercy Hospital, Rockville Center, following a cerebral hemorrhage, is survived by his wife, Lucille; two sons, John Richard, and a daughter, Nancy.

Prior to joining Paramount last January, Anser was advertising production supervisor on Samuel Goldwyn’s “Porgy and Bess.” He was for 25 years a theatre manager in the advertising department of Warner Bros. Pictures, and had also been associated with the Buchanan & Co. division of Lennen & Newell, working on the Paramount, Warner Bros. and Embassy Pictures accounts.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rockefeller Center—C 6-4000

DORIS DAY — REX HARRISON

In a ROSS HOUSTON-AIRPRODUCTION

“MIDNIGHT LACE”

A Universal-International Release in EASTMAN Color

ON STAGE “MARILYN” — CASTLE, EXOTIC SPECIMEN

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Shrewdon Kane, Editor; Thomas J. Dyer, Managing Editor; Richard Getmer, News Editor; Herbert V. Felch, Yost, Advertising Manager; Gus H. Faust, Production Manager, TELEVISION TODAY, Charles S. Johnson, Editorial Director; Eugene Wood, Western Bureau; Jonathan Star, Eastern Bureau; Wally Bear, Bear Street, New York, N. Y.; and many additional members of the staff. Also airmail daily except Saturdays and holidays. Copyright, 1950, by Quigley Publishing Company, Inc., 1256 Sixth Avenue, Rockefeller Center, New York 20, N. Y., welt and foreign countries. Address all communications to 1270 Avenue of the Americas, New York 20, N. Y. Published in San Francisco, Chicago, Atlanta, Detroit, Philadelphia, Toronto and London. Subscriptions $25 per year. Outside the United States, $30 per year. Subscription office: 1270 Avenue of the Americas, New York 20, N. Y.

14 Field Men Will Cover ‘Lace’ Openings

Universal Pictures has assigned 14 different field exploitation representatives to cover 52 of the key openings of “Midnight Lace,” set to start this coming Monday. Among the men assigned are: New York: Norman Friedman, M. G. M.; Robert J. Hasler, Allied Artists; James C. Hall, Columbia; Dan Hopper, Paramount; William A. Martini, 20th; Ronald W. Stockton, Warners; Charles R. Sheehan, Turner; Charles D. Ivers, Columbia; Harry J. Schlesinger, Allied Artists; William L. Woll, Republic; John K. Flaherty, Paramount; Samuel D. Freiberg, 20th; William J. Griffith, Columbia; and R. R. I. Shaffer, Universal—International.

JOSEPH "The Levy, T^r, Universal-International

“Alamo Bows”

(Continued from page 1)

of John Wayne’s Batjac Production for United Artists, “The Alamo,” the group numbering upward of a hundred was welcomed in true—that is to say, Hollywood fashion—recognizing with glittering, hand-clapping receptions at the San Antonio airport for groups arriving from east and west. The festivities were carried out at a dizzy pace, culminating in the opening of the $12,000,000 picture at San Antonio’s Woodlawn Theatre tonight.

Major J. Edwin Kuykendall of San Antonio extended the city’s welcome at an official luncheon to which was included Wayne, Linda Cristal, Frankie Avalon, Chill Will, Richard Boone of the cast, Dimitri Tiomkin, who composed the musical score, and Jack St. Anthony, hotel, where the opening screenplay, a full sampling of the schedule of activities would be likely to leave the visitor a touch breathless. At noon of Monday, it started with a frontier street break on Alamo Plaza before the wound, brown walls of what had formed a notable bastion in the history of this town since 1836. The evening 12th, Wayne followed a tribute to those heroes of yesterday with Governor Price Daniel of Texas offering a fly-over of planes in aerial salute and a luncheon at which Wayne, Grant, and Tiomkin were presented awards.

Parade a Feature

Parade through the downtown area for the afternoon event, a very modestly maneuvered on the Woodlawn Theatre for the evening opening, following a reception which was held at the “Alamo” premiere headquarters, the Municipal Building. The theatre, the full screenlighted and red carpet treatment was in full swing with television coverage and special entertainers to add color to the crowds in front of the theatre. The weather was a slight frown part of the time but in general behaved quite hospitably.

It was a big Texas show, thorough and with all the fancy production which, for Wayne, has been the realization of years of hope and desire.

Al Manuel Named Aide

To Paramount’s Rackin

From THE DAILY BUREAU

HOLLYWOOD, Oct. 24. — Al Manuel has managed his own agency for the preparation of literary and stage properties for film production, has been named to the newly created post of advisory producer, assisting James F. Martin, Rackin, head of production at the Paramount studio.

A former newspaperman, Manuel left Hollywood last year to establish his own independent production before establishing his own agency.

Laflin Group

(Continued from page 1)

is expected to be filed very soon an IFDA has said it will carry it to the Supreme Court if necessary.

Exhibitors here they would pe- not to be connected with the fight fe- that they saw the fear publicity surrounding the suit could generate an anti-film-industry campaign, especially in view of the large number of “adult” films coming out of Hollywood recently. They feel that if the present censorship law is thrown out it will be replaced by worse one that could stand up before the Supreme Court.

Says Government Could
Stop ‘Runaway’ Films

Commenting on the large number of pictures being made by Hollywood producers abroad, writer Joe Hyam observed in an article in the Sunday New York Herald Tribune that the administration action could change. The bureau could come about, he said, “if the U. S. government cuts the tax and advantages given Americans abroad, as it is the case that European governments, the tremendous proposed value of the films produced at home.”

Hyams pointed out that the govern- ments of Italy, England, France and Germany are all been willing to provide concessions and offer incentives to domestic film makers as well as to outside producers. Their goal is the hope of building up their own film industry.

Hyams concludes, “Perhaps the U. S. government, via concession and aids, will help Hollywood regain its lost stature.”

Levine Heads JDA Drive

Martin Levine, general manager of Brand Theatres, has been named chairman of the motion picture division of the Joint Defense Appeal, it was announced by Richard Maas, JDA chairman, and a committee of industry leaders will head the division’s drive on behalf of JDA, the fund-raising agency for the American Jewish Committee and the Anti-Defamation League of B’nai B’rith.

AJC and ADL this year seek a national total of $6,100,000 for the support of their programs.

Samuel Levy Dead

MIAMI, Oct. 24.—Interim took place here yesterday for Samuel Levy, who died Friday, He was the brother of Morton A. Levy, manager of the 21st Century, Fox in Minneapolis, and of Arthur Levy, national sales representative for Jam Handy, with headquarters in Detroit.
THOSE SENSATIONAL OPENINGS IN CINCINNATI, CLEVELAND AND DETROIT PROVE BEYOND A DOUBT THAT THE CUSTOM-CRAFTED 'IN-DEPTH' WARNER CAMPAIGN HAS SET A FABULOUS PATTERN FOR THE REST OF THE LAND. ALL OF IT...FROM THE GIANT STANDEE AND UNIQUE 'ADS ON TV' TO AN UNPRECEDENTED 'HUSH-HUSH' TAPE RECORDING— IS NOW AVAILABLE IN A SPECIALLY PREPARED KIT.

MAKE SURE YOU UTILIZE IT TO THE FULLEST!

"Girl of the Night"

Her name is Bobbie Williams. She’s just come home from a nightmare. Her kind of life — this kind of shame — are now shown on the screen for the first time—realistically, honestly, excitingly—taken intact from this unique and factual best-seller.

ADULTS ONLY No children under 16 admitted unless accompanied by an adult.

ANNE FRANCIS • LLOYD NOLAN • KAY MEDFORD • JOHN KERR

PRESENTED BY WARNER BROS.
Rogers, Miss O'Hara Allied Meet Speakers
From THE DAILY Bureau

HOLLYWOOD, Oct. 24. - Budd Rogers, president of Pathé-Alpha Distributing Co., and film star Maureen O'Hara have accepted invitations to address the 1960 national convention of Allied States Association, Nov. 6-9 at the Conrad Hilton Hotel, Chicago.

Festival Films
(Continued from page 1)

revealed that the Russian and Italian entries at the Metro Theatre also drew capacity audiences on the following day early repeat performances. The theatre seats 1,018.

France's "The Love Game" and Italy's "Night Over Rome" easily sold out. Despite the disappointment of the last minute withdrawal of "The Sweet Life," with which Italy won the Cannes Festival earlier this year, Roberto Rossellini's "Night Over Rome" handily compensated for the cancellations of reservations for the originally scheduled "Sweet Life."

Soviet Entry Strong

Most impressive from a box office point of view was "Ballad of a Soldier," the Soviet entry, which ran second to "Sweet Life" in the Cannes competition. More than 500 failed to gain admission at the premiere Saturday night and almost the same number could not get in for Sunday's repeat.

Phonevision Wants Only New Product
(Continued from page 1)

to present attractions that would not yield a sufficient return to advertiser-sponsored tv. O'Neil specifically denied, however, that he would cater to a "minor audience."

O'Neil, who was the first witness for Phonevision, said his company wanted to show films that were current "box office attractions" and would not be available on free tv in the area. He said he had had experience in motion picture distribution and that every exhibitor had to determine two things: whether a certain picture would bring an equitable return and whether it was more desirable than other booking possibilities.

O'Neil said further that it was his company's intention to make Phonevision available to other stations in the Hartford area should they be interested. He stressed that Phonevision would be available on fair terms.

Responding to questioning by Louis C. Stephens, counsel for the FCC's Broadcast Bureau, O'Neil disclosed his understanding that RKO General would start pay-tv operations only after a favorable FCC decision was no longer reversible. Since there is provision for court review of FCC decisions, this could prolong the uncertainty of pay-tv for as much as two years.

The Bureau's first exhibit for the record was an analysis of conditions set out in the third report of subscription tv, Marcus Cohn, representing the interests of the Connecticut theatres that have been declared parties of interest to the proceeding, permitted the exhibit on the grounds of convenience but said that he might later object to parts of its contents. The Bureau's exhibit 2 and 3 were copies of FCC's first and third annual report in its right to authorize test subscriptions of over-the-air pay-tv.

Stipulations Outlined

Stephens also put into the record as the Bureau's fourth exhibit stipulations agreed to by all parties. It stipulated that Hartford receives grade A tv service from at least four stations; that Hartford Phonevision Co. is not licensed to WHCT-TV; that the technical equipment meets the Commission's standards; that no television licensee or construction permit holder has been authorized by FCC to conduct a test using Phonevision equipment; that no other pay-tv application is pending; that the contracts and agreements set forth by Hartford Phonevision are authentic; that the service contracts submitted are accurate as are the relevant facts and figures; and that certain information from trade sources on media, rates, and programming may be used.

O'Neil also disclosed that present plans do not set a maximum of 50,000 installed pay-tv decoders in the area. If demand exists, he said, more would be installed. He stated, however, that RKO and Zenith are prepared to limit the number of installations to 50,000 if FCC so requests. He added —without being able to present specific evidence—that decoders can be installed at the rate of 1,000 a week. O'Neil also said that color decoders would not be installed, but that pay colorcasts would be received in compatible black and white.

Plans for installation fees seem flexible. Hartford's application says the contemplated installation fee for decoders would be between $7.50 and $10. O'Neil said his company had not yet made a decision on collection any fees during the six-month promotional period contemplated before operations begin. He asserted that plans were to charge nominal out-of-pocket costs for installation.

If this exceeds $10, the coverage may be passed on to the consumer or it may be absorbed by the firm. He volunteered to submit installation costs for FCC approval if they exceed $10. O'Neil also said there might be a maintenance charge of up to 75 cents weekly.

Program Charge Varies Widely

Programming charges, according to O'Neil, will range from 25 cents to $3.50, with the upper limit reserved for such things as championship fights. Feature film charges would be made at "various rates"—between 75 cents and $2.50.

The question of programming was touched only in general terms. The Broadcast Bureau counsel at one point stated that he had deliberately refrained from asking O'Neil about specific programs or specific program sources. Cohn, the counsel for exhibitors, has not yet had an opportunity to cross-examine O'Neil.

Teco Role Described

RKO will have the last word in pay-tv programming, said O'Neil. The Zenith's Phonevision system licensee—will also have a part in obtaining programs. Both RKO and Teco have already discussed film availability with "major Hollywood producers." Discussions have been both joint and separate, and the two firms, O'Neil says, have not shared their information fully. O'Neil pointed out that Teco will have a broad role, analogous, to that of a program syndicator, in the supply of fare to pay-tv.

Ullman Rites
(Continued from page 1)
an managers attended the services here at Park West Memorial Chapel, along with other industry representa- tion.

Ullman, who started in an office capacity with the late Jacob Fabian during the time Fabian held the old First National franchise for metropolitan New York, had been associated with the Fabian organization 34 years.

Chief Barker of Albany Variety Club in 1949, Ullman was honored at a dinner in the Dewitt Clinton Hotel—after serving his term—which attracted one of the largest groups of top echelon from New York in Tent Nine's history.

Survivors include his wife, two sons —Irwin, general manager of Helman drive-ins at Philadelphia, and former Albany area drive-in supervisor for Fabian, and H. Simon, who had worked in Fabian Schenectady theatres during school days.

Ontario Group
(Continued from page 1)
Canada's third largest market, a founder of the MPTAO and a motion picture distributor as well as being interested in film production, said business was bad and that it would be worse before it gets better.

Among the items he suggested to meet the needs of the industry were smaller theatres showing off-beat pictures, wider seats, and refusal to allow patrons in after the start of a picture, also better public relations. He suggested that large theatres might be divided into two sections. A 750-seat house might have a smaller theatre offering 16mm off-beat pictures.

Cox said there is plenty of product today, but not enough attractions, and that he does not expect an increase in the number of attractions in the future.

David Axler was reelected presi- dent of the MPTAO for a second term.
Tease 'em
with NATIONAL SCREEN'S
FREE for the asking
TEASER TRAILER

Sell it BIG!
Sell it EARLY!

then SELL 'em
with regular scene trailers on "BUTTERFIELD 8"
packed with SOCK...SELL and

National Screen SHOWMANSHIP!
Pickus Warns

(Continued from page 1)

of ‘success,’ Pickus said. “To some, success apparently is gauged solely by the gross of any given picture, and if big box office is obtained through a legitimate distribution pattern, the picture then it means success to some film makers. I believe such thinking is wrong, and dangerous.”

Fears Reputation

The TOA president recalled that “a good many pictures recently have performed well, or even sensationally at our boxoffices, yet if they were repeated or imitated in future productions, could be damaging to the industry.

‘Theater owner after theatre owner has told me of adverse public reaction to these successes—bad comment, shocked or distasteful reaction by patrons as they leave the theatres, which can only mean loss of future patronage.”

Sees Craftsmanship Wasted

“Some of our talented and gifted creators who are capable of producing fine motion pictures could have made just as effective pictures, and just as successful pictures, if they had toned down some of the dialogue, and some of the scenes, without detracting an iota from the story. Had they done so the pictures would not have created the adverse reaction they did,” Pickus said.

“Censorship is abhorrent to every intelligent person in our industry. I am not proposing censorship; nor am I suggesting, for a moment, that producers and the other creative men and women in our business be restrained from producing provocative pictures. I am arguing instead that they re-examine their valuation of what makes a successful picture, and guide their future efforts accordingly,” Pickus said.

Says ‘B-O’ Is Not All

“I would not term ‘any picture’ a successful picture, despite its substantial box office returns, if its basic theme is not in good taste. I do not believe a picture can ever be termed successful, no matter what it may gross, if its advertising theme and its approach is unwholesome. No appeal to ‘sinners’ or ‘only people over 16’ can ever spell good public relations for our industry.

“We, as exhibitors, are not pointing to any individual producer nor to any single film company. We feel that if we are to build a sound future, much, much more is at stake than the single yardstick of boxoffice performance. We urge our motion picture creators to think in terms of making pictures

Rosen Urges

(Continued from page 1)

that will basically entertain, that will satisfy large segments of our audiences, that will make people want to return to our theatres. Columbia people leave a theatre with a bad taste in their mouths, we are not going to find it easy to get them back.

“The picture shortage is part of the reason why this problem is acute; there just isn’t enough film to enable us to pass up such a picture when it is offered. Perhaps, if things continue as they have been during the last few months, we may be in a position in the near future, to make some substitutions,” he said.

Separate Legion Rating

For ‘Night’; ‘Sunday’ C

“Girl of the Night,” Warner Brothers release, has been placed in a separate classification, the National Legion of Decency announced. The classification is given to those films, which “while not morally offensive in theme, require caution and explanation as a protection to the uninformed against wrong interpretations and false conclusions.”

The Legion observed: “Presented in the form of a quasi-documentary, this film, because of its subject matter (the analytical study of the rehabilitation of a prostitute), is questionable entertainment for the motion picture medium. For this reason it is intended for a specialized and mature audience and its exhibition should therefore be restricted.”

At the same time the Legion placed the Greek film, “Never on Sunday,” released by Lopert, in its Class C, condemned. Objection: “Both the presentation and treatment of material highly indicative of treatment of this film are morally unacceptable. In a mass medium of entertainment it offers serious offense to public and private morality.”

Lazarus Advises

(Continued from page 1)

censorship have all been aimed at the producer and distributor of the film.

Because production of motion pictures is no longer limited to Hollywood, films being made in other countries of the world often reflect the mores of the country in which they are produced, he said. The Columbia official expressed the opinion that what might be considered acceptable to audiences elsewhere might not be acceptable in the country of production and this condition leaves the exhibitor to use his discretion.

Lazarus lashed out at the “quick buck” exhibitors who indiscriminately show any motion picture that will make them money no matter who the source or subject matter. He called for a program of intelligent restraint and self-imposed censorship.

Treats Trailer Situation

Among changes in the production-distribution pattern outlined by Lazarus, factors that brought about the formation of Columbia’s new trailer division were discussed. He disclosed that over 7,000 annual contracts for Columbia trailers had already been signed.

Stresses Merchandising

Rosen then cautioned his listeners that more pictures on the market is not the basic answer, but for stronger merchandising efforts by exhibitors at the point-of-sale.

While exhibitors are learning through ACE to work together on a national scale, he asserted local exhibitor cooperation—with some conspicuous exceptions—“is a shambles.”

He cited the “fierce struggle” between exhibitors over their own stars and said legal battles among them had benefited only distributors and attorneys. The exhibitor, he said, have “carved fortunes out of the reckless competition among exhibitors.”

In summary of his program for exhibitor self-help Rose listed a “Ten Commandments of Exhibition” for which he urged support.

Mrs. Margaret M. Twyman, Motión Picture Ass’n, director of community relations, was also a speaker at the convention today. She told the exhibitors they could profit greatly by cooperating with community groups and urged they make greater use of their wives in building community relations.

S.C. Drive-ins

(Continued from page 1)

community and the motion picture industry has brought criticism upon those companies, and upon others not connected with theatre showing, and whereas such a situation is unwarranted, unnecessary, and undesirable.

and whereas such pictures are widely dispersed within the industry, deplored, and hereby condemns by the association.

Now, therefore, the Columbia Area of the Motion Picture Association, a group composed of operators and managers of drive-in theatres of this area who have voluntarily associated themselves in this organization to ameliorate the detrimental effects of such showings and to discourage and improve public services in other ways goes on record as strongly favoring the discontinuance of this type of show.

The discontinuance of this theatrical showing of burlesque, trash, and sex hygiene shows as well are those uncial exposing the human form and such as those featuring depictions of a sensational type that over-emphasize the unsavory, pictures reflecting vulgarity in nudist camps for adults of both sexes, and pictures which are objectionable or offensive to any local standards, and

2. That the association members hereby urge the elimination of this type of show, and that the exhibitors desist from producing or showing anything of this type.

Shirley MacLaine Sign

4-Film Mirisch Deal

Shirley MacLaine has been signed by the Mirisch Company to four major films—"Two for the Sav," "The Children’s Hour," "Rem Candalic" and "Irma La Douce." It was reported to be the biggest single deal ever to be made with a single actress in a single motion picture star in Hollywood by Harold J. Mirisch, president of the independent organization, which is producing the films for United Artists release.

It is estimated that the total cost of the four films will exceed $12,000,000 and production will be made within a two year period.
New York First

73 Nations Represented at World Premiere
Stars fly in from Hollywood for Moral Re-Armament Film

UNIQUE Broadway World Premiere launched the Moral Re-Armament film "The Crowning Experience" at the Warner Theatre, Friday. In the audience were a party of stars including Lloyd Olan, Spring Byington, Lauritz Melchior and Beulah Bondi who flew in from Hollywood for the occasion. United Nations delegates from 73 countries, City officials including 12 Commissioners, Abe Stark, President of the City Council and District Attorney Frank Hogan also tended. Following the picture, which stars Muriel Smith, the original "Carmen Jones," guests were entertained at a reception backstage.

Nigerian Cabinet Minister, Alhaji Maitma Sule, voiced the convictions of many U.N. delegates: "Let this film go to the world; it is an excellent ambassador of America."

Cables from around the world hailed the Premiere. Former Prime Minister Kishi of Japan and members of the present cabinet wired that the power displayed in "The Crowning Experience" is the most "gent need of Japan today." Congolese leaders including the owner of Congo's biggest theatre chain cabled, "The Crowning Experience" could be shown and reshown throughout Africa. Films like this are what we need from Hollywood."
OCTOBER—1960

JOURNEY TO THE LOST CITY
IN COLORSCOPE

starring
Debra Paget • Paul Christian
and a cast of thousands

NOVEMBER—1960

GOLIATH AND THE DRAGON
IN COLORSCOPE

starring
Mark Forest • Broderick Crawford
Eleonora Ruffo

JANUARY—1961

Cinemagic Inc. presents
REPTILICUS
IN COLOR

with
Ann Smyrner • Carl Ottosen

FEBRUARY—1961

KONGA
IN COLOR
AND SpectaMation

starring
Michael Gough • Margo Johns
Jess Conrad

COMING—1961

JULES VERNE’S
MASTER OF THE WORLD
IN COLOR AND DYNAMAGIC

starring
Vincent Price • Charles Bronson
Henry Hull • Mary Webster
David Frankham

COMING—1961

EDGAR ALLAN POE’S
THE PIT AND THE PENDULUM

To be filmed in
CinemaScope and Color

American International
COMING—1961

ALI BABA and the SEVEN WONDERS
of the WORLD

To be filmed in Technirama 70
and Technicolor

PRESENTING THE SEVEN WONDERS
OF AMERICAN-INTERNATIONAL
...WHO SAID THERE WAS A SHORTAGE OF GOOD PRODUCT?
Compo Re-elects; Reports Activities

Compo Will Attack Industry's Problems

Will Consult All Industry Groups

Would Be on Worldwide Basis, Include Areas in Which Government Might Help

What is expected to develop into one of the most important movements yet undertaken for the motion picture industry's improvement, was launched yesterday when the governing committee of the Council of Motion Picture Organizations was authorized to draw up an overall plan for an attack on the industry's problems on a world-wide front.

The movement was started at Compo's annual meeting at the Hotel Astor, following a plea by Sam Pinanski, a member of the governing committee, for a concerted industry effort to remove some of the major handicaps blocking industry progress. Citing decline of American film (Continued on page 5)

Valiant Drops Franchise Holders; Sets 5 Films

A major change in distribution policy, eliminating franchise holders, and the release of five new pictures between now and the end of the year were announced yesterday by Valiant Films Corp., following the distrib-

(Continued on page 2)

Russian 'Ballad' Film Obtained by Kingsley

By SIDNEY RECHETNIK

The first Russian film to be distributed by an independent company under the Soviet-American cultural exchange program will be "Ballad of a Soldier," which will be presented in the U.S. by Kingsley International (Continued on page 5)

N. J. Allied Complains To D. of J. on Practices

Allied Theatre Owners of New Jersey has forwarded to the Department of Justice in Washington a letter listing 12 trade practice grievances together with an inquiry as to which of them may be in violation of the Federal accord decrees in the Paramount case, and inquiring further (Continued on page 6)

'Alamo' to Premiere at Rivoli Here Tonight

Leaders of the social, business and entertainment worlds will turn out tonight to attend the New York premiere of John Wayne's "The Alamo," at the Rivoli Theatre on Broadway for the benefit of MEDICO (Medical International Cooperation Organization). The distinguished audience will in-

(Continued on page 6)

Newsreels Make Public Election Conscious'

By WILLIAM WERNETH

Special pre-election newsreels designed to give Americans detailed portraits of the two presidential candidates and thereby making them "election conscious" are currently being distributed by the industry's three newsreel-producing companies.

Twentieth Century - "O's Movie" (Continued on page 5)

REVIEW:

Butterfield 8

Afton-Linebrook—MGM—CinemaScope

A lot of zip and zest has been injected into "Butterfield 8" to rejuvenate the old tale about the "call girl" who yearns for a good man to come along and take her away from her life of sin. Credit for the electricity generated goes to two factors: the sizzling acting of Elizabeth Taylor as the wicked heroine and the blistering dialogue with the mark of John O'Hara.

Miss Taylor, who is one of the hottest box office properties around today, gets better in the historic department as she goes along. In one (Continued on page 6)
Perlberg for Hollywood Production, Not Europe

By SAMUEL D. BERNs


"Much progress has been made in development of motion picture industry in those countries, especially at studios in Hamburg, where two motion stages are being added to its seven now in operation," said Perlberg. "We still have the best equipment and technical help in Hollywood," the producer added.

"Casting in Hollywood is much simpler and centralized. We had to gather talent from various countries, give them first-class housing, $15 daily food allowance (which is above average for our office), and budget rose to $3,400,000 due to bad weather conditions and added daily costs.

Perlberg also remarked that "we are in a global market" and predicted ultimate alliances to our position in obtaining licenses in certain countries if we do not cooperate more in selling our top product to foreign film festivals.

See No Policy Change Toward Cuban Maritimes

Even though no revintages have been received from Cuba since May or June for the showing of American films here, the Motion Picture Association foresees no immediate change in policy on the part of U. S. distributors.

Disclaiming that companies here are looking into the matter, an MPA spokesman said yesterday that the Cuban government has yet to ban American pictures. He suggested the U. S. companies would rather keep on shipping the product with the hope of regaining funds due them rather than see the market go to other distribution sources.

Feature films remain unaffected by the current embargo on supplies shipped to Cuba. Recalling that U. S. distributors have experienced past cases of frozen money abroad, not only with Iran Curieland but also with certain South American nations disturbed by revolutions, the spokesman noted these past cases work out satisfactorily.

'Girl' Here Nov. 11

"Girl of the Night," a Warner Brothers release, will open at the Criterion Theatre here on Friday, Nov. 11.

MGM to Celebrate 'Ben-Hur' Anniversary

The first anniversary celebration of "Ben-Hur" will take place in November, with promotional activities and appropriation held in Chicago for the first three key cities where the Academy Award-winner has racked up a year of outstanding grosses. Celebrations will follow in other cities as their anniversary dates are reached.

Special advertising has been designed for the event. Cities where this concentration of activity will start include Chicago, New York, Los Angeles and Philadelphia.

Agle Elected Head Of Carolinas Exhibitors

Special To THE DAILY

RALEIGH, N. C., Oct. 25.—Robert A. Agle, general manager of the Statesville Theatre Corp., Statesville, N. C., was elected president of the State Owners of North and South Carolina at its convention here yesterday.

Agle, who served as vice-presidents of the board were Frank H. Beddington, New York; George Meyer, Charleston, South Carolina; and W. H. Hendrix, Jr., Reidsville, N. C. Elevated to chairman of the board was Frank H. Beddington.

New directors are Kenneth Benedict, Colonial Theatres, Valdese; Harry Pickett, Craver Theatre, Charlotte, and Leland Young, Broadway Theatre, Charlotte.

The convention passed resolutions urging that the American Congress of Exhibitors production and financing plan be expedited as soon as possible and congratulating Pathe-Apha for its initiative in alleviating the shortage of product.

People Will Pay to See Film They Like Schine

Special To THE DAILY

CHICOPPEE, Mass., Oct. 25.—"People have the money to buy any picture they wish to see."

So commented J. Myer Schine, founder and board chairman of Schine Enterprises, Inc., as he related — at the opening of the Schine Motor Inn here, his observations on the lineup at the New York City Plaza Theatre, Sunday afternoon, for "Never on Sunday."

The veteran circuit operator told how he was walking on Madison Avenue, east of 59th Street, when he noted a large number of people waiting to enter the Plaza. Inquiring, he learned it was a foreign film.

Asked whether "the location might have stayed a part in the length of the line, Schine replied, "No, people wanted to see the picture. People have the money to pay for any picture they want to view."

Valiant Drops (Continued from page 1)

ing company's first national sales meeting.

Valiant has established its own branch offices in ten key cities, which will be augmented by three more sales offices Oct. 31, replacing state-front franchises. Disclosure was made in a joint statement by Fred Schwartz, president, and Sig Shore, president of Vitalite Film Corp, owner of the domestic rights to the pictures. Under the arrangement, Shore heads the distributing company's sales and production of the product to be backed by local advertising schedules and exploitation.

Branches already opened by Valiant, are situated in Boston, Cincinnati, Chicago, Dallas, Denver, Los Angeles, New York, San Francisco and Washington, D. C. Three additional sales offices starting operations next Monday, will be located in Atlanta, Charlotte and Cleveland. Only two franchise holders remain in the Milwaukee and Buffalo-Albany territories, and these are slated to be replaced in the near future.

Christmas release will be Lionel International's "The Angry Silence," British film opening Dec. 12 at the Sutton Theatre here. The picture is being booked for Valdosta showing in Los Angeles to qualify for awards consideration by the Academy of Motion Pictures Arts and Sciences.

Other new releases are: "The Young One," "The Challenge," and "Mania." Round out the quintet is "The Executioners," factual feature-length film produced from actual footage captured from the Nazis, a prize winner at the 1959 Berlin Film Festival.
"It has the benefits of a wide range of top cinematic skills and techniques, including the Super Technirama 70 process and Color by Technicolor..."

A motion picture unmatched in magnitude...
History's most powerful story of love and rebellion!

SPARTACUS

Directed by STANLEY KUBRICK • Screenplay by DALTON TRUMBO • Based on a novel by HOWARD FAST • Produced by EDWARD LEWIS
Executive Producer KIRK DOUGLAS • Music composed and conducted by ALEX NORTH • A Bryna Production • A Universal-International Release

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1270 Sixth Ave., New York 20
Compo Reports on Activities

(Continued from page 1)

Hendel and Moss described some of the problems encountered, particularly those of obtaining the desired type of product for the experiment. Goldberg said the Pirates' A.M. will be the second project picture starting today, but the third one for the six months' work has not been lined up yet. Hendel, said four more are required "to get the plan started!"

Ben Marcus, member of the Compo governing triumvirate, said that new meetings with general sales managers will be sought in order to make sure Pittsburgh branch managers have the proper instructions and understanding of the merchandising plan's aims and requirements.

McCarthy and Manning Caggert, the latter legislative representative for the Motion Picture Ass'n. of America, reported to the meeting on Compo's activities in the area of censorship. McCarthy warned that New York exhibitor, and seconded by Marshall Fine of Cleveland, the meeting voted to authorize the triumvirate to make a comprehensive study of the industry's activities which included development of the publicity network and projects assigned to it: institutional advertising in "Editor & Publisher"; cooperation with Academy Awards promotion; consideration of a campaign for elimination of all remaining federal tax on admissions; continued work on the elimination of local taxes and other matters.

Fears 'Complete Destruction' "We've reached a point," said Pinanski, "where the industry faces complete destruction unless we all join forces in a heroic effort to turn the tide." The Boston exhibition leader said Hollywood had lost its glamour for the rest of the world, while American films were falling to foreign competitors for the subsidization of pictures made by American talent. "We should sit down with the state Department and other government agencies and ask them if they want American pictures to vanish from the world's screens. We should make it known that if there is not some way for elimination of wasteful practices in distribution and exhibition that are made mandatory by government decrees or rules.

On a motion made by Max Cohen, Marcus merchandising plan in the Pittsburgh exchange area was reported on by Alec Moss, Compo representative for the project. Harry Hendel, chairman of the Pittsburgh exhibitor committee, and Irving Laugwig, president of Buena Vista, whose "Jungle Cat" was the first picture chosen for the test.

The picture has completed its first wave of 24 key runs and has started its second wave of 18. Ludwig said in other situations "Jungle Cat" did 77 per cent of "White Wilderness" national percentage, and in Pittsburgh did 110 per cent. He expressed himself as highly satisfied with the results and interested in continuing in the project.

Problems Are Many Hendel and Moss described some of the problems encountered, particularly those of obtaining the desired type of product for the experiment. Goldberg said the Pirates' A.M. will be the second project picture starting today, but the third one for the six months' work has not been lined up yet. Hendel, said four more are required "to get the plan started!"

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Election Newsreels

(Continued from page 1)

tones has made two complete reels, one devoted to Vice-President Richard M. Nixon, which was released on Oct. 17, and a second devoted to President Kennedy, which went to the nation's exhibitors on Oct. 24. Both reels cover the subject's early life, give highlights of his political career, with emphasis on his recent trips and present presidential campaigns, as well as glimpses into the candidates' family life.

Universal News and News of the Day (M-G-M) have each released a single reel which concerns the background and present political life of both men. This film is highlighted by one minute speeches by both Vice-President Nixon and Senator Kennedy entitled, "Why I Should Be the Next President of the United States." These were filmed especially for the election reel.

The reel was released on Oct. 21 and is expected to play the country's theatres right up to election day.

Sam Warner Award

Student Is Hired

As the result of an opportunity plan for college cinema students formulated by Jack Warner through the establishment of the Sam L. Warner Memorial Opportunity Award, CharlieFranklin of the University of Southern California, graduate, has been engaged by Warner Brothers as an assistant in the production department of the Warner Studios in Burbank, Calif. Recognizing the difficulty cinema students have in finding jobs within the motion picture industry, the Warner Brothers president established the Sam L. Warner Memorial Opportunity Award for the express purpose of establishing a first step working relationship between college students and studios in the field. The award, Warner Brothers guarantees employment to a U.S. cinema student selected by the faculty as most deserving of the honor. Franklin, first year student, Washington College, Maryland, was selected and is expected to be reintroduced in the new Congress.

Russian 'Ballad' Film

(Continued from page 1)

Pictures under an arrangement with M.P.J. Enterprises.

Announcement that the distribution plan was made at a press luncheon at the Absinthe House here yesterday by Edward Kingsley of Kingsley International, and Jay Franklin, representing M.J.P. who purchased the Russian film from Russia with the approval of the U. S. State Department.

"Ballad of a Soldier," a double-prize winner at the 1960 Cannes Festival, is the Russian entry at the current San Francisco Festival.

May Play Two Theatres

Kingsley said the picture may open at two houses in New York before the end of the year in two different versions — at a Broadway theatre in an English-language dubbed version and at an east side house in the original Russian version with English subtitles. The dubbed version will be released around the country, he added.

Because of "the merit and content" of the film, Kingsley said he hoped to playdate the picture in other than arthouse markets.

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Lincolnwood (Chicago). Ill.
1355 Conant Street
Dallas 7, Texas
1920 Blake St.
Denver 2, Colo.
Jersey Allied

(Continued from page 1)

what the Department can do to stop them.

Jersey Allied, following protracted discussions with distributors, announced recently that it had reactivated its emergency defense committee on the same lines as its previous agitation on a variety of fronts to obtain some relief.

It cited as the most urgent of its problems its long-standing complaint of North Jersey theatre's against delayed allowances resulting from holdovers in Times Square first runs in New York City, and the current increase in films opened on hard-ticket policy in the same theatres which, it contends, further aggravates the problem.

Violations Charged

The letter to the Justice Department, signed by Sidney Stern, Jersey Allied president, says the organization for the distributors involved in the decrees "have been systematically and intentionally violating their terms to the general detriment and hardship of both the independent exhibitors and the public.

The letter asks "what our rights are when we are confronted by a policy" of conditioning the licensing of one picture on that of another; of extending first-run clearance by insisting on preferred play dates in sub-runs; of encouraging and even forcing bidding; of causing an artificial shortage of films and thereby being able to demand increasingly higher terms for definitely inferior pictures.

Pleads for Even Flow

Also, of discriminating in the pricing of film; of not providing an even flow of product by the withholding of product in this holiday playing time; of restricting the booking of pictures when an exhibitor wishes to strengthen a weak week; of forcing extended playing time when not warranted; causing an exhibitor to sustain unnecessary losses; of not granting sub-run theatres a cooperative advertising allowance while continually granting one to first-run theatres; of extending and altering clearances and runs by claiming a "shortage" of prints; of extending and altering clearances and runs by requiring special projection equipment in certain areas; and of insisting on a road show, long run, hard tickets, high price policy for an increasing number of pictures in a few favored theatres.

Says Ticket Prices Must Rise

The letter contends that the alleged practices complained of result in an increase in the price of tickets in public, the necessity to drive hundreds of miles to see certain pictures; destruction of small business that are irreplaceable in keeping the life going in their own communities; unemployment of thousands of persons presently employed in sub-run houses; the necessity of showing inferior pictures and pictures which

Para. Gets Film Rights

To Churchill Life Story

Paramount Pictures announced yesterday the signing of contracts by Sir Winston Churchill and producer Hugh French, giving the company exclusive motion picture and television rights to the statesman's early autobiographies.

WASHINGTON, Oct. 25.—Officials of the Justice Department refused comment today on the letter from Allied Theatre Owners of New Jersey listing trade practice grievances and inquiring what the Department can do to stop them.

observer's opinion her work here is her best to date, surpassing both "Cat on a Hot Tin Roof" and "Suddenly, Last Summer." Mainly on account of her, there is a great deal of advance audience interest in this new picture, and business for it should boom accordingly.

It is not a pretty or very edifying story that Charles Schnee and John Michael Hayes have told in this film, based on the early O'Hara book (moved up in time in the film from the '30s to now). It is the chronicle of a "good time" girl in New York cafe society who acts as a part-time model but whose main income is derived from dispensing her favors to wealthy men. One night she is picked up by a handsome socialite with whom she falls in love. There are complications: he is married, albeit unhappily. She is not sure she can settle down even if he gets a divorce. They go away for a blissful week together, and everything seems fine until his wife suddenly returns to New York just after they do.

A quarrel ensues over a fur coat belonging to the wife which the heroine had borrowed after spending the night in his apartment with her lover.

All is resolved when the heroine decides to go to Boston to forget, is pursued by her lover, and she is killed in a car accident. He presumably goes back to his wife.

If this plot account sounds like "soap opera," it is because that is what the film essentially is. As such it is likely to appeal mostly to women—though there are several scenes staged with great escapism and a strong emotional current. The heroine keeps running home to her disapproving mother for a good scolding or cry; and there are "confessional" scenes all over the place, including one in which the heroine describes in somewhat startling fashion her first sexual experience at the age of 13 with a man old enough to be her father. "Butterfield 8" is right in the groove of today's "adult" films.

GIVING IT distinction beyond the ordinary, however, are the two factors mentioned before. Whenever events threaten to get too sudsy (and, really, the way that mink coat is used to manipulate the plot is absurd) along comes that sharp O'Hara dialogue to snap things into line. Such witty and penetrating "talk" is a pleasure to hear.

Where another actress might have made the leading role repulsive by emphasizing its unsavory nature Miss Taylor arouses tremendous spectator sympathy. She suggests a softness and "little-girl-lost" quality under the sophisticated veneer. In her hands the heroine is a poignant figure indeed.

As the rich man she loves, Laurence Harvey conveys anguish galore, and Dina Merrill is conventionally sweet and understanding as his wife. Of exploitable value to exhibitors is the appearance also in the cast of Eddie Fisher, Miss Taylor's real-life husband. Unfortunately, however, he does not make a very strong impression in the role of the old school friend that the heroine goes to whenever she is lonely. As an actor Fisher looks marked today on the letter from Allied Theatre Owners of New Jersey listing trade practice grievances and inquiring what the Department can do to stop them.
estimates that net operating profit of $1,869,000, highest in the history of company, was reported for Ameri-

Broadcasting Corp. - Paramount Thea-
esters Had Best August ever, and Good Sept.

MPA Board Meet Today
May Act on SPG, Compo

The Motion Picture Ass'n board of directors may act today on Screen Producers Guild proposals that it be accorded representation on the MPA board.

Eric Johnston, president of the MPA, at a meeting with the SPG in Hollywood last week, reportedly expressed himself favorably on the election of four SPG members to the board of both MPA here and the Association of M. P. Producers in

(Continued on page 2)

Cinema Lodge Lunch
Concludes Drive Today

New York's Cinema Lodge of B'nai B'rith will conclude its 1960 fund-
raising drive on behalf of the B'nai B'rith agencies with a luncheon at the Hotel Astor today at which winners of the 1960 four-door Cadillac and a 10-
day all-expense paid cruise for two on the Holland-American Line's "New Amsterdam will be selected.

As the drive neared its conclusion

(Continued on page 7)

Ford Promises Interim 'Leniency'
In Implementing Anti-Payola Law

WASHINGTON, Oct. 26.—Chairman Frederick W. Ford of the Federal Com-
munications Commission has stated that he believes the commission will
be "reasonably lenient" in exercising payola law until its final regulations
have been issued. For the pres-
ent, he noted to the Federal Com-
munications Bar Association, "the best guide in dealing with specific situations which might be affected by the law would seem to be a common sense application of the principles underlying the examples set forth in the House report" on the new law.

The House report lists a number of examples illustrating the intended effect of the new law on given factual situations. They cover, among other

things, the supply of props to filmed

television shows. Ford says these

examples were considered by FCC staff members, representatives of the broadcasting industry, and the staff of the House Commerce Committee.

"They will serve as excellent guides in the formulation of rules implement-
ing the statute," he added.

Ford also noted that the law has "a good many ramifications to it which have not been completely

(Continued on page 7)

Statement Submitted
NAB to FCC: Pay-TV Not in
Public Interest

Sees Audiences Charged
For Programs Now Free

By E. H. KAHN
WASHINGTON, Oct. 26.—Even though a trial of pay-tv might demon-

nstrate its probable technical and

financial success, it "will certainly not prove that its authorization by the Federal
Communications Commission on a permanent basis would be in the public interest."

Emphasizing this theme, Charles Tower, vice-president of the National Association of Broadcasters, appearing today at the FCC hearing on a pro-

posed trial of the Phonevision system of pay-tv in Hartford, submitted to the FCC in written form the views of the NAB's Television Board of Directors, which speaks for 362 licensees, and which had unanimously resolved to appear in opposition to the authorization of the pay-to-see medium.

Chairman Frederick W. Ford, of

(Continued on page 7)

Brylawski Heads MPTO
Of D.C. for 39th Term

WASHINGTON, Oct. 26.—The Motion Picture Theatre Owners of Metropol-
itarian D. C. today unanimously re-
hlected A. July

an Brylaw-

ski for his 39th con-
secutive term as presi-

dent. Bry-

awski as-

umed the presidency of the unit for the first time in 1922. He is an execu-
tive of the Stanley Warner Corp.

headedquarters in Washington.

The election took place at a mem-

bership meeting attended by nearly

(Continued on page 6)
Name Summer
(Continued from page 1)

10 Pre-Release Dates Set for "Suzie Wong"

Ray Stark's "The World of Suzie Wong" has been set by Paramount Pictures for special pre-release engagements in 10 key cities in December, following its Thanksgiving world premiere at the Radio City Music Hall. The Technicolor drama is scheduled for general release in January, 1961.

On Dec. 23 the attraction will open as the Christmas-New Year's presentation at the following theaters: Woods, Chicago; Paramount, Boston; Arcadia, Philadelphia; Ontario, Washington, D. C.; New Grand Circus, Detroit, River Oaks, Houston; Gran- dview, San Diego; Golden Gate, San Francisco; Loew's Stillman, Cleveland, and Esquire, Dallas.

Bloom Assistant Fox
N.Y. Branch Manager

Shepard Bloom has been appointed to the post of assistant branch manager of the 20th-Century-Fox New York exchange, effective immediately, according to a recent letter from New York branch manager, C. Glenn Norris. Bloom previously was manager of the 20th-Fox New Haven office.

The new assistant branch head is celebrating his 25th year with the film company, having started in 1935 as a billing clerk in the New York contract department. Following three years military service he returned employment with 20th-Fox as a student salesman in the Cleveland branch. He remained until Sept. 12, 1949, when he transferred to the Philadelphia office as a salesman. Several months later, Bloom was promoted to the management of the Philadelphia office, holding that post until his transfer to New Haven as branch head in 1955.

Sperling Set for Four

HOLLYWOOD, Oct. 26-Milton Sperling Productions will produce four features for Columbia Pictures in accordance with an agreement signed by Samuel Goldwyn, Jr. and Peter Briskin, Columbia vice-president in charge of West Coast activities. Sperling, now preparing "The Marauders" at Warner Brothers, will start his Columbia commitments after the first of the year.

Book "Windjammer"

"Windjammer," the Cinemiracle film, will open in Toronto at the Eg- linton Theatre on Dec. 22, it was announced here by Samuel F. Norton, vice-president of Cinemiracle Pictures Corp. He also said the Washington premiere, originally scheduled for Nov. 10, has been moved into the Christmas season and will be at the Apex Theatre, Sunday, Dec. 25.

MPA's Board
(Continued from page 1)

Hollywood, Johnston said he would pursue other matters before he returned here.

It was not known yesterday whether A. Montague, MPA's rep- resentative on the Council of M. Organization's governing committee, would present the latter's proposal for union industry action on industri- al problems of global scope, a re- quiring consultation with govern- ment agencies.

The proposal was made at Con- gress annual meeting here Tuesday and triumvirate, of which Montague is a member, which met Thursday to proceed as quickly as possible with consult- ations with other industry groups, explore the possibility of our action.

Will Hear Drive Report

The board is also scheduled to be an early report on the industry's nationwide action for President's consumer council, and to rule the Hal Wallis' appeal from a T. Registration Bureau's ruling deny- ing him the right to use the title "Swite Talk" because of conflict with earlier registered trade mark.

The Motion Picture Export Ass' board is scheduled to meet next Tue- day, at which time Johnston is present in connection with the Picking up in Africa- marked action in new Afri- cian markets resulting from his African inspection tour of last summer.

Seven Book 'Sunday'

Lopert Pictures' "Never on Su- day" has been set for engagements seven major U.S. cities starting Nov. 29, the Eglinton Theatre, Chicago; the Playhouse, Baltimore; the Fine Arts Theatre, L. Angeles; the Trans-Lux Theatre, Phila- delphia; the Dupont Theatre, Wash- ington; the Lark Theatre, New York; and the Guild Theatre, Pittsburgh.

Music Hall Featured

The recent appearance of George Washington University Ten- badours on the stage of the Ritz City Music Hall is featured in an elaborate photo layout in Look Mag- zine's Nov. 8 issue, scheduled reach the stands at the end of the week.

Picketing in 7th Week

MINNEAPOLIS, Oct. 26-Pick- ings of the State Theatre here by the left- handed union is now in its seventh week. The difficulty involves a number of men to be required under the new contract with Minneapolis Amusement Co. The local pact is proscribed on Labor Day.

James F. Gould, Radio City Music Hall vice-president and treasurer, now in Hollywood from here, will leave the Coast shortly with Mrs. Gould for Honolulu.

J. David Schine, of Schine Enterprises, Cleveland, N. Y., left here yesterday with Mrs. Schine and their year-old daughter for Italy.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his assistant, Bernard Levy, are in Des Moines from New York.

Jack Sattinger, Allied Artists resident attorney at the Hollywood studios, has arrived in New York from the Coast.

Joseph Friedman, Paramount Pictures exploitation manager, left New York last night for Chicago for pre-mental meetings on "Ginger-Fella."

Harry K. Williams, director of advertising and publicity for Columbia Pictures' "Pepe," and Bingo Brandt of Brandt Theatres, have arrived in Miami from New York to set plans for the Dec. 23 premiere of the film.

Rishi D. Purie, distributor of "The Hungry Steers" and "The Imposter," has arrived in New York from India via Cork and London. He will leave here within 10 days for Latin America.

'Spartacus' Album

A deluxe-packaged sound track album, being supported by an all-out promotion and advertising campaign, has been issued by Decca Records on "Spartacus." Based on the music composed and conducted by Alex North, the album has a six-page story on the Universal release fully illustrated with color photographs.

'Spartacus' in Boston

Universal-International's "Sparta- cus" will have its New England premiere at the Astor Theatre in Boston this evening as a benefit for the Friends of the Theatre of Boston University, and in conjunction with the pre- show engagement of the Bryna Production.

JAMES F. GOULD, Radio City Music Hall vice-president and treasurer, now in Hollywood from here, will leave the Coast shortly with Mrs. Gould for Honolulu.

J. David Schine, of Schine Enterprises, Cleveland, N. Y., left here yesterday with Mrs. Schine and their year-old daughter for Italy.
is for a fabulous new boxoffice triumph from that fabulous fella!

PARAMOUNT'S BIG CHRISTMAS RELEASE!
JERRY LEWIS

BRINGS A THOUSAND YEARS OF STORY-TELLING FUN TO SPARKLING NEW LIFE ON THE SCREEN AS

CINDERELLA

(A Jerry Lewis Production)

Ed Wynn, Judith Ann, Robert Hutton, with Count Basie and his Wood World Premiere Woods Theatre, Chicago—Now!
Mr. Norman Rockwell has created one of the most distinguished art-in-advertising concepts of all time for CINDERFELLA. Color reproductions are being mailed to all opinion-makers in the United States.

Henry Silva

Mowned Band featuring Joe Williams

CTTI "The Princess" TECHNICOLOR®

Frank Tashlin - Musical Numbers Staged by Nick Castle

Paramount Release

Oliver 22ND - CALL THAT PARAMOUNT FELLA NOW!
Industry Unity

(Continued from page 1) her for a long time at such an affair in this city—the dinner was marked by an unusual amount of soul-searching and industry stock-taking. First to comment on specific problems was Leonard L. Rosenthal, counsel and adviser on film buying for Upstate Theatres, Inc. (cooperative).

"The future of many in this room depends on the future of the industry; wives and families depend upon it too," Rosenthal said. "A sense of inspiration and dedication is sorely needed," he added.

Following Rosenthal were: Charles A. Smakwitz, Stanley Warner zone manager for Newark, N.J. and Albany-Troy Utica; Bob Conn, counsel to Pantages, a member of the sales cabinet; Edward L. Fabian, secretary, Fabian Theatres, New York; George Thornton, Sangerties. speaking for independent exhibitors; Phil Engle, Fox advertising-promotion, Boston; New Haven; Bill Kramer, Schine Circuit, Gloversville; Herb Schwartz, Columbia branch chief and dining chairman.

Smakwitz underlined the need for more "new blood" in the industry, citing the many men who "have gone to greater heights" from Alhany. Fabian pointed to the comprehensive ad campaign conducted to spotlight the Oct. 28 reopening of "the New Palace"—after a $250,000 face-lifting job... This is an example of the sales effort required to spur the return of people to motion picture theatres," he said.

Pantages, presented with a signed scroll by his successor, John Wilhelm (former salesman, and the recipient too, of commendation by all speakers), touched off prolonged applause with a speech. His main point: "Distributors and executives must join forces now; the marriage must take place." A secondary point, "without the fine cooperation of all the circuits and the independent exhibitors, I could not have succeeded. I could not play Fox product in barber shops."
Pay-TV Not in Public Interest, NAB Tells FCC

O’Neil Names 2 Sources as Film Suppliers

O’Neil Names 2 Sources as Film Suppliers

($30 and that now it was approximately $125. He pointed out that with subscribers paying a 75 cents - weekly charge for rent, the entire cost would be amortized in 18 months — if the decoder were worth $50 — or over three years if it were worth about what Zenith now figures it to be.

Cohn told Chairman Ford that this line of questioning was intended to protect the public from "outrageous costs" and to keep RKO General from making "outrageous profits." Pierson responded that this example of "trick-ery" on Cohn’s part was "outrageous" on the basis of facts. Costs are not now the same as five years ago, he said, and the decoder has been improved. Furthermore, he added, the contracts call for Zenith to supply them at cost plus a 12 1/2 per cent margin — making the approximate figure of $125.

The day’s hearing came to an end with a warning from Chairman Ford that he expected to hold night hearings on both Thursday and Friday, but that in any case, the hearing would be completed this week.

Ford Promises Leniency

(Continued from page 1)

(Continued from page 1)

say Hartford
Plea Violates
Regulations

(Continued from page 1)

(Continued from page 1)

Many people wanted to see a film if it did not come within the bounds of its obligations as a television licensee, he would not show it over the air. He asserted this for "Art" films as well as Hollywood product. He asserted willingness to delete certain portions of films, if need be.

Cohn proceeded along the same lines in the matter of procuring Broadway plays. If four-letter words were used, O’Neil asserted, they would be eliminated. If scenes were judged to be offensive to a home audience, they could be eliminated.

In the case of sporting events, O’Neil emphasized to the commission that under no circumstances would he put on-pay-tv what might be available elsewhere.

**Questioned by NAB Counsel**

Tower was permitted to take the stand and testify as a witness to defend the public interest. However, he was circumscribed to test facts and matters in the Hartford area. Despite objection by Theodore Pierson, Phonevision counsel, he was interrogated by Douglas A. Ancello, NAB counsel. Tower was further warned that he must testify on the facts of which he had personal knowledge. Pierson challenged Tower’s position as an expert witness, but Cohn-inner Ford argued that regardless of his status as expert, the testimony could be taken.

However, he withheld judgment on the testimony itself. If the commission wants to take it into consideration, it can if it does not, it can exclude it.

Louis Stephens of the Broadcast Bureau stated—after Tower admitted that he was not familiar with certain reports of subscriber television—that he was unsure of the value of Tower’s testimony.

**Fears for Free Television**

After passing the test as an "expert" and an experienced economist, Tower said that if pay-tv competes for product and product talent with free tv, revenue free tv will necessarily be lower, and consequently quality of service on free tv will necessarily be lowered. He argued that reduction in audience means reduction in revenue which leads to reduction in service.

Pierson, speaking for Phonevision, tried to narrow the field to discover just what percentage (either of hours or audience) was needed to cut into free-tv revenues. He also wanted to know whether offering more tv might attract more viewers. His view was that "it is not possible to be specific in terms of the Hartford area.

After some previous questioning, Tower was finally allowed to express the expert opinion that the financial success of pay-tv would have an adverse effect on free tv. He claimed that the impact of a pay-tv station would be greater than the impact of another free tv station.

After NAB’s testimony, Cohn returned to the cross-examination of O’Neil. Cohn asked whether WHCT would run controversial films — such as one advocating integration. When O’Neil said yes, then Cohn asked him about FCC’s new law which requires that opponents be granted "equal time." Cohn said he did not know of any arrangements, but that if FCC required the station to provide equal time, WHCT would do so. Whether or not there would be a charge to the station would have to be determined by FCC.

**Favors Code Seal Pictures**

O’Neil stated that pictures that did not carry the motion picture Production Code Seal would be questionable and that WHCT would not carry them. As for his contacts with motion pictures, he had been willing to let him have pictures although he had no firm commitments, O’Neil identified some film representatives: Joseph Vogel of MGM and Jack Warner and Ben Kalmenson of Warner Bros.

Cohn then went into the problems Hartford Phonevision would have in picture selection, that said that he would not hold back pictures for any reason, but the decision would have to be made even if it became apparent that customers were deliberately getting their sets out of order.

Cohn then attempted to go into costs. He noted that the decoder cost for Zenith five years ago was only
PEOPLE

Jerry Lipow, former salesman for United Artists, has been named Cleveland branch manager for Valiant Films.

Don McCaughey, formerly manager of the Plaza Theatre, Stamford, Conn., has been appointed manager of the Norwalk Theatre, Norwalk, and the Fine Arts and Wooster Court, units of the Nutmeg Theatre Circuit.

Arthur F. Mc Guinness, vice-president of the Chemical Bank New York Trust Co., in charge of that institution’s office at 46th Street and Madison Ave., has been promoted to the position of regional vice-president of the bank. As successor to the late Walter M. Hawkins, he will be in charge of the bank offices on Manhattan’s West Side, with headquarters at 54th Street and Broadway.

Bart Miller, formerly manager of the Art Theatre, Dayton, O., has been named manager of the Art Theatre, Akron, by Louis Sher, owner.

Alexander Kiszez, new owner and manager of the Smithfield Theatre, Smithfield, O., has reopened the house which was dark for three years.

Coast TV Show Probe
Suspended; Will Resume

From THE DAILY Bureau
HOLLYWOOD, Oct. 26. -- James Cunningham, Federal Communications Commission Chief Hearing Examiner, indicated investigation into television film programming procedures would be continued here following the probers’ heavy work schedule in Washington. Hearings were brought to an abrupt close yesterday after 12 days of interrogations of important figures in the television film field.

Cunningham overruled yesterday a motion to quash subpoenas against Dick Fishell, Mary Rothschild and Betty Langley, who are engaged in businesses promoting plug for brand name products on television.

He indicated further that FCC would file suit to obtain information from the plug promoters, as well as prepare legal steps to have Taft Schreiber, executive of music corporation’s revue productions, compelled to answer questions which he refused by walking off stand last Friday.

FACTS OF LIFE

Made clear

A full-color illustrated map explaining the Facts of Life in brief, non-technical detail, will be mailed free to anyone writing upon request. JOY THROUGH HOPE, Room 1506, 729 Seventh Ave., N.Y.C.

REVIEW:
The Sundowners

Zinnemann—Warner Bros.

USUALLY TACKLING serious and weighty themes (like “From Here to Eternity” and “The Nun’s Story”) Fred Zinnemann has taken time out for a lark with “The Sundowners.” The new picture of the eminent producer-director is a comedy-drama—with the emphasis on the first—about the adventures of the family of a wandering sheep drover in Australia in the 1920’s. It stars Deborah Kerr, Robert Mitchum, and Peter Ustinov, all marquee names to aid the exhibitor in promoting this pleasant family entertainment.

As in all Zinnemann pictures, the sense of time and place is strong in “The Sundowners.” He took his cast to Australia for exterior-filming, and the evocation of the untamed atmosphere of the “outback” country is vivid and pungent in his hands. The audience is also thoroughly instructed in the techniques of sheep driving and shearing, two occupations of the hero in the course of the story. The semi-documentary element—a Zinnemann trademark—is not neglected here. And Technicolor photography helps.

What is missing is a theme of some substance which movie-goers have come to expect from the celebrated Zinnemann. About the only important issue in “The Sundowners” is whether or not Miss Kerr, as the wife of Mitchum, will be able to persuade him to settle down on a farm and give up the dubious joys of wandering about the country as a sheep herder. She and their 14-year-old son want a normal existence, a sense of security. In the end it is Mitchum who wins this conflict; the family stays on the road.

There are compensations in this picture for the lack of a vital and unifying theme. These come in the form of roustabout comedy—a song test and flight in a pub; a sheep shearsers’ brawl on the highway; a shearing contest between Mitchum and an old man, which the latter unexpectedly wins. There is also a subplot involving the romance between Ustinov, as an educated Englishman turned Australian sheepman, and Glynn Johns as a man-crazy hotel owner looking for a husband.

OTHER EPISODES—In the extremely episodic script Isobel Leondard has written from a novel by Jon Cleary—a well-staged forest fire in which Mitchum saves most of the sheep he is driving; the birth of a baby under hazardous conditions to a young wife friendly to the Mitchum family; and a horse race which the beloved animal of the hero wins only to be disqualified for “interference.” Naturally some of these incidents are more amusing and exciting than others.

An explanation of the title is in order. “Sundowners” is Australian slang for itinerants, people “whose home is where the sun sets.” In other words, the homeless.

The acting is good, if not inspired. Miss Kerr has submitted to complete de-glamorization for the role of a sheepman’s wife; she performs with a minimum of makeup and a conscious effort to be “plebian.” Mitchum is weather-beaten and unshaven throughout, both of which qualities fit the role aptly. Michael Anderson, Jr. has a good deal of boyish charm as their son, while Ustinov is as droll in his special way as Miss Johns is in hers. Others in the cast include Dina Merrill as an ex-debutante trying to make a go of it as the wife of a sheep rancher played by Ewen Solon; and Chips Rafferty and John Millen as other sheepmen.

Technical credits are all high, from the photography by Jack Hildyard to the musical score of Dimitri Tiomkin.

Running time, 133 minutes. Release, in November.

Richard Gertner

N.T. Files for Drive-in

WASHINGTON, Oct. 26.—National Theatres has proposed to acquire the Centennial Drive-in Theatre, Littleton, Colo., a suburb south of Denver. The operation has a capacity of 950 cars.

A hearing before Judge Palenieri in New York City is expected to be held late in November or early in December.

‘Pepe’ in Parade

Columbia’s “Pepe” will star in Macy’s Thanksgiving Day Parade this year. A flower-decked float representing the picture, surrounded by 100 marchers in Mexican native costumes with burros, will participate in the festivities on Nov. 24. For the first time in the 34-year history of the gala parade, the proceedings will be on color tv over the NBC network.

Legion Rates ‘Blues’; ‘Suzy Wong’ Class B

Out of six films reviewed by National Legion of Decency this week, two were placed in Class B, no objectionable in part for all, They are “G.I. Blues” and “The World of Suzie Wong” (Paramount releases).

In Class A, Section 1 (general admission), is Paramount’s “Clint Fella,” Placed in Class A, Section 2 (adults and adolescents), are “An American in Paris,” “The Last City,” United Artists’ “Magnificent Seven,” and 20th-Fox, “The Secret of the Purple Reef,” Legion objection to “Blues” is that it is a special for youth, this film is highly objectionable in its theme and treatment. An objection to “Suzy Wong” is that it is a film which involves the theme which develops the theme of this film is morally unacceptable for a mass medium of entertainment.

Darin Voted Personal Of Year By Variety

WASHINGTON, Oct. 26. -- Bob Darin has been selected by the Variety Clubs of America as the Showman of the Year and will be honored at a dinner at the Statler Hotel on Nov. 19, Hirsé de la Vieze, chair of the Award committee, announced.

The award is presented annually the outstanding personality in world of show business, as voted by members of the Variety Clubs. Previous recipients include Al Johnson, Thurl Godfrey, Perry Como and Roy Fisher.

‘Cosmopolitan’ Nov. Issue on ‘Show Biz’

Hollywood’s male stars have earned, outlasted and out-stared yesterday’s box office queens, Cosmopolitan magazine’s November “Show Biz” issue noted in the stars put out. Eighty per cent of the money-makers are males, all the top stars are men, the magazine put out.

The issue features an article, “New Faces—TV and Movies”; other by Kim Novak, Tuesday Weld, Kai Carlisle and many others.

Aid ‘Night of Stars’

Barney Balaban, Spyros Skouras and Samuel R. Vogel, presidents of Paramount, 20th-Fox and M-G-M, respectively, have accepted positions on the advisory committee for the forthcoming 27th annual “Night of Stars,” a United Jewish Appeal benefit show, which will be held at Madison Square Garden Nov. 21. Proceeds from the huge fair will go towards the furtherance of the UJA’s program of refugee relief and Israeli resettlement.

Richard Gertner
MPAA Board Finds in Favor of Univ., U.A. In Title Registration Disputes

The Motion Picture Ass'n. board of directors at its meeting yesterday decided two title disputes, one involving Wallis-Hazen-Paramount and Universal, the other Columbia and United Artists.

In the first, the board upheld the arbitration committee's finding that the Wallis-Paramount title, "Sweet Talk," conflicted with earlier registered titles by Universal, "Easy Talk," "Soft Talk" and "Small Talk," which had been registered as possible sequels to the company's successful "Pillow Talk."

In the second case, the board ruled against Columbia which had contended that United Artists' April registration of the title "The Young Doctors" conflicted with its February registration of the copyrighted title, "The Young Doctor." (Continued on page 7)

See 'Blue Law' Appeal Coming up in January

Special to THE DAILY
SPARTANBURG, S. C., Oct. 27—Concerns here is that South Carolina's "blue laws," curtailing Sunday movies in that state, will be considered by the U. S. Supreme Court in January.

Informed sources say the high tribunal has scheduled consideration of a number of "blue" laws cases, involving state laws from Virginia, South Carolina, Pennsylvania and Maryland, among other states. Although the U. S. Supreme Court does not hear cases not dealing with federal questions, it does have jurisdiction in cases not involving a constitutional issue but dealing with matters of state law.

The subject of the court's consideration is the question of whether it is reasonable to deny the free exercise to persons engaged in the motion picture industry of their profession during a portion of the week in which they are engaged in the performance of their duties. (Continued on page 10)

Col. Promotion Meets In Key Cities Abroad

From THE DAILY
LONDON, Oct. 27—Columbia Pictures is holding a series of special showmanship publicity presentations in the key cities of England, Scotland and Wales for exhibitors and industry personalities.

These meetings, which will be held, are being conducted by J. W. Pressman, Columbia's new publicity director in London. (Continued on page 7)

Telemeter and AFTRA Sign Contract Covering Videotape Programming

A contract to cover performers engaged in the production of videotape programming specially created by Telemeter Corp. and the American Federation of Television and Radio Artists. Conclusion of the contract was announced jointly here yesterday by Leslie Wink, inter- national Telemeter vice-president, and Donald F. Conaway, national executive of AFTRA.

The document, it was stated, now permits Telemeter to begin implementing long-held plans for extensive work in this area. Both Wink and Conaway predicted the opening-up of "vast new employment opportunities" for performers in the pay-tv medium as a result of the pact.

"This milestone agreement is of vital interest to performers," Conaway commented, "because now the scale performer will share in perpetuity in the earnings of the program in which they perform. The scale performer will be paid one and one-half times the applicable basic minimum fees for taping the program and its sequel tapes."
PERSONAL MENTION

BEN MARCUS, president of Marcus Theatres, Wisconsin, returned to Milwaukee yesterday from New York.

SUNNY COHN, president of Highroad Productions, will arrive in London today from New York.

ROBERT KALLEY, president of Kalley Theatres, upstate New York circuit, and his brother, Sunny, chief buyer, have returned to Oneida, N. Y., from there.

LEE KOKEN, head of the concessions department for RKO Theatres, left here yesterday for Ohio on RKO and Glei Alden business.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by Bernard Levy, assistant manager, and Dave Des Moines today for Minneapolis.

IRVING RUBINE, Highroad Productions vice-president, will leave here at the weekend for Chicago.

AL LEVY, 20th Century-Fox district manager, was in Albany, N. Y., from Boston.

ALFRED HITCHCOCK will return to New York at the weekend from Europe.

RON W. ALCORN, producer-writer, left New York yesterday for Munich, Germany, to start work on Allied Artists' "Armored Command." 

W. RONALD LE VERN, screen and television writer, will leave the Coast at the weekend for Hartford.

GEORGE NELSON, of the Warner Brothers home office publicity staff, is confined to the Hospital for Joint Diseases here.

JACK STEIN, of the 20th Century-Fox office in Buffalo, was in Albany, N. Y., from there.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

DORIS DAY - REX HARRISON

IN A ROSS HUNTER-ARWIN PRODUCTION

"MIDNIGHT LACE"

A Universal International Release in EASTMAN Color

"MAKE WAY!" - EXCITING, EXCITING SPEAKERS.

(MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher, Swann Kane, Editor; James D. Terza, Managing Editor; Richard Gertner, News Editor; Herbert V. Reiss, Advertising Manager; Gus H. Pamel, Production Manager, TELEVISION TODAY, Charles S. Astromano, Editorial Director; Pinky Herman, Associate Editor, William Pay, News Editor, Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7411. For subscription rates and business correspondence, please address Motion Picture Herald, 40 East 57th Street, New York 22, N. Y.)

Malamed, Smerling Win Lodge Prizes

Dave Malamed of National Theatres and Television was the winner of the Chicago and Milwaukee branch of Eastern Management Corp. with the 10-day all-expense-cruise for two in the 1960 fund-raising drive of New York's Cinema Lodge of B'nai B'rith through the sale of this year's Contribution Share Certificates. Joseph M. Sugar of Magna Theatres Corp., was the seller of both certificates.

Selection of the winner was made at a luncheon at the Hotel Astor yesterday before a large group of participants and Cinema Lodge members. Abe Dickstein, president, Cinema Lodge, announced that though the goal in this year's drive had not been reached, more certificates were sold than in any previous Cinema Lodge drive on behalf of B'nai B'rith through sales of the $250 Contribution Share Certificates.

Pension Increased

HOLLYWOOD, Oct. 27.—Effect Dec. 1, the motion picture industry pension plan retirement benefits will be increased from $75 per month to $95 per month.

The IATSE Hollywood representative pension plan board chairman, announced the $20 increase will apply to those now receiving pension payments as well as to those who retired or entered the plan after that date, according Flaherty. There will be about 800 couples under the plan by Dec. 1.

Television in Colorado Receives SBA Loan

WASHINGTON, Oct. 27.—One theatre—the Isis in Trinidad, Colo.—recently secured a $6,000 Small Business Administration loan from the SBA. A participation loan of $5,000 was approved for the $11,000 the theatre employs three.

The agency added its $1 bill to loans during September. 31 says its average business loan slightly over $47,000 and the average length is about six years.

Telemeter Pact

(Continued from page 1)

The contract to pay-television has been agreed to by Telemeter a total of 50 per cent of the producer's gross receipts for each and every showing of each production on pay-television. The additional one-half of basic minimum serves as an advance against the 50 per cent of the producer's gross receipts.

A taped version of Gian Carlo Menotti's "The Consul" was made earlier this year and will be the first Telemeter presentation under the contract.

Announcement was made shortly of Telemeter's other initial entries in special categories which will include Broadway plays, opera and other cultural events.

$25,000 for MEDICO

More than $25,000 was raised for the Medical International Cooperation Organization (MEDICO) at Wednesday night's benefit premiere of John Wayne's "The Alamo" at the Rivoli Theatre here. The audience of 1,500 people who jammed the theatre to welcome the United Artists release included stars of the stage and screen, also notables in the civic, social and business life of the city.

'Eve' Big in Moscow

WASHINGTON, Oct. 27.—"All About Eve" opened very well in Moscow, according to Turner Shelton, chief of the U. S. Information Agency's international film division. The premiere was attended by director Joseph Mankiewicz and by Julie Newmar.

Pontiac Theatre Burns; Patrons Leave Safely

PONTIAC, Mich., Oct. 27.—The Butterfield circuit's downtown Oakland Theatre here was destroyed last evening by a fire which broke out in a drug store in the building. It, other stores and the theatre were a total loss, as two walls collapsed emitting 75 feet of flames while the 150 men fought the blaze. The patrons made an orderly exit. None was hurt.

Obscenity Committee

(Continued from page 1)

The motion pictures and motion picture advertising based on public hearings on these subjects conducted by the committee on Dec. 18 and 19, 1958, and on Feb. 26, 1959. Samples of ads are included in the report.

The report quotes in full the editorial by Martin Quigley called "Crises in Code Affairs" as published in Motion Picture Daily and Motion Picture Herald in November, 1959. It also quotes from a review of "Suddendly, Last Summer" by James D. Ives in Motion Picture Daily on Dec. 16, 1959.

On Dinner Committee

HOLLYWOOD, Oct. 27.—Samuel Briskin, Steve Brody, Eddie Canton, Victor Carter, Samuel G. Engol, Albert Hackett, Robert Lewin, Barry Minkin, Mendel Silberberg and Edward Small have been appointed to a committee formed to associate by associates of Brandeis University for a dinner honoring Pierre Mendes France to be held Nov. 16 in the grand ballroom of the Beverly Hilton Hotel.
Paramount pictures announces for November...

The world premiere engagement at the Radio City Music Hall...
A new world of entertainment the screen has never known.

WILLIAM HOLDEN in Ray Stark's

THE WORLD OF SUZIE WONG

co-starring

NANCY KWAN

as SUZIE WONG

Also Co-starring

SYLVIA SYMS • MICHAEL WILDING • JOHN •
inment...with a boldness known...is on its way!

Directed by

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Entprises, Inc.- World Film Limited Co-Production · A PARAMOUNT RELEASE
STARTING
DECEMBER 23rd

THE WORLD OF
Suzie Wong

WILL BE PRESENTED IN
CHICAGO
LOS ANGELES
PHILADELPHIA
BOSTON
WASHINGTON
DETROIT
HOUStON
DALLAS
SAn FRANCISCO
Cleveland
AND
LONDON
DECEMBER 15TH
MPAA Board

(Continued from page 1)

novel title, "The Internes." The arbitration committee found in September that there were no conflicts in the titles, and Columbia appealed to the MPAA board. The latter, after hearing arguments yesterday by Paul Lazarus, Jr., for Columbia, and Charles M. Laughton, for U.A., upheld the arbitration committee.

It was pointed out that under procedural rules in title cases, the governing consideration is not the meaning or definition of key words, but the similarity of such words. It was stated, by way of example, that if this were not the case the titles "Spartacus" and "The Man Without a Head" would have been in conflict, but are not considered to be.

Johnston Reports

Eric Johnston, MPAA president, reported to the board on his recent meeting in Hollywood with the Screen Producers Guild, which is seeking representation on its Workers' Board of both MPAA and the Association of M.P. Producers. Johnston reportedly has offered SPC places for four of its representatives on the boards of the two organizations, which would have been in conflict, but are not considered to be.

No Action on Industry Drive

The proposal of the Council of Motion Picture Organizations for a united industry attack on a variety of major industry problems did not come up at yesterday's meeting. Also, no official report was made on results of the industry-sponsored move to collect Presidential campaign contributions from industry employees nationwide, but interim information was made available to interested directors and will be released by MPAA today.

To Aid Hospital Week

United Hospital Fund of New York will observe Hospital Week in member Theatres of the Metropolitan Theatre Association Oct. 30-Nov. 6. Last year Mrs. Dave Garroway, chairman of Hospital Week reported coin box collections in lobbies of MPTA Theatres amounted to $12,000. The money goes to 82 of New York's voluntary, non-profit hospitals.

Parker, Ebsen Partners

HOLLYWOOD, Oct. 27. - Fess Parker and Buddy Ebsen have announced the formation of their own company to produce frontier motion pictures in which both will appear.

Two Join SPC

HOLLYWOOD, Oct. 27. - Irvin Allen and John Sturges are the two latest producers to join the membership roster of the Screen Producers Guild. This brings SPC's total membership to 191.
Pension Possibility

From THE DAILY Bureau

HOLLYWOOD, Oct. 27.—The Screen Producers Guild is engaging an actuarial firm to survey possibilities of its instituting a pension, health and welfare plan, similar to programs received by the Directors Guild of America, Writers Guild of America and Screen Actors Guild, it was confirmed here today by Walter Mirisch, SPG president.

The SPG presents problems not duplicated in SAG, DGA or WGA, since some SPG members actually are employers, and others are considered employees. These problems will be incorporated in any pension-welfare-health plan proposed by the Guild.

FCC Hearings Vital To Exhibitors: Pickus

From THE DAILY Bureau

WASHINGTON, Oct. 27.—Albert M. Pickus, president of the Owners of America, attending the hearings being conducted by the Federal Communications Commission here on the application of Zenith-RKO General for a permit to conduct a three-year pay-tv test termed the hearings of vital importance to theatre owners.

Pickus said that while theatre owners were concerned with the fact that FCC would support TOA's conviction that pay-tv was not in the public interest, he was grateful that the American democratic process permits a full airing of the merits of the proposal.

Pickus came to the hearings from a meeting of the Theatre Owners of North and South Carolina in Raleigh, N.C. He joined three other TOA representatives at the hearing, which opened Monday. They are Philip F. Harling, chairman of TOA's Anti-Pay-TV Committee; and chairman of the industry, President of the Motion Picture Assn. of America; Herman M. Levy, general counsel of TOA; and Albert Floersheimer, Jr., TOA's director of public relations.

Pickus said that TOA for nearly eight years has been the leader among exhibitor organizations in combatting pay-tv, and that it was TOA's intention of maintaining this opposition so long as the pay-tv problem continues.

Allied States to Honor Ina Balin at Meeting

Ina Balin, young 20th Century-Fox co-star in "From the Terrace," has been selected to be the honored guest at the 1960 national convention of the Allied States Association of Motion Picture Exhibitors, it was announced yesterday by Jack Krich, general chairman.

Miss Balin will arrive in Chicago on Wednesday evening, Nov. 9, for the event, and will be accompanied to the affair by 20th's regional advertising-publicity manager, Sol Gordon.

(Continued from page 1)

probing questions about product supply and its method of operation. Thomas F. O'Neill, president of both Hartford Phonovision and RKO General, answered in outline form, pay-tv.

"Present attractions on free-tv in Hartford are definitely not "boxoffice."

"Boxoffice attractions, if not accepted by WFCT, would not be free-tv at least for some time."

"RKO General has no plans to make films."

"WFCT on a pay-basis would not "divert" operations from "all we do is add one more theatre."

"RKO General would not engage in block-booking.

In the matter of sports and their possible abandonment of free-tv wait for a period and then return on pay-tv, O'Neill admitted that the time element might possibly change matters. Although his company does not intend to take any action that had been on free-tv, he said, the possibility exists, but FCC can always inquire into the matter.

Questioned About Opera

Ford also asked about opera on free-tv. O'Neill did not think the product was the same and he noted that only two performances of the Metropolitan Opera were available free-tv. As for a series of Shakespearean plays being produced by an English company (mentioned by Ford), O'Neill said this was not for pay-tv.

"If asked O'Neill considered some second-run movies or some reissues to be pay-tv fare, O'Neill said that he did. He would want them for pay-tv viewing as a theatre exhibitor would want them for his theatre.

Ford wanted to know what would happen if sold "a little jewel" very cheaply--so cheaply that it might be "lost and find." O'Neill said that the extension would include us." If the trial is successful and FCC gives a go-ahead on a national basis, then RKO General will be in on the ground floor.

O'Neill had refused to tell Marcus Cohn that he had any idea of the availability of product, but he spoke of it knowingly to chairman Ford. O'Neill said he estimated picture availability in the U.S. as about 200 and his needs might be as high as 423 but he also noted availability of films, outside the country.

Chairman Ford probed deeply into the possibility of "wearing out a product. With showing on pay-tv and in theatres, it is possible, he asked., that free-tv would not be interfered with by the time it got them. O'Neill avowed that with only 50,000 subscribers only about eight per cent of the population in Hartford would think it doubtful that WHCT would "use up" product. He pointed to the time lag and noted that only one channel, post-48 films became available to free-tv.

Commissioner Bartley commented that it was "mysterious" to him that O'Neill was willing to take the chance without a guarantee of product. O'Neill had testified that he had no firm commitments nor any contingent contracts.

Points to Other Tests

The executive's response was that in no tests--Palm Springs, Barstow, Chicago, and Toronto--had there been any contingent arrangements and no firm commitments, yet no major distributor withheld its product. He went on to say that the company had "bet all of our investment" from now until the actual start of operations that "we can get product."

Under questioning by Louis Stephens of the Broadcast Bureau, O'Neill said that FCC and the company could reach an amicable agreement on the matter of 

RKO General will hire to make a survey of the tv audience in Hartford prior to, during, and after the test operation. Some questions had been raised earlier as to whether in the press of starting operations RKO General could manage to make the survey which FCC wants. O'Neill promised the Independent Committee that RKO General would be willing to delay the start of operations until the survey could be made, if this was deemed necessary.

Cohn: Fiorentino Clash

During the early part of the day, Cohn put into the record various promotional pieces of the applicant along with editorials commenting on them. Theodore Fiorentino, Hartford lawyer, asked that the record include the promotional materials of Theatre Owners of America and the Joint Committee against Bell, the Connecticut Committee Against Toll-TV, and all material of Allied States along with various petitions used by theatres.

Chairman Ford withheld ruling on this on procedural grounds and it seems likely that this material need not enter the records. (Allied, in any case, is not a respondent in the hearing).

Cohn also submitted for O'Neill's appraisal a document called "respondent's suggestion of proposed data to be supplied by applicant," and asked that O'Neill agree at a later time to filing a report. It is a request for reports, mostly on a monthly basis, relating to (1) viewers' equipment, (2) exhibition of programs, franchise operations, and (3) station operations.

It consists of various breakdowns of terms of family income and occupations of viewers and surveying service suppliers and advertisers, and tv sets also asks for a detailed reporting of revenues and expenses with a program breakdown and payments of credits to Zenith and Teco, and completed and/or projected data. WHCT be turned down in free and pay tv.

Asks Monthly Report

The program information was made to Cohn calls for a monthly report of all titles broadcast with a description of the content and format of each program, the name of its producer or writer or writer, its duration, its script and any new series, and any affiliation, the supplier, and the price schedule with an explanation of the basis for the differences in prices charged for the various programs.

Cohn also would like to know number of programs broadcast, number of transmitter hours, and schedule of rates applicable to stations of similar type, the transmitter asked was gross subscription rates and both for each program and for all programs, as well as a breakdown of family income and occupation. Any financial statement or other report on the market on the number of dealers, subscribers and the amount of lines, both according to family come and occupation.

Flat Rate, Not Percentage

Cohn, in cross-examination, elicited the fact that H W Ford will pay a flat rate for its programs, not a percentage. O'Neill raised the problem that the supplier might be allowed to resell the program by charging admission to his house or to the semi-public outlets of his choosing. O'Neill did not believe the servicing problems and said that serviceman should be able to install five to six decoders in an eight-hour day.

O'Neill also said that he did not want to contract for exclusive right for a person appearing on free-tv. He would use stars, writers, or programmers that have been on free-tv so he would have an advantage and any arrangement for them to appear in a flat feature.

Will Give Teco Preference

However, he added, Cohn was considering exclusively for Hartford Phonovision, then he would not.

At the end of the afternoon session the next witness was Fred J. S. Wight, president of Zenith Radio Corp. He told commission counsel Stephens that Zenith's investment Phonovision, including research and development, was about $10 million. He doubted that Zenith would make any profit in the 3-year period. He testified that there was no cross over on the board of directors between Teco and Zenith.
EYEWITNESS

EXHIBIT:
The Secret of the Purple Reef

20th Century-Fox/Cinemascope

Outstanding highlight of this mystifying film is the beautiful De Luxe color and Cinemascope photography handled by Kay Norton as director photographer. The story, which is set entirely in the Caribbean, with most of the action taking place on a water and on a coral reef among islands. The story, which is set entirely in the Caribbean, with most of the action taking place on a water and on a coral reef among islands. The story, which is set entirely in the Caribbean, with most of the action taking place on a water and on a coral reef among islands. The story, which is set entirely in the Caribbean, with most of the action taking place on a water and on a coral reef among islands.

AROUND THE TV CIRCUIT

with PINKY HERMAN

RUTH is stranger than fiction dept': The Philip Morris Cigglies flacks turned down a request to supply smokes for Tennessee Williams' forthcoming Broadway comedy, "Period of Adjustment," for a typical Madison Avenue reason. James Daly, TV master of the show's stars, for several years has been using Philip Cigglies commercials. Reminds us of the line from the show which says: "Lucky," on his Saturday program, "The Camel Hour," and Tom Luckenbill of the Wm. Esty Agency tossed the tune off the program. (Almost broke this scribbler's heart because we wrote "Lucky".)

Produced by United Press International as exclusive 25-minute filmed report, "The 15th General Assembly—First 25 Days" will be shown Sunday Oct. 30 (9:30-10:00 P.M.) on WNBX-TV. Metropolitan New Yorkers will hear addresses made before the United Nations delegates by President Eisenhower, Prime Minister Macmillan, Premier Khrushchev, Marshal Tito among other world leaders. Meyer Davis is sending his top maestro, Merrill Kaye, to conduct the Meyer Davis orchestra at the Houston Country Club Nov. 25. A deal is in the works to feature the tall, dark and handsome Kaye in a TVA variety series this winter.

First luncheon of the N.Y. Chapter of AT&As, to be held Tues., Nov. 1 at the Hotel Plaza, will present Chester Himes as moderator of a panel which includes newsman Atra Baer, Bert Burns, Nick Kenny, Marie Torrey, Marva Mannes and Bob Williams; subject—"TV Today & Tomorrow: The Critics Speak Out." The Lambs Club Testimonial Dinner to Toots Shor last Saturday night turned out to be one of the most successful events ever held at this grand old theatrical club. More than 400 members of the theatre and sports world attended and the green show which included Joe E. Lewis, Bert Wheeler, Tommy Dillon, James Barton, Harry Hershfield, Tom Meany, encored by Jack Waldron, likewise proved to be a fitting tribute to Mickey Alpert who stepped down after five years as chairman of the Lambs Entertainment Comm. and his successor, Jack Waldron.

Danny Thomas and his daughter Marlo, will co-star in "Vendetta," an upcoming "Zane Grey Theatre" CBS-Tvehile, especially written for this father-daughter drama by Arthur Spelling. Marlo has appeared in "Dobie Gillis," "77 Sunset Strip." Jack Sohie, for the past 10 years v.p. and director of sales, has resigned to become national sales manager at Screen Gems. He'll work on new expansion programs including new traditional television series. CBSScreen Gems' "Father Knows Best," was voted the American Auxiliary Award as "best family entertainment of 1960" (TV) last week at the convention in Miami Beach.

... Facts and figures prove that radio has had a resurgence in the national entertainment picture in the past 12 months but it is also interesting to note that a reverse trend has proven of no help in the resurgence. Frintance take of "Flair," a daily 55-minute (1-1.55 P.M. ABC network) music-variety radio series emceed by the droll Dick E. Dyke. His supporting cast of regulars include TV stars Phyllis (Thid Man) Kirk, Audrey (Masquerade Party) Meadows, Jonathan (J. Paar Show) Winters, Arlene (What's My Line?) Frances and Johnny Desmond. (turn around is fair play —no —) ... Johnny Stenns, former-producer of the "Steve Allen Show," "Arthur Murray Dance Party," "Make Me Laugh," and recently returned from the coast where he sold several original TV packages, has taken over as producer of the "Clay Cole Shows" seen Saturdays on WNTA-TV. Johnny avers that he could only be pried loose from his Pacific Palisades home because he knows that the talented Clay is destined for national stardom within a year.

SPEAKING OF TV...:ie

McCallery Named

Andrew J. McCaffery has been appointed director of public relations for NBC-TV's Channel 11 in New York—It was announced by Fred M. Thower, vice-president and general manager of the station. McCaffery, a veteran broadcaster with 15 years experience in the corporate public relations field, will be responsible for all internal and external affairs in the public relations area of the station.

Glaser Account Exec.

Robert L. Glaser has been appointed account executive in the Chicago office of CBS Films, Inc., it was announced by James A. Victor, director of national sales of CBS Films, Inc. Glaser will be based in the Chicago office and will cover the western Indians and Illinois territories. Glaser was most recently the Midwest representative of ABC Films out of Chicago.

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CELLER WOULD DELAY TESTS OF PAY-TV

WASHINGTON, Oct. 27 — The Federal Communications Commission has been urged to turn over the question of pay-television to Congress before deciding to hold a test in Hartford, Conn., by Representative Emanuel Celler (D., N.Y.), chairman of the House Judiciary Committee. Celler, chairman of the House Judiciary Committee, said yesterday that the hearings are to decide if RKO General and Zenith Radio Corp. should get permit for a three-year tryout over RKO's station WHCT.

Cites 'Gravest Danger'

Celler added there is the "gravest danger that pay-tv tests would lead to total destruction of free tv." Celler told the FCC that it "would be well advised to refrain from authorizing any further tests and to refer the entire question to Congress, which has the ultimate responsibility for the regulation of a viable industry for interstate communications."

Celler observed that pre-empting channels for pay-tv would be "a wanton disregard of the rights of the public." Such action, he asserted, "will turn the substantial cost of a television set into a mere down payment," since "at least $130 a year extra would be paid by the average family" for receiving "the traditional program fare."

Sees Paying for What Is Now Free

According to Celler, "widespread broadcasting of pay-television on an experimental basis would merely be a prelude to regular subscription television assignments and would be a threat to a very free experiment in public ownership upon which millions of Americans have come to depend. The foreseeable result is a television system in which it will be impossible to market the same tv fare as now comes to us without cost."

The anti-trust subcommittee chairman expressed the fear that pay-tv will "contribute to still greater concentration of industry control in the hands of the networks, which may end up by supplying the programming for pay-tv as they do now at the present time for free television."
**PEOPLE**

Leo Jaffe, Columbia Pictures first vice-president and treasurer, was among those at the White House this week for a special luncheon given by President Eisenhower in honor of the Prime Minister of Malaya.

George B. Rifkin has been named promotion manager for the Sterling Theatre Co., Seattle. He formerly held a similar post with the Williams Potato Chip Co.

John F. Becker, producer and public relations executive long active in varied fields, including radio and motion pictures, has joined On Film, Inc., as producer-director and sales representative.

Leslie R. Schwartz, president of Metropolitan Theatre Association, has received an award from the Layman's National Committee in appreciation of the Association's assistance in bringing to the attention of the theatre-going public the observance of National Bible Week, Oct. 17-23. Edwin C. Werle, national chairman of National Bible Week, made the presentation.

Dennis Augustine is the new student booker at M-G-M in Minneapolis. He is a newcomer to the industry.

Leon J. Warshaw, M.D., F.A.C.P., consultant in occupational health who also serves as medical director for United Artists Corp. and Paramount Pictures Corp., is currently in London to guide the establishment of an industrial medical service to serve the British employees and staff of U.A. and Columbia Pictures.

Jack Beresin, head of Berlo Vending Co., Philadelphia, and former chief banker of Variety Clubs International, has been named to serve on the national board of directors of the Federation of the Jewish Agencies of Greater Philadelphia.

William Copley, for the past two years manager of Schine's Glove Theatre, Glovesville, N.Y., has been promoted to the post of group manager, with headquarters at Massena, N.Y. Dewey Van Scy, formerly manager of the Bucyrus Theatre, Bucyrus, O., has been transferred to Glovesville as assistant to Copley.

Charles L. Moore, vice-president of the First National Bank of Boston, has been elected a director of General Drive-In Corp., operators of bowling and shopping centers in addition to theatres.

Frank Sculli, salesman for M-G-M in the Philadelphia area, has been named assistant branch manager there. Dave Tetlen, office manager and head booker, has been appointed a salesman.

**REVIEW:**

**Girl of the Night**  
Vanguard—Warner Bros.

Were one to judge by the current rash of motion pictures dealing in some manner with the life and loves of the lovely prostitute, it would seem some producers believe that the public is inordinately interested in the behind-the-scenes activities of the world's oldest profession.

Purporting to be a more or less clinical study of the psychology of girls with love for sale, "Girl of the Night" contains its share of shock moments. To lend an air of authenticity to its subject matter, the film is based on the book, "The Call Girl," by Dr. Harold Greenwald and professes to be a psychoanalytical study of its subject. The picture was well-made by producer Max J. Rosenberg and expertly directed by Joseph Cates from a taut and suspenseful screenplay by Ted Berkman and Raphael Blau.

Anne Francis contributes an extremely sensitive performance as the high-priced call girl who pursues her profession under the guidance of her fiancé and procurer John Kerr. The latter promises marriage when Miss Francis' earnings will enable him to live in the luxurious style to which he has become accustomed, thanks to her after-dark activities.

An occupational hazard results in Miss Francis being beaten by a sadistic purchaser of her talents. She turns for help to Lloyd Nolan, a psychologist with offices in her building. Between visits to Nolan in her attempts at rehabilitation, she continues her chosen career as one of the girls in the entourage of Kay Medford, a madam who traffics in higher-priced girls.

Miss Francis escorts Eileen Fulton, a newcomer to the racket, on a double date arranged by Miss Medford. When one of the men in a drunken rage threatens to expose Miss Fulton's prominent parents, she jumps out of a window. When the suicide is hushed up, Miss Francis decides to quit both Kerr and the business. With Nolan's sympathetic help, she finds the courage to take a job as a filing clerk, and to spend large portions of her evening studying art at night school. When her instructor, James Broderick, evokes an interest in her, she finds it difficult to cope with his honest feelings towards her. She misunderstands his emotions and assumes he is like most men she has met.

Still feeling she loves Kerr, she returns to him on his promise of immediate marriage. When Kerr tries to arrange an assignment for her, she rebels and leaves him. The indications are that she will return to Nolan for more treatment in an attempt to lead a normal, healthy life.

The exciting performances are uniformly above par, with Miss Medford turning in one of her usually fine displays. John Kerr also supports her man, and Kerr is perfect as the slinky boy friend of Miss Francis. Miss Fulton also is fine as the hedonistic college girl looking for thrills.

The psychological approach to Miss Francis' behavior appears adequately presented, since it is established that not only was she not forced into the life of a call girl, but no evident arm-twisting (outside her love for Kerr) was used to keep her in it. Also, her decision to leave Kerr and the racket was motivated not so much by her dissatisfaction with the life of a call girl, but more because she felt rejected by Kerr in his refusal to marry her.

Running time, 93 minutes. Release, in October.

**Sidney Rechtern**

**Douglas Retains R&C**

HOLLYWOOD, Oct. 27. — Rogers & Cowan, Inc., has been retained by Kirk Douglas to do special promotion for Bryna Productions and Brynaphot Pictures, it was announced by Stan Margolis, vice-president in charge of advertising and publicity for the Douglas companies. The publicity firm's European representative, Suzanne Cardozo, will coordinate Douglas press activities in Europe for Margolis during November and December while the actor is filming "Town Without Pity" in Munich and engaging in promotion for "Spartacus" promizes throughout the continent.

**Bolivar’ Pla**

(Continued from page 1)

The picture, which has a two-production schedule and an $85,000 to $100,000,000 budget, will be make an deal purchase money and be filmed in English the actual site of the activities of the late South American liberator, it was Martin's office has arranged the completion of negotiations to rotate loan of $5,000,000 over next five years to the Mexican government through its banco Nafta Cinemateca, S.A., for "below the board" Mexican and United Artists co-productions, said. Martin said this money is not earmarked for a "major American studio effort" and that Arriaga moves to the "North American country to be benefited by it.

Will Make Four Additional

The co-production company will make four additional films in Mexico and the American firm will produce four films in the U.S., exclusive of the joint deal. The four Mexican films, which are in addition to "Simon Bolivar," are "Let Me Breathe That Air," a low-budgeted film in Cinemascope and color, which is to begin shooting in Mexico Jan. 15, 1961, "Six Days of the Sun God," "Day of the Dead" and "The Unwashed.

The domestically produced film will be two Stephen Longstreet novels, "The Promoters" and "Gish" for "Cause of Death," starring Georg Raft, and one other to be announced. Nate Berkman, partner with an American distribution company has been set yet, said Martin.

In addition to its entertainment qualities, "Simon Bolivar" is intended to be a propagandistic vehicle, showing the similarity of the American and South American heritage in the struggle for liberation.

**‘Blue Law’ Appeal**

(Continued from page 1)

not make official announcements of schedule. In advance of the dates set for hearings, the source says they have reason to believe that the entire "blue law" dockets will be taken up during January.

One observer commented: "At this time, it was indicated the court will devote several days—possibly a week—to the "blue law" issues, because of the fact that a number of cases it has heard this year is to review which involve Sunday sales.

"The South Carolina case before the high tribunal is on appeal to the Supreme Court from the Supreme Court, Spartanburg, and Drainin Theatres of South Carolina, Inc. from the South Carolina Supreme Court, which upheld the validity of state laws limiting the commercial showing of motion pictures on Sunday."
NEW YORK, U.S.A., MONDAY, OCTOBER 31, 1960

TEN CENTS

MOTION PICTURE DAILY

FCC Hearings End

Zenith Tells of

ay-TV Talks

With Majors

formational: Wright; for to Hayward Outlined

By E. H. KAHN

WASHINGTON, Oct. 30.—In its public session in more than

years, the Federal Communica-

tion Commission heard Joseph

ight, president of Zenith Radio.

the high-level motion picture in-

ry people with whom he had

in touch concerning pay-tv and

vides.

ight—alone or accompanied by
cials of RKO General or Tece,

the Zenith Pioneersday license

and appointment and discussions

Jack Warner and Ben Kalmen

of Warner Brothers; Robert H.

ien of M-G-M; Spyros Skouras

0th Century-Fox; Abe Montague

Paul Lazarus of Columbia; Rob-

Benjamin of United Artists, and

ey Balaban of Paramount.

ight, in answer to questions,

(Continued on page 4)

S. Embassy in Rome

t Honor Geo. Stevens

From THE DAILY Bureau

HOLLYWOOD, Oct. 30. — "Home to George Stevens," is title given American Embassy in Rome, to the film festival it will hold November in The Eternal City. The Italian cultural attaché of the U.S. Foreign Service, today added the producer-director. Spon-

(Continued on page 4)

A to Have 5 Films

in Mexican Festival

United Artists will have five en-

ies at the Third World Review of

Festivals to be held in Mexico

city and Acapulco, Nov. 18 through

er. This is reported to be the first

any film company has ever been

widely represented at the Mexican

ment.

The UA films are "The Fugitive" 

(Continued on page 4)

Say 70% in Production-Distribution

Gave to Political Campaign Funds

Contributions to the industry's non-partisan campaign for the 1960 elections

were reported on Friday to be pouring in to Motion Picture Association of

America headquarters here.

The campaign officially closed on

Oct. 21 but collections are expected to

be received up to Election Day.

From the thousands of returns thus-

far, it was indicated that more than

70 per cent of the participating ele-

ments of the industry contributed to

the campaign. This response to the

industry's first call in history to its

employees to support their parties

with funds is regarded as highly

satisfactory.

To assure complete security, the

envelopes containing contributions

were assembled to be opened at the

(Continued on page 2)

Solomon Is Chairman

Of Pioneer Dinner

Eddie Solomon, vice-president of

Embassy Pictures, has been named

chairman of the dinner committee

for the 22nd annual Motion Picture Pio-

ner dinner, Nov. 21, at the Waldorf-

Astoria's Starlight Roof. The dinner

will honor Joseph E. Levine as Pio-

neer of the Year.

The appointment of Solomon was

(Continued on page 2)

Investment House Predicts Theatre Revenue

May Hit $1,500,000,000 for '60—All Time High

Theatre revenues are on the upswing and may gross a new all-time high of

$1,500,000,000 for 1960, Francis J. duPont & Co. states in its "Investornews" 

publication for November in an article appraising the film industry.

The publication says the industry is optimistic about its future in the coming

months "despite the necessary risk of being forced to evaluate public taste in

advance."

On that point it quotes Martin Quigley as follows: "Even though there have

been serious problems of adjustment due to the arising of various forms of

competition for public time, it still remains a fact that the motion picture

is the preferred form of theatrical entertainment throughout the world be-

cause of the basic appeal of this method of expression. In this sense, it seems

to me that there is no reason why with proper management the outlook for

film companies should not be good,"

Commenting on this the article says, "That a good measure of this 'proper

management' being exercised may be witnessed by the motion picture industry's

vigor, all-out entry into television and its activities in the re-

ording field. Furthermore, its ability to cash in on its important side assets

gives evidence of strength that is not based on showmanship alone."

Annual Awards

Allied States

Names Rackmil

Man of Year

Marcus 'Top Showman';

Curtis, MacLaine Cited

Milton R. Rackmil, president of

Universal Pictures, has been named "Industry Man of the Year" by the

Allied States Association of Motion Picture Exhibitors. "For his outstanding

management contributions and excellent pro-

duction achievements and achievement in the fields of industry,

entertainment, and the motion picture industry," according to an announcement

(Continued on page 2)

Governor Lauds Fabian

For 'Faith in Albany'

Special to THE DAILY

ALBANY, N. Y., Oct. 30. — Motion picture theatres must be made com-

fortable, inviting and modern for the public; those which fail to be such, or

which fail to be made such will suffer. So declared S. H. Fabian, pres-

ident of Fabian Theatres, prior to tonight's reopening of the Palace

Theatre after completion of a $255,000 refurbishing project. Fabian was

congratulated by a spokesman of

(Continued on page 4)

Goldstein Fox Branch

Head in New Haven

Bennett Goldstein is the new man-

ager of the 20th Century-Fox New

Haven exchange, it was announced at

the weekend by C. Glenn Norris, gen-

eral sales manager. Goldstein's ap-

pointment is effective immediately and

the transfer of his present post of

(Continued on page 4)
Honor Rackmil
(Continued from page 1)
by Jack Kirsch, general chairman of the Allied convention which will be held at the Conrad Hilton Hotel in Chicago Nov. 7-9.

The award, which is based upon a poll taken among Allied exhibitors in the United States, will be made at the annual banquet of the convention on the evening of Nov. 9.

In the same poll Ben Marcus, chairman of the board of Allied and head of the Marcus Theatres circuit in Wisconsin, was selected as "Showman of the Year." Marcus received favorable showmanship efforts in the Marcus-COMPO Merchandising Plan.

Wilder Top Director
Tony Curtis was named "Male Star of the Year" for his "acting contributions and excellent entertainment performances," during 1959-1960 and Shirley MacLaine was named "Female Star of the Year." Billy Wilder was named "Outstanding Director of the Year," for his directorial contributions and "the excellent entertainments" of the pictures he directed.

S.F. Festival
(Continued from page 1)
per held in the Garden Court of the Sheraton-Falace Hotel following the film. The event will be supported by the Association of the United Nations and the San Francisco Art Commission.

dancing and refreshments will be featured for all who attend the event, "Symphony of the Tropics," tomorrow night.

Friday night the Foreign Film Theater in San Francisco held a reception and dance following the showing of Germany's entry, "A Man Goes Through The Wall." "Unusual setting for the affair as the spirit will be a byplay of the Fox Theatre here. The party representatives of the foreign nations participating in the festival. More than 100 guests attended.

Seven Play Host
Exhibitor hosts of the fete were Irving Kerner, Roy Cooper, John Parsons, Martin Foster, Gerald Hardy, John Kiley, Herbert Boesener and Maury Schwartz.

The San Francisco Festival, a non-profit civic enterprise under the auspices of the Art Commission, will have premiered 20 full length feature films during its two-week run with more than 30 short subjects being screened. The new 16mm "Films As Commercials" section held three afternoons at the Metro presented over 20 documentary subjects for judging. These results also will be announced at the awards ball.

MBC Gains in Both Net Income, Revenues
Metropolitan Broadcasting Corporation showed gains in net income and gross revenues for the third quarter ended Oct. 2, 1960, John W. Kluge, chairman and president, said in a letter to shareholders.

Metropolitan, which owns MBC, reported for the quarter climbed to $111,125-281 and for the 39 weeks ended Oct. 2 to $30,303,176. Income from operations for the quarter totaled $1,095,109 and for the 39 weeks it was $5,208,040.

Net income, before such charges and amortization of goodwill, for the quarter was $1,033,325 and for the 39 weeks it was $1,170,167 or 18 cents and 69 cents per share, respectively.

Net income after all charges for the quarter was $2,571,281 and for the 39 weeks $1,035,247. Net income per share, based on a total of 1,699,137 shares outstanding, was 17 cents for the quarter and 61 cents for the 39-week period.

Comparisons Not Made
Comparisons with like periods in 1959 have not been made because of the widespread changes in operations and major additions to its properties early this year, Kluge stated.

Sues RKO Teleradio On Europe Distribution
An action charging RKO Teleradio Pictures with breach of contract and asking $300,000 damages was filed in U. S. District Court today by Gibraltar Pictures, Ltd., of London.

The plaintiff claimed it had contracted for European distribution rights to RKO Teleradio's "No Road Back" but when the latter dissolved its distribution organization without notifying the plaintiff, it assigned distribution rights to the picture to J. Arthur Rank and other British companies.

Last year, Gibraltar started a similar action against RKO Teleradio over British distribution rights to the latter's film "Guilty." That action is still pending.

Solomon Chairman
(Continued from page 1)
announced by Simon H. Fabian, president of the Pioneers. At the same time, Fabian revealed that Marvin Kirsh, a vice-president of the Pioneers, will serve as co-chairman of the event.

Other committee assignments include dinner chairman, William J. German; new members, Charles A. Alcoate; trade papers, Mort Sunshine and T. J. Sullivan; publicity, Edward S. Feldman.

For the dinner are available from Germany. Due to limited seating capacity, attendance at the affair is confined to members of the Pioneers.

Check with... national screen service for the best in SPECIAL TRAILERS

PERSONAL MENTION

EUGENE PICKER, president of Loew's Theatres and Joan Murphy, executive vice-president, have returned to New York from Toledo.

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising, publicity and exploitation, will return to New York today from the Coast.

NAT WASS, 20th Century-Fox publicity manager, has returned to New York from Hollywood and San Francisco.

JOSEPH FRIEDMAN, Paramount exploitation manager, returned to New York at the weekend from Chicago.

ERNST EMBRING, vice-president and national advertising director of Loew's Theatres, left by plane over the weekend for London on a vacation trip.

ROBERT MOSCOW, president of the Rialto and Central theatres, Atlanta, has returned there from New York.

BASIL RATHBONE and Mrs. Rathbun will return to New York from London today via L.O.A.C.

JOSEPH NEDERLANDER, son of DAVID T. NEDERLANDER, Detroit exhibitor, was married to Rita "Ricky" Motn of Huntington Woods.

PRESTON R. TISCH, president of Loew's Hotels, has returned to New York from Miami.

LEO V. SECHSNAYDRE, field representative in Louisiana for Howecco Pictures, is being treated for a heart attack at the Hotel Dieu, New Orleans.

CampaignFun
(Continued from page 1)
office to the Manufacturers T Company, 1227 Eighth Avenue and 4 Street, New York.

Under the supervision of bank officials, two teams of six Demo- ncrats and six Republicans spent nearly every day canvassing the first c. tributions. No member of any motion picture company taking part in campaign was present.

The double-sealed envelopes were opened, their contents submitted to representation of the two political parties. Campaigns came in the form of checks, money orders and char. ites. Distributors who requested receipts will receive them from old party representatives, MPAA said.

Statement by Johnson
Speaking for the motion picture producing and distributing com- panies, Eric Johnston, president, MPAA, called the results most gratifying. He said:

"This industry can do things and do them fast when it gets behind a project. This campaign was started late and has been under way only about three weeks.

"In three weeks the drive had covered the country from New York to Hollywood and all the distant centers in between."

"This head of the companies we work with was a complete surprise. In the offices, in the studios, in the changes, in the subsidiaries, the national leaders followed up energy- fully, carrying the drive to each and every employee."

Many Gave Twice
"Many employees, it was four had already contributed to the project of their own choice, but that did not stop a good many of them from contributing again through the industry fund. This was the first time and we were told to expect a similar effort in future national cam- paigns. Next time let's begin early enough to include all elements and let's really start thinking and planning for it as is now do it.

Johnston emphasized that there still time for those who have not contributed to do so. "The part in this important election need not money and have many uses for it."

A report on the current collection will be made after all the returns are in, MPAA said.

Rogets Benefit Tickets
Tickets have gone on sale for performance of "Exodus" at the Wee- ner Theatre here on Dec. 18, a ben- it for the Will Rogers Memorial Fund. It is being produced by Thomas Rodgers, chairman; Art and Al Rosen, co-chairman of the special tivities committee for the fund.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feil, Advertising Manager; Gus H. Fawcett, Production Director; TELEVISION TODAY, William L. Garrison, Editorial Director; Pinky Herman, Eastern Editor; Hollywood Bureau, Paul H. Nealon; Los Angeles Bureau, Ada Jo Muck; New York Bureau, Paul Pay, News Editor. Correspondents in the principal capitals of the world. M. O. C. Cable address: "Quigpapes, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Them J. Sullivan, Vice-President and Treasurer; Raymond Gallagh as a section of Motion Picture Herald; television Today, published daily as part of Motion Picture Daily; Motion Picture Man, Television Almanac, fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879, Subscription rates per year, $6 in the Americas and $12 foreign. Single copies 7
IMITATIONS COME AND GO BUT THERE IS STILL ONLY ONE

CINERAMA

NOW

NEW TECHNICAL ADVANCES AND DEVELOPMENTS
NOW MAKE IT POSSIBLE FOR THEATRES IN CITIES
THAT PREVIOUSLY WERE UNABLE TO SECURE THE
MAGIC CINERAMA PROCESS TO ARRANGE FOR
ITS INSTALLATION

“THIS IS CINERAMA”
“CINERAMA HOLIDAY”
“SEVEN WONDERS OF THE WORLD”
“SEARCH FOR PARADISE”
“SOUTH SEAS ADVENTURE”

ALL 5 PRODUCTIONS IN CINERAMA Color by TECHNIRAMA

Thrilling New Generations As Never Before!... AND...
BREAKING ALL BOX OFFICE RECORDS!!!

THIS IS CINERAMA
RETURN ENGAGEMENTS

BOSTON
BOSTON THEATRE

MONTREAL
IMPERIAL THEATRE

MINNEAPOLIS
CENTURY THEATRE

And It's The Same Story In
SAN FRANCISCO & LOS ANGELES

ORPHEUM THEATRE
WARNER THEATRE, Hollywood
Advance Sale: Opens Nov. 2

INDIANAPOLIS, IND.
INDIANA THEATRE

MILWAUKEE, WIS.
PALACE THEATRE

And It's The Same Story In
MONTCLAIR, N. J.
CLAIRE ROSE THEATRE

COLUMBUS, OHIO
ROA GRAND • NOV. 3

TOLEDO, OHIO
PARAMOUNT THEATRE • NOV. 22

Denver, Col.
Cooper Theatre
(Under Construction)

OKLAHOMA CITY, OKLA.
Cooper Theatre

FOR FURTHER
INFORMATION, CALL OR WRITE
B. G. KRANZE Vice Pres., CINERAMA Inc., 575 Lexington Ave., N.Y. 22, N.Y. PLaza 2-0900

NEW CINERAMA THEATRES 1960

Opened April 26, 1960
GROSSED $17,196 — 1st WEEK (rerun)
Original Premiere 6 years ago
GROSSED $16,714 — 1st WEEK

Opened July 12, 1960
GROSSED $16,700 — 1st WEEK (rerun)
Original Premiere Dec. 1954
HOLIDAY WEEK) GROSSED
$17,250 — 1st WEEK

 opener Aug. 23, 1960
GROSSED $20,300 — 1st WEEK (rerun)
Original Premiere 6 Years Ago
GROSSED $20,313 1st WEEK

Opened Sept. 1960
$13,930 — 1st WEEK

Opened Aug. 1960
$13,778 — 1st WEEK
Tell of Zenith-Majors Talks

(continued from page 1)

asserted that the meetings were designed to acquaint the film companies with their plans, establish their interest in pay-tv, and discuss the product that they would be receiving for possible use in other pay-tv tests. Wright noted, however, that "we wouldn't say that the purpose of these meetings was to persuade them to make the product available."

Under questioning by commissioner Cross, Wright said that he thought the Hartford test would cost Zenith "considerable money." He said "I don't know how to answer that" when Cross requested that the market be "shooting for, in the magnitude of money" be spelled out. Indicating his willingness to submit to the judgment of the market place, he said that if Hartford is tested for pay-tv, and the tests fail, he is "certain that neither Mr. O'Neill (Thomas O'Neill, Phonevision president) or Zenith will want to go any farther in it."

Wright Subsidize Any Source

Wright told commissioner Bartley that Zenith has absolutely no plans to subsidize any projection source. He also told the Broadcast Bureau counsel, Louis Stephens, that Zenith is "not going to finance any entertainment books and any installation or buy in the production of entertainment."

Wright agreed with Stephens that Zenith and Techo would submit their publicity to BKO General for clearance before its release. This was later confirmed by Pieter Van Beek, president of Teco.

The final session of the hearings was marked by the commission's persistent rejection of Marcus Cohn's efforts to put into the record various pleas of defense on behalf of pay-tv and consumers' net spendable income for recreation and entertainment, surveys of television set ownership, consumer expenditures, and the like.

Doubts Accuracy of Judgment

It was Cohn's contention that any test made at Hartford was not meaningful unless it covered a cross-section of the market which would include various occupations and various income brackets. He said that FCC could not make a judgment about whether nationwide pay-tv was feasible or, for example, only 50 per cent or possibly only the rich—could afford it.

The Broadcast Bureau took the position that FCC did not have to make an economic judgment and that Cohn's arguments really concerned the validity of the third report, or even rule-making proceeding it, but not to the procedure of this hearing.

Cohn maintained that these statistics were vital not only to show that the test would be a "flap"—for he was sure of that—but because FCC would not have adequate information to judge pay-tv on national basis. Chairman Ford ruled not to admit the material on the ground of irrelevance. He noted that even though the net spendable income of some groups was very low, their rooftops might be close enough.

Cohn also got into the record part of Leland Hayward's one-year contract with Teco as a consultant. Excluded was the amount of Hayward's salary, a specific mention of a city for which they substituted a phrase. The important part of the contract had to do with investment opportunities offered to Hayward. It appears below, with the substituted phrase in brackets: "Unless this agreement is terminated before March 22, 1961, you shall thereafter have the personal right, at your option, to enter with the owner of more than one of the following investment opportunities:

(a) To subscribe for the purchase at par value up to 12½ per cent of all common shares to be issued by a Phonevision programming company upon its organization, including the rights to assign to one or more of you up to one-fifth of those subscription rights; or

(b) To enter into a Phonevision franchise agreement for your choice of any U.S. television market not larger than a certain major metropolitan market in the U.S. or

(c) To participate in some other investment opportunity in the commercial development of subscription television that comes to Tecc's attention before Sept. 22, 1964; provided that at present interest you have an investment opportunity selected personally by you may be vested in any corporation controlled by you."

These investment opportunities expire by Sept. 22, 1964, if not exercised.

Hayward Tells of Activity

It was Cohn's contention that Hayward should not work for Tecco while he had about a year left of his present CBS contract. Hayward maintained under questioning, that he was at present interest in various media, that many producers were, and that he saw no conflict of interest.

Hayward told the commission that he personally thought it would be very hard to put tv cameras on a stage during an actual performance, but that plays could be written with this in mind. He admitted that some Broadway plays might have to have cameras in certain scenes, however, he noted, that when "Mister Roberts" toured, there were three versions of the play for different areas and they were all successful.

The problems of production designed especially for television are very unique and he admitted that he didn't know the answer. He did not know whether he, himself, would produce any. He said that during the first six months he would make various plans. All attorneys in the case waited the right to make summations. T record remains open until Nov. 1.
JOHN WAYNE's $12,000,000 motion picture epic, "The Alamo" had its gala world premiere in San Antonio, Texas, last week, climaxing the biggest premiere celebration in Texas history. The San Antonio opening, covered by the press of 24 nations, was followed by equally impressive premieres in New York and London. Sponsored by MEDICO, the New York premiere at the Rivoli Theatre drew notables from diplomatic and entertainment fields. In London, Princess Margaret and members of the Royal Family played host to Wayne at a dazzling benefit premiere at the Astoria Theatre. Pictured on this page are highlights of the two-continent impact registered by the United Artists release.

NEW YORK

Thousands of New Yorkers converge on Broadway and 49th Street for the star-studded benefit premiere at the Rivoli Theatre. Highlights of the opening were beamed to millions throughout the world by NBC Monitor, the Voice of America and the Armed Forces Radio Network.

SAN ANTONIO

Wayne is introduced to crowds gathered before the Woodlawn Theatre by Tommy Edwards, radio and television personality. Also participating in the San Antonio festivities were Richard Widmark, Richard Boone, Linda Cristal, Chill Wills and Pat Wayne.

SAN ANTONIO

As part of the pre-premiere ceremonies, San Antonio's Chamber of Commerce and a 250-man world premiere committee staged a program of entertainment for visiting guests and press. The event was covered by an international corps of 100 newspaper, radio, television and newsreel reporters.
They'll Break Down The Doors For This One

While You Add Up The Profits!!

John Wayne
Stewart Granger
Ernie Kovacs | Fabian

North To Alaska

Cinemascope Color by De Luxe

It's BIG! It's BOISTEROUS! It's BRAWLING!
It's another BONANZA from 20th!

Produced and Directed by Henry Hathaway

Screenplay by John Lee Mahin / Martin Rackin / Claude Binyon
**International Exhibitors Union Warns Of Adult Films Damage to Attendance**

LONDON, Oct. 31.—A systematic policy of making films placing emphasis on sex or violence is seriously affecting the broad appeal of the cinema, warned an extraordinary meeting of the international union of exhibitors associations (L’Union Internationale d’Exploitation Cinematographique) held in Milan.

The industry could live only by the large audiences which it welcomed into its theatres and it was committing a fatal error in pursuing the policy of increasing the production of co-called adult films, particularly those which emphasise sex and violence.

Delegates at the meeting also (Continued on page 5)

**Vogel at Studio for Production Conferences**

From THE DAILY Bureau

HOLLYWOOD, Oct. 31.—Joseph R. Vogel, president of Metro-Goldwyn-Mayer, is here for conferences with studio head Sol C. Siegel, and to screen pictures newly completed and now in production. He is accompanied by Robert O’Brien, vice-president and treasurer, and George Shupert, vice-president in charge of MGM-TV.

During a week of meetings, Vogel (Continued on page 2)

**Film Quality Improves, Fabian Says, But Industry Needs More Top Writers**

From THE DAILY Bureau

ALBANY, Oct. 31.—“An improvement in the quality of motion pictures made in Hollywood during the past 15 years is noticeable, but the industry needs more releases times used the word “genius” – successful screen fare can not be fashioned.”

“I think the 1920s produced great writers – Hemingway, O’Neill and others,” commented the veteran exhibitor executive. “We have good writers now, but not sufficient for the requirements of the motion picture screen. We need more in the ‘genius class.’”

Asked if there were any way to “accelerate the discovery or development of writing geniuses,” Fabian replied: “You answer that.” He seemed to say that “geniuses” may come in (Continued on page 2)

**Color Newsreels of Parliament Opening**

From THE DAILY Bureau

LONDON, Oct. 31.—For the first time in history, the State Opening of Parliament tomorrow, will be filmed inside the House of Lords in color by Technicolor, by Pathé and Movietone.

In the view of the decision made earlier this year to preclude tv cameras from (Continued on page 4)

**Sets New ‘Royal Film’ Performance Method**

From THE DAILY Bureau

LONDON, Oct. 31.—A new procedure for selecting a film for the Royal Film Performance—unanimously agreed by the trade associations—is announced by the Cinematograph Trade Benevolent Fund (CTBF).

Under the new system, producers or distributors are asked to submit immediately the titles of films they think would be suitable for the occasion, together with full details including (Continued on page 4)

**Skouras Checking on 20th’s Filming Abroad**

Syrros P. Skouras, 20th Century-Fox president, has embarked from London on a global trip to visit the company’s production activities abroad.

In London, Skouras conferred on “Cleopatra,” on which producer Walter Wanger has been filming exteriors without star Elizabeth Taylor, who is ill. In the last two weeks, 20th-Fox finished editing on “The (Continued on page 2)

**Set New ‘Royal Film’ Performance Method**

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Vogel at Studio

(Continued from page 1)

and Siegel will go over the schedule of productions in final preparation, among them “Mutiny on the Bounty,” “Ach, Ach, Lady L.” and “How the West Was Won,” as well as associated with the first anniversary celebration of “Ben-Hur” and the premiere of “Cimarron” in Oklahoma City Dec. 1.

Pictures to be shown for Vogel include “King of Kings,” now being edited, “Where the Boys Are,” Christmas-New Year holiday release, and “Atlantis, the Lost Continent,”... 

Film Quality

(Continued from page 1)

cycles; from where and when, no one can predict.

"How many students are enrolled in college or writing courses, across the country?” inquired Fabian. Giving the answer, “Probably 30 to 40 thousand,” the circuit head added, "How many of them are great writers?"

Fabian pointed out that “There is today a surplus of entertainment: motion pictures, television, radio, stage and magazines, and the like. As a result, audiences have become more discriminating, more selective.”

He declared, "No star, regardless of his or her stature, can make a bad picture a good one. On the other hand, good pictures have been produced without stars.”

"No formula” for the production of successful motion pictures has been developed, either in Hollywood or anywhere else. "No theme, no emphasis is "surefire"! The person who could devise a ‘formula’ would not be a millionaire; he would be a billionaire.

"Born and brought up in motion picture business, I have no basic aspirations for other fields,” Fabian told a television interviewer. "I have sweat and blood under my feet; I want to live and die in the motion picture business.”

He hoped, "I add with a smile, ‘to die in it—with my boots on’.

Fabian emphasized that “Motion pictures reflect the mores of the times; they do not form the mores. This is an age of greater frankness. "Four-letter words, once almost unheard of in books, now appear regularly in them. The screen is reflecting this frankness,” he said.

Trans-Lux Dividend

Trans-Lux Corp. directors have declared an annual dividend of 20 cents per share on the capital stock of the corporation, plus an extra 5 per cent stock dividend. The cash dividend is payable Dec. 16 to holders of record on Nov. 31, while the stock dividend is payable Jan. 17, 1961, to holders of record on Dec. 16, 1960.

Motion Picture Daily, November 1, 1951

PERSONAL MENTION

GEOGE WELTNER, president George Weltner, Film Distributing Corp., and Maurice Newton, member of the Paramount Pictures directorate, will return to New York from Europe today aboard the "Queen Elizabeth.”


Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Bernard Levy, his assistant, are in Minneapolis today from here.

William Richardson, president of Capital Releasing Corp., Atlanta, has returned there from Jacksonville.

William Reich, vice-president in charge of foreign distribution for American International Pictures Corp., returned to New York yesterday from Europe.

Coy Chauuse will return to New York from London today via B.O.A.C.

Louis J. Finse, president of Florida State Theatres, Jacksonville, has left here with Mrs. Finse for a vacation in Japan.

Ben Schwalb, Allied Artists producer, has returned to Hollywood from New York.

Burt Hirschfeld, of the M-G-M home office advertising-publicity department, has returned to New York following a tour with Dunninger, mentalist, to Cincinnati, Indianapolis and Cleveland.

Saturation Bookings

For AIP’s ‘Goliath’

From THE DAILY BUREAU

HOLLYWOOD, Oct. 31—Multiple saturation bookings for American International Pictures’ newest color spectacle, “Goliath and the Dragon,” have been set in Dallas, New Orleans, Philadelphia, Charlotte and Salt Lake City on its national release date, Nov. 4, it is announced by Leon P. Blenden, AIP’s vice-president in charge of distribution.

According to Blenden, all 600 prints of the feature will be in use during month of December, concentrating on holiday playing time.

Loew’s, RKO Cross-Plug Films in Columbus

Special to THE DAILY

COLUMBUS, O., Oct. 31.—Patrons of Loew’s Ohio and Loew’s Bell in Columbus, will be ushered into the wrong theaters by mistake when they saw trailers plugging the premiere of Cinerama at the opposition RKO Grand. It was a gesture of friendship when manager Sam Shubof of the Ohio and manager Robert Sokol of the Broad.

Skouras Check

(Continued from page 1)

Millionaires,” starring Sophia Lore, Peter, Sellers, as "Circ of Deception,” starring Bradford Dillman and Suzy Parker, and “11 Queen’s Guard,” starring Raymond Massey, all filmed in London.

Skouras next week will stop in Greece where “It Happened in Athens,” starring Jayne Mansfield and "11 Lion of Sparta,” starring Richard Egan, will open.

From Greece, he will go to Egypt where “Justine,” will be made by Joseph L. Mankiewicz. Skouras will also finalize arrangements for the production of "Cleopatra.”

He then goes to Italy, where “Francis of Assisi,” with Bradford Dillman and Dolores Hart, is shot; “Esther and the King,” starring Joss Collins and Richard Egan recently wound up production in Rome.

Louella Hits ‘Unhealthy’ Films in Hub Interview

Special to THE DAILY

BOSTON, Oct. 31.—Elating “unhealthy” films, Hollywood columnist Louella Parsons arrived in Boston last Thursday, her daughter, Harriet, co-producer of the pre-Broadway coming “Rape of the Belt” at the Wilbur Theatre on Friday.

“There is too much of the unhealthy in films. I don’t have anything against sex, but perversion something else again,” the columnist said.

“To me some of the films made now are shocking. We all have enough trouble and when we go to the theatre we want to be entertained. I want to see films made that will get families back into the theatre.”

Services for Elsie Loeb

CLEVELAND, Oct. 31.—Film and theatremen attended the memorial service for Elsie Loeb, 87, who died in the Suburban Temple here last Thursday. Mrs. Loeb, long-time film trade correspondent, collapsed and died in Vienna on Oct. 20 during her first European trip. A service was held at Dr. William J. Loeb of Mount Sinai Hospital, here, and four grandchildren survive her.
Japanese Theatre Operators Seek to Keep
Admissions at Minimum; Cite Some Cutting

Special to THE DAILY

TOKYO, Japan, Oct. 29 (By Air Mail)—The National Association of Japanese Motion Picture Theatre Operators has formally requested the Health & Welfare Ministry to keep movie admissions in Japan at a minimum of 14 cents.

The operators say that a number of theatres, hard-pressed by TV and a popular movement toward sports attendance, have gone below this price in presenting double features and even triple features and that this action constitutes what is considered excessive competition.

This is the first time that theatre owners have tried to keep admissions up to a certain level. The worst offenders, says the association, are 300-400 "borderline" theatres of which ownership is constantly changing as their operators fight to make them pay. Japan has some 8,000 theatres.

80,000 Is Invested
in Norwood Studios

WASHINGTON, Oct. 31.—Greater Washington Industrial Investments, Inc., is investing $80,000 in Norwood Studios, Inc., it was announced jointly by Philip Martin, president of Norwood, and Dr. Arch C. Scurllock, present of GWU. The investment will be in 5-year, 5 per cent debentures, with detachable warrants for the purchase of up to 16 per cent of Norwood's total common stock.

Norwood Studios is a producer of theatrical motion pictures. Its productions have included such credits as the grand prize at the Venice Film Festival, the Freedoms Foundation Award, the Brotherhood of Christians and Jews Award and the Silver Reel Award. It was established in 1951 by Philip Martin after his return from Hollywood where he had been associated for 10 years with paramount and RKO. As supervisory editor for RKO, he edited "The House on Carroll Lane," which won the documentary "Oscar" in 1947.

To Reopen in Mpls.

MINNEAPOLIS, Oct. 31.—Under management of the Cygnet Corp., presented by William Cumberland, the Loew Theatre here is scheduled to reopen Nov. 2, closed in May, 1938, was revamped in 1950 for musical stage reviews and closed again.

Cumberland explained that the present management plans to select the best films after the downtowns but will cater to no particular group. The only deviation from his will be children's Saturday matinees.

To Honor Naify

SAN FRANCISCO, Oct. 31.—Board chairman Michael A. Naify, who founded the United California Theatres, and his two sons Marshall, "production" vice-president, and Robert A., vice-president and general manager, are being honored by Northern California exhibitors this week during the celebration of the 35th anniversary of the theatre circuit.

Approximately half of the 83-theatre chain are in San Francisco in the Bay area.

22 Million

(Continued from page 1) of "127 members of the House of Representatives, to vote for a ban on pay-TV."

Harling said that the petitions against pay-TV were signed in theatre lobbies. They were forwarded to congressmen in the respective districts in which the documents originated.

In the Albany-Troy area, Congressman Leo W. O'Brien received the petitions; in the Schenectady-Amsterdam-Gloversville-Onondaga section, Congressman Samuel S. Stratton. Both men, running for re-election, promised in effect to vote for legislation which would ban television for pay. They are considered "friendly" to exhibitors.

Harling Tells of Caution

Harling emphasized that care was exercised to insure "There were no blank signatures—no other words, the signing of unprinted sheets."

He stated that no member of the House Committee, headed by Congressman Oren Harris—chairman, vice-president and general manager, are being honored by Northern California exhibitors this week during the celebration of the 35th anniversary of the theatre circuit.

Approximately half of the 83-theatre chain are in San Francisco in the Bay area.

UK Exhibitors
Gain in Fight Vs. Sunday Tax

By WILLIAM PAY

LONDON, Oct. 31.—Following industry representations, more and more local authorities are reducing or abolishing the Sunday Opening levy—which exhibitors have to pay for the privilege of opening on Sunday.

At the annual dinner of the Birmingham CEA (Cineautograph Exhibitors Association) branch, chairman A. G. May announced the latest, a reduction of 95 per cent by Birmingham and complete abolition by the neighbouring towns of West Bromwich. Earlier the London County Council approved a recommendation cutting the levy by £10,000 (12½ per cent), the second year in succession that the LCC has granted such a cut.

Drive in Progress 3 Months

A special effort to secure a substantial reduction in the Birmingham levy began three months ago when May called together the principal exhibitors contributing to the levy. S. K. Lewis of the ABC Circuit, and R. Dewes, of Rank’s CMA circuit, also attended as national representatives of the circuits. The Birmingham concession reduces the amount to be paid in the city by exhibitors to a nominal annual rate of £600 ($1,400).

May stated that the reduction achieved is probably the greatest single concession ever granted in the course of the industry’s campaign against the levy, which in Birmingham at one time amounted to £18,000 ($44,800) annually. “I am sure,” he added, “that the good example set by the Midlands will be followed up and down the country and we shall soon be rid of this iniquitous tax for the doubtful privilege of opening on Sunday.”

‘Epitaph’ at Two

Columbia’s “Let No Man Write My Epitaph” will have a dual premiere at the Forum and Trans-Lux 52nd Street Nov. 10.
‘Royal’ Film

(Continued from page 1)

running time, credits and, if possible, a synopsis, to the secretary of the CTBF.

All films of less than three hours’ running time will be accepted for viewing and as films are submitted arrangements will be made for the selection committee, under the independent chairmanship of Lord Radcliffe, to see them immediately.

The new system will enable a suitable film to be shown and the producer or distributor concerned will be given an undertaking that the film is definitely selected and asked to hold the public back 25 minutes until the screening time and that a suitable screen will be provided at no extra cost. No film will be shown in a weekday slot.

Some Deed Unworthy

Explaining this new method of selection, the CTBF states that although for the last few years there has been no general adverse criticism of the film on the grounds of taste or content, there has been a feeling that, on several occasions, the film has not been worthy of the event, and that a more distinguished and entertaining film should have been available.

The new system of selection and the longer period for viewing will result in a happier choice of subject for this very important occasion and, producers and distributors are asked to help the CTBF by submitting at the earliest possible moment films they think suitable,” it was stated.

As already announced the Queen Mother, who arrives to celebrate Princess Margaret, will attend the Royal Film Performance on Feb., 20.

Festive ‘Pepe’ Opening

Is Big Denver Event

Special to THE DAILY

DENVER, Oct. 31.—George Sidney and Samuel J. Briskin held the first public preview for CUFG International's latest Posa Films International production, “Pepe,” for Columbia Pictures release, here before a packed house at the Centre Theatre.

Sidney chose Denver for “Pepe’s” first showing because he lived here during his early childhood when his father, the late Louis K. Sidney, ran a number of motion picture theatres in this area.

A reception was held following showing of picture at Colorado Room of Hilton Hotel, where Sidney received two outstanding honors. Colorado Attorney General Duke Dunbar bestowed the state’s top honors on hometown-citizen, Sidney, the State of Colorado Seal and a Denver dollar. Both were in honor of the producer-director’s cinematic accomplishments.

Attending the gala preview and reception, in addition to Briskin, Sidney and his wife and business associate, Lillian Burns, were Moe Rothman, Arthur Kramer, Jonas Rosenfeld, Jack

REVIEW:

The Shakedown

Alliance-Universal

After a three-year stretch in jail Terence Morgan, in this British-made gangster film, tries to regain control of his prostitution ring, now managed by his arch-enemy, Harry H. Corbett.

Corbett also has taken over Morgan’s girl, Gene Anderson.

Frustrated at his attempts to get back his old mob, Morgan picks up a down-and-out photographer, Donald Pleasence, and sets him up in a photographic-model school, which Morgan uses as a front for an amateur photography-blackmail racket.

He does very well until he falls for one of his models, Hazel Court, a police-woman. When he discovers Miss Court’s true affiliation, Morgan tries to do her in, but is in turn done in by John Salew, one of his blackmail victims, who shoots him to death.

A song, titled “Shakedown,” is sung during the proceedings by guest star, Slee Whitter Boston.

Morgan and Corbett indulge in plenty of tough talk, complete with gestures, and only succeed in coming off as poor imitations of their American prototypes. Such violent action as beating women and conducting off-camera with sound effects used to indicate the brutality. Nevertheless, because of its sordid atmosphere, the film is unsuitable for the young.

Norman Williams produced this Elipro production for Alliance, with Universal distributing. John Lamon directed from a story and a slow, talkative screenplay written by him in collaboration with Leigh Vance. Running time, 91 minutes. Release, in November.

SINLEY RECHTENK

Color Newsreels

(Continued from page 1)

The occasion, the newsreels will make available to both tv networks here, black and white prints of the ceremony as soon as possible, and it is believed they will be ready the same evening.

Overseas newsreel companies will be able to purchase either black or white or colour prints of the film.

Reopen Conn. Theatre

HARTFORD, Oct. 31.— The 900-seat, downtown Arch St. Theatre, New Britain, Conn., closed last May, has been reopened under direction of Brooks LeWitt, son of the late industry pioneer, George LeWitt, and the younger LeWitt’s associate, William Christiansen, Jr., who also operate the Berlin (Conn.) Drive-In Theatre.

Perakos Theatre Associates operated the theatre under a five-year lease which expired last May.

Fier, John C. Flinn and Norman Jacker.

Plans for preview and reception had been set up by Bob Goodfried, Columbia studio publicity manager, and Bob Selig, president of the Intermountain Theatres chain.

Valiant Pictures’ New Cleveland Office Opened

Special to THE DAILY

CLEVELAND, Oct. 31.—Jerome Lipow, former film salesman, opened Valiant Pictures new exchange in the Film Building here today. Both the Cleveland and Pittsburgh areas will be under his jurisdiction. Lipow had been with United Artists for a year and for seven years prior to that with Paramount. "Sword and the Dragon," Valiant’s current spectacle, according to Lipow, has been a hit in Akron’s Palace and is in its second week in Lou's Stillman here.

Georgia Women

(Continued from page 1)

Protection, and to allow the censorship of this phase of theatrical entertainment to remain in Atlanta as it now is established.” The club said it deplored court action to abolish the censorship, because while "the intelligence of adults might allow them to discriminate and not be unduly influenced by immoral or suggestive motion pictures, our theatres are open to all ages and we firmly believe that in the interest of the people generally and the high standards which we as citizens maintain, that the abolition of the censorship would be disastrous.”

Museum Pos

(Continued from page 1)

discovery of persistence of vision down to the present wide-screen imitations.

Supervisor Ernest E. Debs and J. W. Walker, founder member of Museum Associates, as well as members of the county-appointed Hollywood Movie Picture and Television Museum Commission, announced the appointment of Dr. Peters, whose own collection of cinematic memorabilia is one of the largest in the country.

Dr. Peters, in 1908 set up a studio for the old Biograph Company, Los Angeles. He converted an old car barn at Pico Boulevard a Georgia St. in which David W. Griffith directed Mary Pickford a Henry B. Walthall in “Romance San Gabriel.”

Dr. Peters’ first experience in motion pictures was in 1902 when worked for Pathé Freres in France.

Fla. House Reopening

LEESBURG, Fla., Oct. 31.— The Palace Theatre here, formerly operated by NCAM Theatres, will reopen on Jan. 5 as the Ritz Theatre, operated by Jesse M. Kinmon.

Don't miss the boat!

Order your EXODUS tickets now and give to

Will Rogers Memorial Fund

Benefit

December 18th

8:30 P. M.

TICKETS: $25.*—$10.—$5. each

*Includes buffet dinner before performance.

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Golden Urges Festival Support

(Continued from page 1)

of the civilized world. The U.S. motion picture industry and government should send the very best examples of our films and the most outstanding film personalities to participate in these festivals. Every appropriate effort to assure this goal is a prime requisite.

Golden reports that although few "stars of the first magnitude" came to the Berlin festival, "by contrast, film businessmen came in heavy numbers and stayed."

Associations Well Represented

Among important figures attending, said Golden, were the directors of the national motion picture trade associations of the U.S., Britain, France, Spain, Japan, Germany, and Italy, as well as representatives of distributors, buyers and producers—a sign of the festival's increasing commercial importance. As Golden sees it, "those who believe that films, oddly enough, ought to be the proper stars of film festivals got some encouragement this year. The quality of the features shown was that much higher than last year. Emphasis was on social themes. The rights of the individual versus the conformist demands of the group were upheld in both 'Angry Silence' and the 10 grand prize films of British and the American entries.

Top Films Included Excellent

"But it cannot be denied that the range of the films shown, including many from lands whose film industries are in their infancy, does make for a certain tediousness, no matter how exotic the fare. The top pictures, however, were all superior films.

"In part, this can be ascribed to the wise use of the festival management's program's inviting film viewers to see six films so invited also won the jury's approval and received prizes. The final tabulation revealed that, all in all, 24 features, four feature-length shorts, and 21 shorts were shown in competition and another six features and one short were presented hors concours, not to mention the retrospective showing of the 10 grand prize winners of the previous years. Conscientious moviegoers among the festival attendees had every reason to be eye-sore and seat-weary."

Eight Pictures from U.S.

The U.S. was represented by eight films, Golden reports. The Motion Picture Export Association, in detail, announced the entries and laundry list an all-inclusive audience of "Horse Play," and the festival invited "Wild River." Also invited was "Jungle Cat," a feature-documentary, and the short "Rhapsody for Skyscrapers." "Village Sunday" and "Mysteries of the Deep" were other American shorts shown, as well as the 1925 Harold Lloyd comedy, "The Freshman," and the 1922 Curtiz film, "Building the New World." Golden comments that "a number of functions and events highlighted the American participation. Among them was the MPEA midnight Wild West Barbecue for over 500 guests at the Hilton Hotel, at which Judge Johnston, president of the MPEA, was host. Leading delegates, officials, film executives, actors and journalists attended. As was this sit-down dinner, everyone attending felt it was the best party of the festival."

Golden reports that the "MPEA dinner was preceded earlier that same evening by the premiere of "Wild River" which was attended by Miss Jo Van Fleet, who was given warm applause for her demanding role in that film," said Golden, and added, "U.S. and the familiarized with a highly successful midnight buffet supper for 400 at the Hilton following the presentation of 'Inherit the Wind' on the second evening of the festival. Stanley Grant, president of the Festival, was the host and Gene Kelly, Donna Anderson and Paul Hartman were honor guests."

Another successful American event was a special luncheon for country representatives hosted by the U.S. delegate, Nathan D. Golden, which was attended by Eric Johnston, Cary Grant and Harold Lloyd. Country representatives at this luncheon were: Germany, Indonesia, Italy, Malaya, Spain, Sudan, France, Austria, Finland, Japan, the Netherlands, Nigeria, Iraq and the Philippines.

Other American events were the première of Disney's "Jungle Cat," with an excellent response from the public and good reviews from the critics, and "Mysteries of the Deep" which was also the most successful U.S. film of the year. Golden notes:"

Int'l Exhibitor Union

(Continued from page 1)

thought steps should be taken to control the showing of features overseas and ensure that the films are released to television are "suitable and salatory. They were asked to take and maintain all possible measures to preserve, in each country, the vital interests of exhibitors.

While some delegates underlined the necessity for a new look at film techniques and policies, they urged that producers should maintain the flow of films in the international market. The meeting also expressed the view that the film industry should meet and overcome its present difficulties and continue in existence if cinema taxes were abolished everywhere.

Atlantis Sets Two

Atlantis Films has set "Prisoners of the Congo" and "The Amazing Mr. Callaghan" for immediate release and is releasing additional films for showing at intervals before Feb. 1, Harold Spiro, general sales manager, announced. Both were produced and directed by Willy Rozier.
Dear American Airlines:

As a mechanical engineer, I must say that your 707 Jet is a masterpiece of design, combining speed, power and simplicity for maximum comfort. My compliments to you.

Paul J. McCarthy

Unsolicited In-Flight Letter from Mr. J. McCarthy, Great Neck, N.Y.

Our 707 Jet Flagships, Mr. McCarthy, are another reason why American Airlines is first choice of experienced travelers. To date, American's 707's have carried more than 2,000,000 passengers—far more than have flown on any other jetliner. The 707 is the most experienced, most proven jet airliner flying anywhere today.
Panama-Frank Set Internat'l Filming Policy; Sign for Two More Through UA

BY SIDNEY RECHETNIK

In announcing the extension of their deal with United Artists for two more pictures, Norman Panama and Melvin Frank, producer-director-writer team, also stated that they have added an "international phase" to their production activities.

"Pictures will be made in the locales demanded by their particular backgrounds," Panama and Frank told the trade press at a conference in the UA home office here yesterday morning. The production team recently completed "The Facts of Life," starring Bob Hope and Lucille Ball, which UA will release at Christmas time.

The first two pictures fitting into the new Panama-Frank international program will be "Road to Hong Kong" (Continued on page 4)

Canadian Trade Reports Millennium

Special to THE DAILY

TORONTO, Nov. 1. — The distributors and exhibitors of Canada have been able to iron out a main bone of contention between them — that of the distressed situation.

At the annual meetings of the National Committee of Motion Picture Exhibitors Associations of Canada and the Motion Picture Industry Council of Canada a report was brought in to... (Continued on page 4)

Ben Kaufman Heads Valiant Films Publicity

Ben Kaufman has joined Valiant Films Corp., as director of publicity, it was announced jointly yesterday by Fred Schwartz, president, and Sig Shore, president of Vivalite Film Corp., which owns the domestic rights to the feature motion pictures distributed by Valiant. Kaufman also will... (Continued on page 4)

Philadelphia District Attorney Orders Staff to Visit Theatres in Campaign Against 'Obscene' Films

Special to THE DAILY

PHILADELPHIA, Nov. 1. — District Attorney Victor H. Blanc announced plans to make frequent visits to movie theatres here to view films of questionable moral content. If he finds obscenity in any of the films, swift arrests and prosecutions will follow, Blanc said.

"I'm going to drive obscene films out of Philadelphia," he said, "and I'm going to use every resource at my disposal to do it.

Blanc said he was not dismayed by a jury's acquittal last week of a theatre owner accused of exhibiting an obscene film. The exhibitor, Edward Saretzky, was arrested last May for showing "The Immoral Mr. Teas" at his West Philadelphia neighborhood art film house.

The district attorney said he will order his assistants to make periodic visitations to the theatres, adding that there were only "a half dozen places to worry about."

"It's a question of protecting the youth of the community," Blanc explained. "Statistics prove that rape charges against teen-agers have gone up astronomically since these theatres sprang up."

His new policy is a departure from the method formerly used by the district attorney's office. Before, Blanc waited for specific complaints before taking any action.

World Distribution

Levine Signs Major Deal With M-G-M

Three Spectacles in Work Involved in New Contract

A major multi-picture production and distribution agreement between Metro-Goldwyn-Mayer and Embassy Pictures was announced yesterday by Joseph Vogel, president of MCM, and Joseph E. Levine, president of Em-
Calgary Newspaper Editorial Calls for Censorship Curbs, Stronger Court Role

SPECIAL TO THE DAILY
TORONTO, Nov. 1.—Canadian newspapers are gradually leapfrogging into the film censorship field.

The "Calgary Albertan" wrote: "Moral standards are maintained by positive means, rather than by negative restrictions." It said that films censorship opens "a wide door that invites thought control."

The editorial goes on: "We are not urging that film producers be given free rein to make films on the public screen. In this area, as in others, the preservation of a free society requires safeguards against the abuse of freedom. But it also requires that decisions as to when freedom has been abused should be made by the courts, operating within the framework of fairly precise legal definitions, not by officials relying upon their own judgment and the approval of their political employers."

Flick Will Address Canada Censor Meet

SPECIAL TO THE DAILY
TORONTO, Nov. 1.—Canada's motion picture censors gathered in Saint John, N. B., yesterday for a three-day convention under the chairmanship of George S. Ennis, film censor chief in New Brunswick.

Highlight of their meeting will be an address today by Hugh M. Flick, former New York State film censor. He will preside at a panel that the censors will hear the USA view of checking motion pictures.

There is no question that the major subject of the convention will be regulation and classification, with treatment next.

C. J. Appel, executive director of the Canadian Motion Picture Distribution Corporation, will be present at the Flick address. He will sit in with the censors for one day.

The view of the industry is that censor boards today are beginning to develop broader concepts of censorship, and to develop with the coming of more adult themes by film makers and more adult tastes by the public.

Canada has eight censorship boards in 10 provinces, the exceptions being Newfoundland and Prince Edward Island, with the latter accepting films if passed by the N. B. board.

Hanner Named Odeon Ad-Publicity Head

SPECIAL TO THE DAILY
TORONTO, Nov. 1.—Paul Hanner, formerly assistant director of the Odeon Theatres Canada Ltd., advertising and publicity section, has been placed in charge of the department. This follows the resignation of Ron Leonard, who has gone into a rental business.

Other promotions in the department, as announced by Frank F. Fishbein, former director of the Odeon business, are: Jaisingh Chalmers publicity manager and head man; William Morland head of advertising; and Yosh Togawa advertising department manager.

Saturation Bookings For 'North to Alaska'

Twentieth Century-Fox's Thanksgiving release, "North to Alaska" has been set for a 400-print saturation engagement across the United States. It was reported yesterday by general sales manager C. Glenn Norris.

The print order represents a 10 per cent increase over the original order, with David O. Selznick, processing the several hundred CinemaScope-color prints on a day-night basis. Openings on the theater are spaced between Nov. 10, when the picture has its first opening at New York's Paramount Theatre, through the holiday eve.

Following regional meetings with the producers, director, Ross Hunter, and publicity managers, it was decided to support the saturation bookings with local-level television and radio campaigns, supplementing an extensive newspaper advertising campaign.

Rosmarin in Kamern's Post for MGM Int'l.

The resignation of Leo Kamern and the appointment of Charles Rosmarin to succeed him as managing director of M-G-M International was consummated yesterday by Morton A. Spring, president of Metro-Goldwyn-Mayer International. The changeover will take place January 1, the effective date of Kamern's resignation.

Rosmarin was formerly Continental manager of MGM Radio Pictures in Europe. His association with the film industry goes back 30 years.

Kamern, once manager of the Astor Theatre on Broadway, had been with M-G-M since 1945.

'U' Preferred Dividend

The board of directors of Universal Pictures Co. has declared a quarterly dividend of $1.0025 per share on the 100-par value preferred stock. The dividend is payable Dec. 1 to stockholders of record at the close of business Nov. 15.

Levine Signs

(Continued from page 1)
Thief of Bagdad," now in production in North Africa under Cecil B. De Mille's direction. Steve Reeves and George Stoll are starred in the Titusco production being photographed in widescreen and Eastmancolor.

"Morgan, the Pirate," with Steve Reeves starred as Morgan, produced by Lux Films of Italy, "Morgan" was photographed in widescreen and Eastmancolor.

In Rome and on the Island of Ischia.

"The Wonders of Alladin," which Levine is co-producing with Lux Films, starring Donald O'Connor stars, will play to the world-wide screen, Eastmancolor cameramen on Dec. 1 in Tunis, under Henry Levin's direction.

Vogel Grateful

In revealing the agreement, Vogel stated, "The entire Metro organization and the American Broadcasting-Paramount Theatres, accompanied by his assistant, Bernard Levy, has returned to New York from a trip to the Middle West.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, Bernard Levy, has returned to New York from a trip to the Middle West.

John Trevelyan, executive secretary of the British Board of Film Censorship, arrived in New York last night following Hollywood and Washington visits. He will leave for London on Friday.

Arch Levy, Radio City Music Hall box-office treasurer, became a grandfather this week with the birth of a son to his daughter, Mrs. Robert Roth, at Royal Hospital, The Bronx.

Sam Jaffe, Hollywood theatrical agent, and Mrs. Jaffe, have arrived in New York from the Coast, and will sail from here today aboard the "Queen Elizabeth" for Europe.

Mrs. Irma Marshall, of National Theatre Supply, Atlanta, has returned there from her vacation in Florida.

Jack Hawkins will arrive in New York from London today via B.O.A.C.

John Wayne, Mrs. Wayne and Russell Brown have returned to New York from London.
AIP Buys Hollywood Lot For Own Office Building

From THE DAILY Bureau

HOLLYWOOD, Nov. 1. — American International Pictures has filed all necessary negotiations for the purchase of a lot at 7127 Sunset Boulevard for its new office building. Construction of the new building will begin December 1st with the first floor due to the end of the year. The new office will house all of the company's operations for the following year, including American International Records.

‘Pleasure’ Resumes

HOLLYWOOD, Nov. 1.—Honoring the cast of “The Pleasure of His Company,” producer William Perlberg and director George Seaton gave a press cocktail party at Paramount yesterday evening, signaling the resumption of production on the film adaptation of the Broadway comedy hit, which was interrupted by the strike on March 4.

The cast and crew leave tomorrow for United Airlines for San Francisco, where actual filming will start Tuesday, for 10 days of exteriors in the Bay City.

Plan ‘Goliath’ Trailers

HOLLYWOOD, Nov. 1. — The “Goliath” trailer campaign established by American International Pictures for its recent “Goliath and the Barbarians” will be duplicated for AIP’s forthcoming release, “Goliath and the Dragon,” whereby three trailers varying in length from one to one minute, will be available for use in theaters for a three-week buildup campaign.

Chester A. Rehm

CHICAGO, Nov. 1.—Chester A. Rehm, 75, of Batavia, Ill., who with his brother, Allen, operated the Batavia Film Co. of Oak Park, Ill., died Oct. 28 in Aurora, Ill. He had been retired since 1945.

Shopping Center Is Fabian Diversification

Special to THE DAILY

ALBANY, Nov. 1. — The purchase by George Fabian—the last survivor of the 29-store Latham Corners Shopping Center—nine miles from Albany—and one mile from the circuit’s Saratoga Drive-In is “part of our diversification program,” he said. So is the operation of a 64-lane bowling alley, called Echo Lanes, in New Jersey.

Fabian, who came here with his father, S. H. Fabian, and most of the other top Fabian Theatres personnel, for the reopening of the Center after a $95,000 “retreatment” job, has explained that the acquisition of the shopping center is in line with the circuit’s long-time “retailer” policy. Fabian, a former motion picture exhibitor, will remain at heart in operating the Latham Corners Shopping Center, he said.

A Fabian subsidiary invested, in cash, plus an assumption of two outstanding mortgages and the addition of a third purchase-money mortgage, more than $6,000,000 for the new shopping center. S. H. Fabian and other Fabian executives inspected the Center while here for the Palace’s re-lighting.

In an address at the latter, Edward Fabian, president, plus three, “We feel that much of downtown Albany will have to be changed, in order to compete with the outlying shopping centers that are affecting all downtown areas.”

Elvis Scores Well with Audience Board Survey

In his first post-Army film effort, “G. I. Blues” for Paramount, Elvis Presley scores highly on three counts, according to two out of three opinion leaders surveyed by the National Audience Board.

Responses from two-thirds of the NAB viewing panel indicate that in “G. I. Blues,” Presley projects a matured personality; turns in a good acting performance, and retains his popularity as a singer.

A total of 63.0 per cent of the survey respondents termed Presley “more mature.” Nearly three out of four reported they “enjoyed Elvis Presley’s singing in this picture.”

But Presley remains as a strong teen-age attraction in the eyes of the NAB panel of adult opinion leaders, 71.7 per cent of the audience felt the Paramount film “would be entertaining for teen-agers.”

Morris B. Lang, 70

CHICAGO, Nov. 1. — Morris B. Lang, 70, of Skokie, Ill., who operated the Harrison Theatre here until his retirement in 1952, died in Grant Hospital in Chicago Oct. 28.

Ampex Merger

(Continued from page 1)

ampex will own 315,822 shares of Ampex, or approximately four per cent of the total to be outstanding. Ampex is quoted at fractionally over 21 on the New York Stock Exchange, giving Paramount’s interest a market value of nearly $7,000,000.

If the merger is approved, Ampex will be the surviving corporation. The proposed merger of both companies has authorized and both companies have executed an agreement covering terms of the proposed merger.

Remodeled RKO Grand

Opens with Cinerama

Special to THE DAILY

COLUMBUS, O., Nov. 1.—Cinerama will have its first Columbus, Ohio, showing at the newly renovated RKO Grand Theatre here Thursday evening, with a special benefit performance, in conjunction with the Columbus Dispatch Newsmen’s Benefit Association.

The RKO Grand has been entirely remodeled from front sidewalk to the back wall. An entirely new plumbing and heating system has been erected. The modern lobby has had a new box office installed for the sale of reserved seats for all performances.

A new special stage set construction was constructed on the rear of the orchestra floor to house the three new Cinerama projectors.

Harry Mandel, vice-president, RKO Theatres Operations, with Matthew Polon, chief film buyer, and Charles Horstman, manager of maintenance and construction, will join with Joseph Alexander, RKO Midwest division manager, and Edward McCall, Columbus city manager, at the premiere.

B. G. Kranze, vice-president, Cinerama, Inc., Everett Callow, international director of sales, and Mary Pearlman, district manager, and associates will attend.

Alan King, J. Winters

At Pioneers Dinner

Night club and television stars Alan King and Jonathan Winters have accepted invitations to perform at the Motion Picture Pioneers Co. of America’s 22nd Annual Dinner, at the Waldorf-Astoria Hotel here honoring Joseph E. Levine as Pioneer of the Year.

Their appearance at the 22nd annual dinner was announced yesterday by S. H. Fabian, president of the Pioneers.

Both performers will be introduced by George Jessel, toastmaster for the affair, which benefits the Motion Picture Pioneer Foundation.

Tickets for the dinner, priced at $20 per plate, are available from Fabian, 1501 Broadway, and from William J. German, 1501 Broadway.

JET TO BRITAIN

aboard BOAC’s daily MONARCH

ROLLS ROYCE INTERCONTINENTAL

707

(fastest of all big jets) with ‘Golden Service’
San Francisco

(Continued from page 1)

Town Council Studies Censorship Changes

Special to THE DAILY

Evanston, Ill., Nov. 1.—Possible changes in this city's movie theatre licensing and censorship structure are being studied by the city council's administration committee as part of the committee's review of the city's total licensing system. Evanston has a population of about 75,000.

Censorship and licensing are linked in Evanston because part of the theatre licensing rate is the censorship fee established by the city council. Evanston auditor G. Mariani, Evanston police woman, views the films in Chicago on her own time and does the censoring.

The four Evanston theatres pay a censorship fee of $385 to $590 annually, depending on the number of seats. Evanston theatre pays $180 a year to cover Mrs. Mariani's expenses.

Criticized by City Official

Alderman Charles B. Marshall recently criticized the censorship system as "prison restraint" and said one person deciding what everyone else sees is an "insolence" to the community.

The alderman reviewed censorship policies in other communities at the city council's meeting Oct. 24, singling out Oak Park, Ill., a town comparable in size to Evanston.

"Oak Park abandoned its censorship board several years ago and has had no complaints whatever," he said. "I'm not criticizing Mrs. Mariani herself. I think she does a conscientious job. It's the principle of prior censorship I am opposed to.

Panel of These Judges

The judges were Alexander Karas of the Soviet film critic; Herman G. Weinberg, New York film critic; and critic and composer Darius Milhaud of France. Jean Renoir, leading film director of France, was one of the judges. He spent the last week here to return to France on important business. Milhaud, whose duties were only to decide the best musical sound track, took over for Renoir.

The jury also gave honorable mention awards to three performances by children they felt delivered particularly "endearing portrayals.": Laci Top in the Hungarian "Be Good All Your Life," Akiko Melda in Japan's "Diary of Sueko" and Sung Kian of Korea in "Unheeded Cities."

Canada Trade Report

(Continued from page 1)

show the distributors had been "more than generous" in their help to exhibitors with problems.

Also discussed at the annual meeting were the issues of Sunday movies and censorship.

Both groups agreed that there should be a more liberal attitude toward censorship in Canada. The chairman of the Saskatchewan Motion Picture Exhibitors Association suggested a single motion picture censorship board in Canada.

Atlanta Censor Calls Censorship 'Democratic'

Special to THE DAILY

ATLANTA, Nov. 1.—Movie censored here is "the democratic way" to protect the youth of this community, the opinion of Mrs. Christine Smith Gilliam, Atlanta supervisor.

Outlining her work to members of the Northside Kiwanis Club, Mrs. Gilliam emphasized, "We have asked theoughards in this community because we care about our young people."

She went on to say that she has seen 4,230 movies, "not counting the ones I had to see five or six times," and had banned 98 films, 51 of these from foreign countries.

Panama-Frank Policy

(Continued from page 1)

Kong," co-starring Bing Crosby and director John Ford, which will begin shooting in Hong Kong, Korea, in July, 1961, and "Five Pieces of Maria," scheduled to enter production next Fall in Rome, and then moving to the United States. Both films, as is usual with this team, will be based on an original screenplay by them.

Following these two films, they contemplate producing "13 Sinners," to be released in Sweden, and "The Spanish Boarder," to be made in Spain. No distribution deal has yet been set on the latter films.

James R. Velde, UA vice-president in charge of foreign operations, and George H. Lewis, the company's vice-president in charge of advertising, publicity and exploitation, discussed the sales and promotion plans, respectively, for "The Facts of Life."

Expects 250 Bookings

Velde said he anticipated some 250 first runs and loops city booking on the comedy-drama across the country during the Christmas and New Year's holidays. No New York opening has yet been set.

At a recent meeting began, Lewis screened three special teaser trailers on the film which will be available free to exhibitors as part of a "booking package." One of the trailers is a Christmas greeting from the stars, Hope and Miss Ball.

Lewis also revealed a Christmas-wrapped gift box which will be sent to all UA exchanges for the various sales forces to distribute. "Facts of Life" exhibitors each box contains individual gaily wrapped promotion aids, including the teaser trailers; a reproduction of a 7-page full color ad in "McCall's" magazine and spot radio announcements.

Lewis paid tribute to Panama and Frank for helping to make possible the unusual "coordinating sales and promotion" units in pre-arranging the comprehensive national merchandising plans scheduled for the "Facts of Life."

Music Hall Spotlighted

The November issue of "McCall's," spotlights Betsy McCall at Radio City Music Hall, and her delight at its attractions.

Burns Head

(Continued from page 1)

simultaneously with the disclosure that George Shupert, vice-president of MGM-TV since early 1959, has resigned due to differing opinions policy.

In his new executive position Burns will supervise all MGM sales divisions.

Major changes in the MGM-I staff came at the conclusion of negotiations at the studio between Vogel, Sol C. Siegel, vice-president in charge of movie production, Robert O'Brien, vice-president and treasurer, and Robert Weilman, vice-president in charge of television production, Burns in Shupert.

Burns joined MGM-TV as director of national sales in April of 1959 to bowing many years as executive the radio and television industry in last position in which he served as vice-president and director of national sales for ABC Films, Inc.

Ben Kaufman Heads

(Continued from page 1)

supervise special publicity for the Vitalitte-owned product.

Appointment of Kaufman, veteran film industry reporter and publicist was described as part of a greater expansion of Valiant-Vitalitte activities, designed to provide theaters with a greater supply of films. Every picture will be given top publicity treatment, said Shapiro. Jack Valladalle, vice-president, sales and presentation of product under the distribution arrangement with Vitalitte.

Kaufman has been on the New York staff of "The Hollywood Reporter" for many years, was a publicist with M-G-M, United Artists and Universal, and held editorial posts with several television publications.

Industry Income Tax

(Continued from page 1)

304,000, according to figures compiled by the Internal Revenue Service. Of the total, 3,109 indicated that they had Atlantic City licenses totaling a total compiled receipts of $1,403,768,000. The net of these firms was $72,785,000.

In contrast, results of the 6,993 returns show a computed net loss of $605,000. The 3,109 returns with net income show $908,521,000 as cost of sales and operations, and average compensations of $32,705,000 paid to officers.

The 6,993 returns have sales and operations costs of $4,125,294,000 and officer compensation of $51,686,000.

Wil-Kin Handles Century

Century Projector Corp., yesterday announced the appointment of the Wil-Kin Co. as exclusive distributors in the Atlantic film territory of Century American, 70/35mm Projectors and transistorized magnetic-optical sound systems and Century Standard 35mm line of theatre projectors and transistorized sound systems.
**AROUND THE TV CIRCUIT**

with PINKY HERMAN

**THIRTY-FOUR years ago a young newlywed went on the news**

t fram con try s chan nel to tell several hundred listeners
draped around, reporters noted the tens of the voting public.
Don Goddard was left as that newlywed and it was a state election which he covered in 1926

but two years later, in 1928, he again was at the mike to tell the results of the Alfred E. Smith-Herbert Hoover contest for the presidency. Next Tuesday, Don will be joined by a news team of 17, including John Daly.

Quince Howe, John Secondari and Bill Shadel in the ABCCoverage of the Nixon-Kennedy battle... Don Costa, A & R chief at United Artists Records,

heard a blon de lowne a few songs from a re corded club in Queens.

That's how con's Barb ara Russell was s t anded and delivers a fine LP album of "Swing With Me," for which Don made the arrangements and which he produced. You'll be hearing more good things about this Brooklyn

babe born nightingale... Luke Murovich will direct an off-Broadway version of Herman Wouk's "Nature's Way," Nov. 11. The farce comedy was originally seen on Broadway three years ago... Don Wolos woods in town from the coast where he was featured (as the heavy no less) in segs of "The Deputies" and "77 Sunset Strip," a telescript Productions

(Jan Murray firm) has added to his book. Bob J. Hilliard and Gary

and a production staff... Vets Hollywood director Rov Del Ruth has been signed by Bob Weitman to mount an upcoming seg of "The Islanders," titled "The Cold War of Adam Smith" for MGM-TV. Featuring Keenan Wynn and John McIntyre in addition to the program's regulars William Reynolds, John Philbrook and Diane Brewster, this one will be seen on the ABCChannels about mid-December... Mary Martin's television NBCclassic performance in "Peter Pan," will be re-emitted Thursday, Dec. 8. Meanwhile NBC is tossing a special party for the press and their offspring here this Friday afternoon at the Helen Hayes Theatre.

Ronald Reagan and his wife Nancy Davis will co-CBStar in the "Zane Grey Theatre" telecast on Thanksgiving Day... CBS news team in 50 country states carried augmented by seven news units deployed across the

line-up of the network's election news data into the net's election headquarters located at Studio 63 in New York... Bob Veluzco, prexy of Musifex, celebrating the firm's third year's success by operating on a specialized studio 8 H in Radio City. With the resignation of George Shupert,

Presv Joe Vogel has elevated John B. Burns to the newly-created post of MGM-TV general sales manager and will supervise all MGM-TV sales divisions. Burns came to MGM in 1959 when he left ABC Films where he served as TVEEP... The Concert Network (WNCN) in association with WOR (AM and FM) will bring the music of the Philadelphia Symphony Orchestra, under the direction of Eugene Ormandy, to New York listeners this Sunday evening in the first of a series of stereoconcerts.

... Star of many motion pictures and several Broadway
clicks, Thyllis Thaxter will star in the title role of "The Trapped Housewife," an NBC-TV Special, Thursday, Nov. 10 (4-5 P.M.) written and produced by George Lefferts... Presv Dave Bader of Durham Tele

films, Inc. and Wm. L. Cooper, Jr. of WPX have made a deal whereby the former will handle domestic distribution of three full hour WPX

Documentaries, "Russian Revolution," "The Cold War" and "The Secret Life of Adolf H."... Producer of the WOR-TV "Foreign Film Festival," Carlo Vinti has been cited by the Italian Historic Society of America for his Saturday nite teleseries... Eugene O'Neill's great play, "The Iceman Cometh," will be presented over a 2-week period TV

WNTA starting Monday, Nov. 14, with part two running from Nov. 21

thru Sunday, 27th. (10:30 P.M.) The ambitious project, starring Jason Rubards, Jr. and co-starring Myron McCormick with Joan Copeland, will be produced by Lewis Freedman with "Tony" Miner, executive producer.

New Company Offers 'Believe It or Not' Formation of Major Programs, Inc. (MPl), for the distribution of filmed television programs was announced yesterday by Hardie Frieberg, presi
dent of the new company.

The first series MPI will place into distribution will be 104-five-minute epi
dodes of the long-running newspaper column's "Believe It or Not." Twenty of the pictures already have been completed by Sceptre Produc


The distribution agreement was negotiated by Frieberg, representing MPI, and Jack Rabin, president of Sceptre.

Three account executives have been named by Frieberg to the MPI sales staff. They are Owen Duffy, who will be responsible for sales in the northeast; Ed Simmel, who will cover the far west, headquartered in Los Angeles, and Bruce Collier, who will cover Texas and Oklahoma.

**Heim Named to New Seven Arts Sales Post**

The appointment of Jack Heim as director of feature sales was an

ounced yesterday by Don Klauber, vice-president and national sales man

ager of Seven Arts Associated. This rounds out the Seven Arts marketing

plan previously announced by Bob Rich, Seven Arts vice-president and
general sales manager, Klauber said.

It places Heim in charge of the Eastern half of the United States, with Lester Tobias as director of special feature sales in the Western half.

**Baxter Appointed**

LONDON, Nov. 1.—Film producer John Baxter has been appointed executive controller of TVW Ltd., the commercial tv program contracting company for South Wales and the West of England.
20th Joyously Offers You

An Assortment of Christmas Cheer!

Based On The SEXcussful Broadway Play!

ELVIS PRESLEY
Turns On The Dramatic Heat As The Singing Half-Breed in
FLAMING STAR

Even the kids of 90 will love it!

The Wizard of Baghdad

DICK SHAWN
DIANE BAKER
BARRY COE

The LITTLE SHEPHERD of KINGDOM COME

Teenage Recording Favorite
JIMMIE RODGERS
In His Starring Debut!

All in CinemaScope and color by DELUXE!
AMPA Achievement Award Winners
Stress Vital Role of Advertising

The vital importance of advertising and publicity especially under the
derlined at the first annual Achieve-
ment Awards luncheon held yesterday

AMPP and Coast AFM Sign
New Pact; Pay Hikes Set

HOLLYWOOD, Nov. 2, – A 3½-
year contract was signed here late to-
night by the Association of Motion
Picture Producers and American Fede-
rance of Musicians, featuring a 5
per cent increase, effective Oct. 1,
1961, and an additional 7 per cent
increase effective Nov. 1, 1962. Musi-
cians will hold a ratification meet-
ing Saturday.

IRS Seeks U.S. Data
On Firms Owned Abroad

By E. H. KAHN

WASHINGTON, Nov. 2, – The
Internal Revenue Service has pro-
duced a list of foreign corpora-
tions which are subject to the annual
federal income tax.

The move appears aimed at West-
ern Hemisphere corporations as well
as other foreign firms.

The list includes firms with
American corporations.

The information was compiled
over a period of years.

‘Public Merchandising
Package’ for ‘Esther’

Plans for another 20th Century-Fox
‘public merchandising package’ were
revealed yesterday by company
manager Charles Einfeld for the company’s
holiday release, “Esther and the
King.”

The merchandising package,
scheduled to be announced on
the company’s 20th-Fox release, will
transform the world into an ancient
era, or “The Lost World,” from the
“North to Alaska,” and “North to Alaska,”
and “From the Terrace” and
in “Achive-

tion Awards luncheon held yesterday.

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“North to Alaska,” and “North to Alaska,”
and “From the Terrace” and
in “Achive-

COLUMBIA, Mo., Nov. 2—Theatre
owners and retail businesses can coopera-
tion to mutual benefit through the medium
of Commonwealth Theatres, its major
daughter company.

Richard H. Orear, head of
the new company, said that
the business venture was
organized by Earl Douglas, city manager of
Commonwealth in Columbia,
and Shelley Bourn of the Uptown Thea-
tre. Merchants were highly pleased
with the three-day celebration.

Commenting on this Orear said:
“Here we have an example of how
show business and retail business
ventures can operate on mutual bene-
fits. There is little doubt that our
drive-in theatre, and its skilled man-
agement, will contribute to the
Success of the theatre, and also
aid the physical plant.

Annual Meet
Business Aids
Prominent on
Allied Program

Business-Building, Film
Clinics, Projection Up

Special to THE DAILY

CHICAGO, Nov. 2, – A business
building forum, film buying clinics for
small and large drive-ins and small
town and big city conventional theatres,
a concession workshop, a seminar
on better theatre projection, and talks
by distribution executives com-
prise the main features of Allied
States annual convention which will
open at the Conrad Hilton Hotel here
on Monday.

Other highlights of the three-
day meeting include a report on the
American Congress of Exhibitors by
its chairman, S. H. Fabian, and re-
ports on the Council of Motion Pic-
ture Organizations by Ben Marcus,
Allied’s representative on the Compo

(Continued on page 3)

Says Theatres, Retail Businesses Can
Aid Each Other thru Showmanship

Special to THE DAILY

LAKE PARK, Ia., Nov. 2—Assur-
ance that Allied States Ass’n, is doing
all in its power to get out the vote in
the presidential election and to secure
financial support for both parties has
been given the two candidates by Al
Myrick, president of Allied and owner of
the State Theatre here.

In a wire to Vice-President Nixon
and Senator Kennedy, Myrick said:
(Continued on page 2)

7 Countries Win S.F.
Short Subject Awards

Special to THE DAILY

SAN FRANCISCO, Nov. 2—Seven
countries won Golden Gate Awards
with short subjects in the San Fran-
cisco International Film Festival.

The United States was the only nation
to capture two of the prizes in this
category. Two awards were made in
two categories.

The winners: Best animated films:
"Homonaspis" (Romania) and
(Continued on page 4)
PERSONAL MENTION


ENNIS PINTOFF, president of Pintoff Productions, has returned to New York from Amency, France, where he attended the International Animation Festival.

MORRIS LEPKO, in charge of "Ben-Hur" sales for M-G-M, is in Pittsburgh from New York for conferences with Lou Marx, Central division branch manager.

RAY STARK, producer, returned to New York from London yesterday via B.O.A.C.

HAROLD "BUT" ROSE, exchange manager for Allied Artists in Milwau-kee, has returned there with his bride, the former CLAIR BAUM, from a honeymoon in Las Vegas.

ROBERT MOSCOW, general manager of the Rialto Theatre, Atlanta, has returned there from New York.

HARRY JORDAN, film auditor for Frank H. Durkee Enterprises, Balti-more, has become a grandfather with the birth of a son, RAYMOND MICHAEL JONES, to his daughter and son-in-law.

A. M. SCHUMAN, Connecticut industry pioneer formerly of Hartford but more recently retired to Florida, has left there with Mrs. Schuman for a vacation in Japan.

J. H. Hahn Services

DALLAS, Nov. 2—Funeral services were held here today for John J. Hahn, 54, former accountant with the old Paramount-Publix Theatres Corp. in New York, who died of a heart attack on Sunday. In recent years a hotel executive and manager of the Press Club here, Hahn was an accountant and public relations man for Phil Isley Theatres here in 1951.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Lyons, Managing Editor; Richard Gertner, News Editor; Herbert V. Peck, Circulation Manager; Alvin B. Bender, Production Manager; Dorothy C. Murray, Circulation Director; Paul H. Scholten, Art Director; Raymond Pegg, Circulation Director; E. H. Kahn, 956 National Press Bldg., Washington, D. C., London Bureau, 4, Poultry, London, E.C. 2 (Telephone: DAV 5-4121). Western Office and General Manager, Thos. J. Sullivan; Eastern Office and General Manager, F. J. Spears.

Business Aids on Allied Slate

Continued from page 1

triumvirate, and by Charles E. McCarthy, Compo executive president.

The convention will be preceded by meetings of the Allied board of directors over the weekend and running into Monday morning. The first convention business session is scheduled for Tuesday afternoon.

No election of officers is on the agenda of the board. The annual election is held at the midwinter board meeting, ordinarily called for late January or early February.

Trade Show Opens Sunday

The trade show of the National Association of Concessionaires being held in conjunction with the convention will open Sunday afternoon and continue through Wednesday.

San C. Meyers, vice-president of Allied Theatres of Illinois, will open the convention officially and welcome the delegates, Mayor Richard Daley if Chicago, scheduled to meet the conventioneers, and Jack Kirsch, president of Illinois Allied and convention chairman, will make the keynote address. Al C. Myrick, president of Allied Theatres of Wisconsin, will preside at all convention business sessions.

The Compo reports will be made at the opening session and will be followed by the business building forum. Presiding at the later will be Milton London, president of Allied Theatres of Michigan; Harry Henedel, board chairman of Western Pennsylvania Allied Theatres; Sotello, Polak, W., and Keith Milner, Cresco, Ia.

Film Clinics on Tuesday

The film clinics for small city and large city drive-ins and conventional theatres will occupy Tuesday morning, while the afternoon will be devoted to a joint NAC-Allied work shop on concessions. Panel members for the latter will include S. J. Papas, PAC; president, Edwin Gage, treasurer; Bert Nathan, past president, and A. J. Schmitt, second vice-president.

Speakers from distribution are on the morning and afternoon programs for Wednesday, among them being A. W. Schwalberg, press attache, Feature Films; Burton B. Robbins, president of National Screen Service; C. Glenn Norris, general sales manager of Associated Artists/Continental Films; Rogers, general sales manager of Pathé-Alpha, and Milton R. Rackmil, president of Universal Pictures.

Toll-TV Discussion Slated

Also on the Wednesday program are Marc Wolf of Allied of Indiana, who will talk on "Toll-TV"; Fabian, on ACE, and the panel on multiple projection problems. Participating in the latter will be L. W. Daves, president of Century Projector; A. J. Hatch, Jr., Strong Equipment; L. S. Shank, Techno-Krome; J. W. Cooper, Nat-

Italian Gov't. Cites S. F. Festival Head

Special to THE DAILY

SAN FRANCISCO, Nov. 2.—The Italian Government today dedicated Irving M. Levin with that country's State of California's tribute to Levin's success as a director of the San Francisco International Film Festival, which he founded four years ago under the auspices of the San Francisco Film Commission.

"You have earned this token of my government's appreciation," said Council General Allesandro Savorgnan in making the presentation.

Election Help

Continued from page 1

"Congratulations to you on being selected by your party to seek the highest office in the world. An honor bestowed on very few individuals during the history of our nation.

"Please let me bring to your attention that Allied States Association have thousands of theatres all over the nation. We have the power to get out the vote and secure financial support of both parties, a chore it has always performed locally and nationally.

"The success of this campaign within the motion picture industry will be due to the efforts of the exhibitors, as no other segment of our industry reaches more eligible voters.

"No one has the right to speak for the entire motion picture industry, and we do not want to lose our identity, nor let others take credit for our work in the field. However, we do want to assure you the exhibitors are giving this campaign their best effort."

TOA Elects Another


New Mark for 'Sunday'

"Never on Sunday" broke its first-week record gross at the Plaza Thea-
tre here with an even greater second week take of $27,177, it is reported by Lopert Pictures office in its first week racked up $26,883.

Bugie Succeeds Lopew

CLEVELAND, Nov. 2.—Gordon Bugie succeeded Jerome Lipow as chairman on the United Artists staff here. Lipow has just opened the new Valiant Films exchange branch manager, collaborating Cleveland and Pittsburgh areas,
HONORED BY AMPA FOR SERVICE TO MOTION PICTURE INDUSTRY

AMP A Awards (Continued from page 1)

New Twin Auditorium
Theatre for Toronto

Special to THE DAILY
TOKNO, Nov. 2. - A new theatre in the city will be the Little Cinema, operated by Yvonne Taylor, which will have dual auditoriums of 130 seats each. Each auditorium will show a separate program and will have a reserved seat policy, with one show nightly and extra matinees Saturday. Though all seats are reserved, prices will be in accordance with downtown first-run theatres, with a slight increase Friday and Saturday evening.

The houses are under the same management as two other art houses, the International Cinema and the Towne Cinema. Mrs. Taylor is the wife of N. A. Taylor, well-known exhibitor and distributor.

Smoking will be permitted in both small houses and the houses will be air-conditioned. Curtain times will be staggered. Opening attractions will be the Ingmar Bergman film, “Seventh Seal,” and the Indian film, “Aparajito.”

Package for ‘Esther’
(Continued from page 1)

ed out that the company selected an attractive, unusually attractive, and concentrated “hard - sell” advertising campaign.

The national “Esther” beauty contest is currently in full swing with the country’s largest theatre chains and independents taking part. Each local theatre manager will stage his own contest with the help of 20th’s regional advertising-publicity managers.

A panel of local judges will be selected and area winners will compete for regional selection. Co-sponsorship is being offered by Chambers of Commerce, merchants associations, and leading department stores.

Zukor Lauds Ad Men

Zukor, introduced in a gracious speech by Arthur Mayer as an “elder statesman who is as much an elder statesman who is as much as to the exhibitors whom he represents as chairman of ACE. He urged the necessity of bending every effort to get the full potential from every picture and to point out all the vital need for more pictures, one of the objectives of ACE. “We cannot continue long under a policy of scarcity,” he concluded.

Maurice Bergman, who presented the awards, recalled the 43 year history of AMPA and urged the organization to “assume its rightful place in the industry and not in the advertising departments” and to encourage the development of new and imaginative approaches to merchandising.

MGM Names Field Man

CLEVELAND, Nov. 2. — Kal Bruss has been appointed field publicity man here for MGM-G-M, the first this company has had in this area for several years. He has been a film salesman in the Toledo and Detroit territories for some time. He will have his headquarters in Detroit but will handle publicity in Toledo and Cleveland as well.

Davee, Hatch

(Continued from page 1)

in Los Angeles in September, nomination being tantamount to election.


Production Up As 10 Start; 28 Shooting

From THE DAILY Bureau

HOLLYWOOD, Nov. 2. – Production continues on the upswing as 10 new films began rolling this week to bring the total to 28 before the cameras. Five others were completed.


Five Completed


Kendis to Buena Vista

CLEVELAND, Nov. 2. — When National Screen Service closed down its major operations in Cleveland, leaving Nat Barrach still in charge, George C. Kendis transferred his operations to Buena Vista here, where he is now office manager and regional auditor. Kendis had been office manager of National Screen for 19 years.

James Biondo Dies

James Biondo, publicist for 20th Century-Fox International, died on Tuesday in the Brooklyn Veteran’s Hospital following a long illness.
FEATURE REVIEWS

Walk Tall
20th-Fox—CineScope
HARRISON, Nov. 2
Willard Parker, Joyce Meadows, Kent Taylor and other faces and names readily recognized by the action and wide-open-spaces screen aficionados. This fast-moving CineScope-Deluxe vehicle produced and directed by Manly Dexter for Associated Producers, Inc. aggressively sold, it can hold up as well if not better than liké-patterned attractions emerging from Hollywood over the years.

Cavalry Captain Willard Parker is sent by his commanding officer on a special mission to capture renegade Indians and Taylor bring him back to the fort for trial. Taylor, a one-time Army officer, has, with three henchmen, been killing and scalping Indians in the border country. After the U. S. made a treaty with the Indians, Kent arrogantly continued raiding, in the process killing the bride of a powerful young chief, and now the chief and several aides have also set out to find and kill Taylor. It is Parker’s mission to get to Taylor before the Indians.

Before Parker captures Taylor, the latter surreptitiously hides $4,000 in bounty money. Parker then sets out on the desperate trek to the fort, realizing that both the Indians and Taylor’s henchmen are still scouring the plains looking for the wary Taylor and his captor. Enroute back, the duo find Joyce Meadows, survivor of a vicious Indian attack. Meanwhile, Taylor’s henchmen are closing in. Bitten by a rattle snake, Taylor feigns convulsions. When Parker tries to help him, Taylor winds his handcuffed chains around Parker’s throat and forces Miss Meadows to release him.

A fight develops in which Parker whips Taylor, but lasser is rescued by arrival of his war-whoop leave for Parker and left for the dead. The renegades now take Miss Meadows and head for Taylor’s money cache. True to screen Western tradition, Parker quickly revises and follows the gangmen, eventually killing two and scarifying the third off. Just as Taylor gets the drop on Parker, the aforesaid Indian arrives on the scene with the body of the third gunman. The Indian’s honor is satisfied as Taylor meets his sudden demise. Parker and a now romantically-inclined Miss Meadows leave for the relative tranquillity of the Army fort. Running time, 60 minutes. Release, in October.

William Weinert

Legions of the Nile
Alexandra—20th Century-Fox
(CineScope)

“Legions of the Nile” follows the currently successful format in adventure pictures. Produced in Europe by Alexandra Productions, a French-Spanish-Italian amalgam, the film will be attractive to the theater publics because of its story location and the CineScope and De Luxe Color processes with all the emphasis on action.

The screenplay by Vittorio Cottafavi, Giorgio Cristallini, Arnaldo Marroso and Ennio De Concini as directed by Cottafavi, is a retelling of a historical event for which is strictly family fare, although at times it comes close to being unnecessarily violent.

The 20th Century-Fox release tells of Curridius (Ettore Manni), a Roman soldier and friend of Antony, who travels to Alexandria prior to that city’s fall in an attempt to persuade his former companion to return to Rome before it is too late. While trying to convince Antony (Georges Marchial), Manni becomes involved in local intrigues and falls in love with a mysterious maid who appears in the night. When the lady turns out to be Cleopatra, played by beautiful Argentine-born Linda Cristal, who kisses him merely to feel the “jealousy and passion” of ordinary women, Manni returns to the arms of Caesar Augustus, to help bring about the destruction of the Egyptian kingdom.

Giorgio Ubaldy, who directed the battle scene, deserves mention for giving the film its most impressive sequence and Vittorio Rossi’s costumes are not only detailed and colorful, but consistently in keeping with the period. The dubbing here is better than some recent products received from abroad.

Running time, 91 minutes. Release, in December.

S.F. Short Subjects

(Continued from page 1)


“Exodus” to Kansas City

Otto Preminger’s “Exodus” will have its Kansas City premiere at the Empire Theatre there on Dec. 21, starting an exclusive, reserved-seat engagement. The United Artists release will play 10 performances, weekly, with 14 scheduled for Christmas Week.

Thursday, November 3, 1960

Motion Picture Daily
**Television Today**

**Commercials Should Mix ‘Good Sell With Good Sense,’ Code Leader Says**

E. K. Hartenbower, chairman of the Television Code Review Board of the National Association of Broadcasters, will say here today that broadcasters and advertisers should combine to mix what is known as “good sell” with “good sense.”

**Taylor Company Buys Canadian Stations**

**Special to THE DAILY**

TORONTO, Nov. 2—A group of companies, including a film producing company, have combined to purchase a radio station and a tv station in Cornwall, Ont. Beaver Films Productions, Toronto, in conjunction with Canadian Montreal Broadcasting Associates, Ltd., Ottawa, and Granada TV Networks, Ltd., Britain, have bought CJSS-FM and CJSS-TV Cornwall. The purchase is subject to the approval of the Board of Broadcast Governors.

**Partner in Other Stations**

Beaver Film Production is an N. A. Taylor Associates company and its executives have an interest in the Bushnell company, which holds the license for the new station and for the company that will establish the Pembroke, Ont., station.

**Full Hour TV Program**

**On ‘Return to Peyton’**

Jerry Wald’s “Return to Peyton Place” will have a public introduction via a full-hour NBC television program devoted entirely to the making of the film. The program will be televised six-months in advance of the film’s release.

“Project 20,” NBC’s documentary show, will cover the making of the film from start to finish and camera crews will photograph Wald’s company in the preparation of the attraction, according to Donald Hyde, “20’s” producer.

**Robinson, Mirell V.P.s**

Peter G. Robinson has been named vice president in charge of programs, and Leon I. Mirell vice president in charge of administration and business affairs, for Selwyn Productions, it was announced by Selig J. Seligman, president of the wholly-owned subsidiary of American Broadcasting-Paramount Theaters. Before their promotions, Robinson was program director for Selwyn and supervisor of the company’s two ABC-TV daytime shows, “Day In Court” and “Morning Court,” and for 10 half-hours of network programming weekly, and Robinson was program director of KABC-TV, Los Angeles, which he joined in 1954.

**Who’s Where**

Tex McCrary, noted broadcaster and chairman of the board of Tex McCrary, Inc., public relations, has been appointed chairman of the International Television Festival Committee of the National Academy of Television Arts and Sciences, it was announced by Harry S. Ackerman, president.

Jack Sobel has joined Screen Gems, Inc., as national sales manager, it was announced by John H. Mitchell, vice-president in charge of sales of the Columbia Pictures tv subsidiary. Sobel has resigned from GAG-TV, where he was vice-president and director of sales.

The appointment of Louis J. Rauchenberger as director of accounting for the CBS Television Network, effective immediately, was announced by James H. Geer, controller. Rauchenberger has been with CBS since 1958, most recently as assistant director of accounting. Before joining CBS he was with Arthur Young & Company, public accountants.

**Skelton TV Units Will Tape Bell Tele. Show**

From THE DAILY Bulletin

HOLLYWOOD, Nov. 2. — The Skelton RED-EQ-TAPE mobile television units will make their debut in the entertainment field by taping in color an entire Bell Telephone Hour from Disneyland, it was jointly announced by Henry Jaffe Enterprises and Charles Laught, executive vice-president of the Skelton Festival Company.

The mobile television studio will tape “The Sounds of America,” segment of the Bell Hour at Disneyland in three sessions, Nov. 7 and 8, 14 and 15, 21 and 22, with important stars yet uncast working against the background of the famed amusement park.

**CNP Shooting in East**

At Miami, Greenwich

From THE DAILY Bulletin

HOLLYWOOD, Nov. 2. — Shooting on “The Blue Angel,” television series of California National Productions, is being shifted from here to Miami. The company’s other shoot in the East is “The Funny Man,” now in work at Greenwich, Conn.

Meanwhile, here, CNP has renewed production of “Jim Backus In Hawaii,” the first novel of which is “Piano Prodigy,” written by Arthur Marx, son of Groucho.
ONE PERFORMANCE ONLY!
AND THE BIG
ATTRACTION
OF THE YEAR!

THE BIG NIGHT: November 21 at the Waldorf! Entertainment, fun and surprises to make it the Pioneer Party of all time! Tickets (for members only) $20 each. Send your check today to Motion Picture Pioneers, Inc., 1585 Broadway, New York 36, N.
TEN CENTS

NEW YORK, U.S.A., FRIDAY, NOVEMBER 4, 1960

MOTION PICTURE DAILY

Concise and to the Point

TEN CENTS

OL. 88, NO. 88

Johnston Proposal Accepted

West Africa Company Is Studied by MPEA

Would Develop New Theatres; Distribute
And Promote U.S. Films in New Nations

In response to a suggestion by Eric Johnston, president of the Motion Picture Export Ass’n, the MPEA board yesterday authorized the appointment of a committee to consider the establishment of a West African Development Company. Johnston made the recommendation as a result of a personal survey of the African film market earlier this year.

Pension Fund Part of
AFM, AMPP Contract

From THE DAILY Bureau

HOLLYWOOD, Nov. 3. — Members of the Association of Motion Picture Producers will start to contribute three per cent of the proceeds of post-1948 film sales to the pension fund of the American Federation of Musicians as part of the new three and one-half year contract signed yesterday.

Appeals Court Reverses
‘Salt’ Case Dismissal

The U. S. Circuit Court of Appeals yesterday reversed a Federal district court dismissal last year of the $750,000 damage suit filed by Independent Productions Corp. and IPC Distributing Corp. against 107 film and theatre companies, including the seven major producers-distributors, over an alleged conspiracy to refuse

See Paramount TV Color Tube Nearer;
Financial Study Cites Asset Values

Paramount Pictures’ Chromatic Division has progressed in the development of a new low-priced color television tube to the point at which it claims to be negotiating with a major domestic concern in an effort to market a reasonably priced color set, a research report on Paramount prepared by L. F. Rothschild & Co., downtown investment firm, reports in a customers’ letter.

The report also discusses Paramount’s pay-television position favorably, its Autometric Division and its film operations.

It concludes that “Paramount’s basic operations, together with diversified income, produce earnings of roughly $2.50 per share; combined with income from the sale of the pre-1948 film library, per share results of around $5.00 are indicated for the next few years (based on 1,683,398 shares outstanding).”

“In addition,” it adds, “the stipulation possesses several unusual char-

Ted Mann Acquires
Three RKO Theatres

RKO Theatres has entered into a contract to sell its properties and turn over its leases in St. Paul and Minneapolis to Ted Mann, leading exhibitor in the northwest, it was announced here yesterday by Sol Schwartz, president of RKO.

Theatre’s involved include the 2900-seat Orpheum and the 1800-

seat Pan in Minneapolis and the 1400-seat Orpheum Theatre in downtown St. Paul. The St. Paul transaction also includes the transfer to Mann of the 200-room Capri Hotel and other properties which are part of the block long RKO holdings.

Sale price for the properties was not disclosed.

All the News That Is News

TEN CENTS

Ian Meets
TOA-Academy Set Liaison on
Oscar’ Show

Same Cooperative Units; Look to Industry Sponsor

A new liaison program, designed to test a closer relationship and greater cooperation between the nation’s theatres and the annual “Oscar” award program, was announced yesterday by the Academy of Motion Picture Arts and Sciences in Hollywood, and the Theatre Owners of America, in New York.

Valentine Davies, president of the academy, and Albert M. Pickus, president of TOA, announced the appointment of liaison committees for their organizations, and indicated meetings would be scheduled shortly for the joint program.

They also disclosed that during the TOA annual convention in Los Angeles (Continued on page 7)

Injunction Denied in
Wayne, Warner Suit

Judge Owen McGivern in Supreme Court, New York County, has denied Batjac Productions, Inc.’s motion to enjoin Warner Bros. Pictures, Seven Arts Associated Corp. and Seven Arts Productions, Ltd., from distributing a number of post-1949 Batjac pictures distributed (Continued on page 7)

Wayne Editing ‘Alamo’ to
160 Minutes

A published report that John Wayne in Hollywood supervising the editing of approximately 30 minutes of footage from his 191-minute “The Alamo” was confirmed here yesterday by the Russell Birdwell office, in charge of public relations for the editor-producer-director of the picture now at the Rivoli Theatre here and several other “hard-ticket” engagements.

The same source said the further editing of the picture would not result in any change in the “hard ticket” (Continued on page 7)

Allied’s Officer
Slate in Doubt

Special to THE DAILY

CHICAGO, Nov. 3. — National Allied States’ slate of officers for the next year appeared to be in doubt as the board of directors prepared to open its series of weekend meetings here on Saturday. The annual election is a major item on the board’s agenda.

Doubt about the probable slate was increased by the fact that no pre-meeting electioneering has been in progress and it is not known whether Al Myrick, president, will consent to stand for reelection for another year. Myrick has been ill in recent months and was released from the hospital only a few weeks ago.

When Myrick’s predecessor, Horace Adams, was similarly stricken in (Continued on page 2)

AIP Acquires 3 for
Foreign Distribution

BY SINDY RECHTKIN

In line with its overseas expansion program, American International Pictures for the first time has acquired three films exclusively for foreign distribution. The pictures, as revealed by AIP president James H. Nicholson at a trade press luncheon at Sardi’s Restaurant here yesterday are “The Mata- dor,” for distribution in Latin America and the Far East; “Some Like It Cold,” an Italian comedy for distribution in South America, and the Jack Palance starrer, “Revolt of the Barbarian,” for the Far East and South America. The latter film is a (Continued on page 2)

Eric Johnston

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Sale price for the properties was not disclosed.
Three to AIP

(Continued from page 1)

television network “special” which was telecast in the U.S. a few weeks ago.

Many American major companies distribute films solely in foreign countries. In 1961, Willard Harris-Shore, president of the Rank Organization, accompanied by Kenneth Winckles, assistant managing director, will arrive here from London on Tuesday.

William G. Reich, AIP vice-president in charge of foreign distribution, told the luncheon gathering that the company has “no offices abroad,” preferring to handle its foreign distribution through local franchise dealers in the countries involved.

The only co-production deal in the AIP currently is participating in the release of 20th Century-Fox’s film “Konga” in the British capital. Nicholson says that two more films under this co-production deal are scheduled for next year at the producer’s behest.

Plans 18 Films

Both Nicholson and Reich have just returned from Europe where, with Samuel Z. Arkoff, executive vice-president, the three aforementioned films were acquired. Nicholson said that his company will release domestically all 12 major pictures during 1961, one a month, in addition to “six smaller-budgeted pictures,” making a total of 18 pictures for the calendar year 1961 to be handled domestically by the company. This compares with four major films and 12 program pictures, including two reissues, distributed by Archdale Picture Corp. in 1960, the company head said.

Among the pictures set by AIP for world-wide release next year are: “Reputation” a 1911 French release which has just been shot in Italy; “The Pit and the Pendulum,” to be filmed in Hollywood by the “House of Usher” team—Roger Corman as producer-director, Richard Matheson as screen-play and Vincent Price, the star; “Reptilicus,” and “Master of the World.”

Negotiating with Corman

Nicholson also said that AIP presently is negotiating with Roger Corman’s Filmmakers Productions to handle foreign distribution of its releases, which are distributed in the U. S. by Corman’s own organization.

Nicholson, who is married, has a daughter by his wife, left for his Los Angeles headquarters following the press conference yesterday.

MPPC Raised $1,008,048

In First Month of Campaign

From THE DAILY Herald

HOLLYWOOD, Nov. 3. — The Motion Picture Permanent Charities has raised $1,008,048 from 22,725 contributors during the first month of its 16th London premier of the film industry, Sidney P. Sloane, MPPC campaign chairman, announced, at the organization’s second report luncheon.

That dollar figure marks the first time in its 20-year history that MPPC has collected in excess of one million dollars as early as the second report meeting.

Set N.Y.C. Saturation

For ‘Sword and Dragon’

“Sword and the Dragon,” Joseph Harris-Sig Shore feature in wide screen and color, will have a New York saturation opening at all Loew’s theatres in the metropolitan area starting Nov. 16, according to an announcement by the distributor, Valiant Films Corp. Simultaneously, it will debut at 18 picture-palaces in all other neighborhood houses in metropolitan New York.

Third Circuit to Book

The engagement is the third major circuit booking for a Harris-Shore motion picture presentation in New York City during the last 12 months, Shore explained. “We’ve supplied three per cent of the New York circuit product in 1960,” he said, “and hope to get it up to seven per cent in 1961.

Dual Bow for ‘Grass’

At Astor, Trans-Lux

“The Grass Is Greener” Universal-International release, will have its world premiere simultaneously at the Astor Theatre and the Trans-Lux 52nd Street Theatre here on Wednesday, December 14, it was announced by Henry H. “Hi” Martin, vice-president Trans-Lux. It is a co-production by Trans-Lux and Universal.

The premiere will launch a series of important key city openins for the Christmas-New Year’s holidays.

Music Hall Has Display Of Winning Snapshots

Radio City Music Hall’s Grand Lounge will be the setting for the display of the 1960 Newspaper Snap shot Awards beginning Thursday.

Selected from more than 250,000 entries, the 538 local grand prize winners of regional contests sponsored by newspapers in all 50 States, the District of Columbia, Canada, Puerto Rico, the United States and Canada won more than $25,575 in cash prizes.
NOTHING LESS THAN A MIRACLE IN MOTION PICTURES!
Three to AIP

**Continued from page 1**

televisio network "special" which was telecast in the U. S. a few weeks ago.

"Many American major companies distribute films solely in foreign countries and not in United States," Nichol- son said. "We consider foreign distribution facilities are far superior to those of the individual countries overseas," he explained.

Will Open in Rome Shortly

"House of Usher" is AIP's biggest grosser both in the domestic and foreign markets, company president told the industry press gathered very well in England and Japan, he revealed. The picture is scheduled to open in Rome soon.

William C. Reich, AIP vice-president in charge of foreign distribution, told the luncheon gathering that the com- pany has "no offices abroad," preferring to hand its foreign distribution through "local franchise dealers" in the countries involved.

The only co-production deal in which AIP currently is participat- ing is the one continuing the American of London which now is completing "Konga" in the British capital, said Nicholson. Two more films under this co-production deal are scheduled for next year, he said.

Plans 18 Films

Both Nicholson and Reich have just returned from Europe where, with Samuel Z. Arkoff, executive vice-president, the three aforementioned films were acquired, Nicholson said that his company will release at least "12 major pictures during 1961, one a month," in addition to "six smaller-budgeted pictures," making a total of 18 pictures for the calendar year 1961 to be handled domestically by the company. This compares with four major films and 12 program pictures, including two reissues, distributed by AIP in the domestic market in 1960, the company head said.


Negotiating with Corman

Nicholson also said that AIP present- ly is negotiating with Roger Cor- man's Filmgroup Productions to han- dle foreign distribution of its releases, which are distributed in the U. S. by Corman's own organization. AIP is represented by his wife, left for his Los Angeles head- quarters following the press confer- ence yesterday.

MPPC Raised $1,008,048

In First Month of Campaign

**Continued from page 1**

health while in office he assumed added capacity at the end of his term. This was made possible later by the availability at the time. Abram P. Myers, former Allied chal- lenge Redford, assistant managing editor, and general counsel, as a policy toward handling many of president's duties.

Now, however, Myers is on the active list and despite plans made months ago to appoint a full-time assistant, a little or no progress has been made on this. A Schwabberg, president of Citif Films, who was mentioned as Alli- ed's first choice when a replacement first broached, has informed Allied other commitments will not per- mit him to accept it. Schwabberg, how- ever, is listed as a speaker at one of the company's evening sessions in distributor- representatives next Wednesday.

Doubt Regarding Myers

Ben Marcus is chairman of board and it is not known, either whether he would agree to continue in the post for another year. Use- by-law changes adopted at the annual convention last year, which would have been effective from the time, were selected from among the panel of former Allied presidents. The pre- sent, however, can come "from ranks."

Also, under by-law changes adopted last winter, which were proposed by the late Rube Shor, the annual election was changed from the winter board meeting, usually held late January or early February in co- junction with the drive - in theater convention, to the fall board meet- ing which accompanies the regular annual convention, and with which the duties in convention has been combined.

In a story published yesterday, MOCUS PICTURE DAILY inadverte- ntly overlooked the changes in the by- law made earlier this year and reported that no election of officers was scheduled for the weekend meet- ing here.

Rueben among board members, the last election brought about the withdrawal of two of Alli- ed's strongest units, Western Pennsylvania and Independent Exhibitors of New England. The former rejoined Allied after the resignation of Mye New England Allied remains an and will not send a representative even an observer to the meeting held it was learned.

Webb, Bowers Compan

Jack Webb and writer William Bowers have formed a new motion picture production company and an- nounced Robert Mitchum to star in their first film, "Handle Some," which will be released United Artists. They are also pro- pearing a second picture for UA.
NOTHING LESS THAN A MIRACLE IN MOTION PICTURES!
NOTHING LESS THAN A MIRACLE IN MOTION PICTURES!

SUPERDYNAMATION
Eastman COLOR

THE 3 WORLDS OF GULLIVER

STARRING
Kerwin Mathews
Jo Morrow - June Thorburn

Directed by Jack Sher - Produced by Charles H. Schneer - A MIRKINSIDE PRODUCTION

Screenplay by Arthur Ross and Jack Sher - Based on the GULLIVER'S TRAVELS classic - Ray Harryhausen

COLUMBIA PICTURES
SUPERDYNAMIC PROMOTION and PRE-SELLING from SUPERDYNAMIC COLUMBIA!

Animated floats to participate in televised Thanksgiving Day parades and tour country! Special TV spots for use after parade telecasts!

“The 3 Worlds of Gulliver” EGG-ELECTION contest! Grand Prize—all expense paid trip to Lilliput, England via Pan American! Conducted through thousands of Sunbeam Appliance dealers coast-to-coast! 50,000 streamers! 40,000 posters! 1,000,000 entry blanks for tremendous point-of-sales impact! Colpix LP soundtrack album—with story and music!

Eye-popping TV trailers! ... Sensational theatre trailer and teaser package! ... Penetrating, provocative radio spots! Personal appearance tours of the picture’s stars ... to cover all major markets!

School and library tie-in material! “Salute Jonathan Swift” week! Study guide! Dell comic book! De luxe paperback—with movie title and credits ... plus key art on front cover! Three new hard cover editions of the classic story being timed for publication coincident with picture release! Super-Merchandising Program! ... Tie-ins with manufacturers of footwear, watches, wearing apparel, jewelry, toys, luggage, bags and novelties to yield magazine ads, point-of-sale displays, retailer co-op ads and local day-and-date co-ordination for “Gulliver” windows and interiors!

NEW YORK...CHICAGO...LOS ANGELES...
SAN FRANCISCO...DALLAS...CLEVELAND...
PHILADELPHIA...DETROIT...HARTFORD...
PITTSBURGH...CINCINNATI...OKLAHOMA CITY...
BOSTON...SEATTLE...ATLANTA...NASHVILLE...
NEW ORLEANS...PORTLAND...HOUSTON...
KANSAS CITY...JACKSONVILLE...CHARLOTTE...
SALT LAKE CITY...INDIANAPOLIS...LONDON...
PARIS...TORONTO...ROME...BERLIN...
and hundreds more!

Reserve your print NOW from COLUMBIA!
TOA-Academy Set Liaison

(Continued from page 1)

Jerome H. Adler, attorney engaged in representing the clients of the international commodity and book publishing fields, has been named by the American Federation of Musicians as its New York counsel.

Claude Allison, formerly supervisor of the Wiltton Circuit, Indianapolis, Ind., has been named manager of an area outdoor theatre, St. Petersburg, Fla., owned by Ben Cohen.

Robert Pruner Davis, director and critic, writer, of a new book, "A Film Is Made," describing his type of work. Slated for January publication, the Ziff-Davis release includes pictures taken from "Day of the Painter," a picture directed by Davis for Little Movies.

Phil Isaacs is resigning his position as general manager and booker for F Theatres, Baltimore, effective the first of the month. He was not announced as plans for the future.

Paramount Tube

(Continued from page 1)

characteristics: (1) the value eventually to be received from the sale of the nearest film Estate; (2) increments to per share results through continued retirements of common stock; (3) growth possibilities in the Automatic Division, and (4) the tremendous potential of both the Chromatic and International Telemeter Divisions. We believe that success in either of the latter areas could have an enormous impact on earnings and a most unusual speculative spirit to the stock.

Points to Subsidiaries

The report observes that "Excluding Paramount's basic earning asset (motion picture production), as well as those divisions with greatest potential (International Telemeter, Chromatic and Automatic), it is clear that the rate of capital gains taxes and on a per share basis, are roughly equivalent to the stock's current price (53¢, off 4½ yesterday).

It assigns asset values as follows: 42,200 shares of Fairchild Camera & Instrument, $7,300,000; 316,000 shares of Ampex (if proposed merger with Telemeter Magnetics is approved at stockholders meeting Nov. 15), $7,270,000; and 888,500 shares of Famous Players Can-
adian, $17,770,000, or a total value of securities of $32,340,000, or $19.21 per share.

Other Properties Listed

Values assigned other assets are: Station KTLA and Sunset Properties, $2,500,000; Dot Records, $5,000,000; Paramount Bldg., $5,000,000; pre-'48 film library, $29 millions to $40 millions, and a like amount for the post-'48 films; and total other assets of $74,500,000 up to $95,500,000, for a total of $108,840,000 to $127,840,000.

IATSE-AMPP Pact Talks

Unlike before December

From THE DAILY Bureau

HOLLYWOOD, Nov. 3—Negotiations between the IATSE and the Association of Motion Picture Producers on I.A.'s demands for its new basic agreement, (the present contract expires on Jan. 30), not expected to get under way until early in December. Preliminary meetings are being held with each individual local involved in studio production to review demands before meeting with IA representatives on general proposals, it was reported by a spokesman for AMPP.

AFM-AMPP

(Continued from page 1)

here late last night between the two groups.

Other provisions of the agreement, in addition to salary increases reported earlier, payment of one per cent on all theatrical films started after last Jan. 31 when they are released to free television; the banning of canned music in tv films on productions starting after May 31, 1961; and a guarantee of 18 hours scoring time for each 13 half-hour episodes of tv series.

It was also agreed that any film produced in the U.S. or Canada will be scored in those countries. A meeting to ratify the agreement has been called for the AFM on Saturday.

Albany Editorial Laud Fabian ‘Faith’ in City

Special to THE DAILY

ALBANY, N.Y., Nov. 3—"In adding our congratulations and best wishes to Fabian's New Palace, as it emerges like a resplendent butterfly from the cocoon, in which it has been shut for so long, the building becomes a shining lighthouse for those whose faith in their downtown section may have wavered.

The Times-Union made this comment, in a leading editorial which appeared with the opening of the refurbished theatre last week-end—after a $250,000 job had been completed.

The morning paper pointed out, "Those who own and operate the new-fashioned Palace Theatre in Albany are not impulsive people. Before they committed a quarter of a million dollars to modernizing and refurbishing their plant, they studied with care the potential of downtown Albany's new theatre: the "Faith" in putting so much money into the face-lifting of the 29-year-old house not only won the praise of Gov. Nelson A.

Wayne Editing

(Continued from page 1)

the policy. The shortened version of the film is expected to be in use at the Rivoli tonight or tomorrow.

Wayne's $12,000,000 epic was found by some critics and audiences to be lacking in its early stages leading up to the climactic battle scenes. The editing in progress is believed to be in response to that reaction. The revised film will run approximately 160 minutes, it was said.
West Africa

(Continued from page 1)

nullified. There are only 240 theatres. The returns to U. S. distributors are less than $50,000.

The proposed development company would be organized under the MPEA Act and participated in by such MPEA companies as wish to join. The company would be separate from the MPEA, but Johnston would serve as its top executive.

Its directors would be representatives of the New York offices of the participating companies, and its home office in New York City.

The major functions of the company are:

1. Sale and distribution of the films of the participating companies in the West Africa areas, to the extent that the participating companies agree upon.

2. A program of developing modern exhibition outlets with the aim to establish in the important centers of West Africa, at least one new air-conditioned theatre each.

3. The setting up of a general program of promotion and government relations in the main West African territories.

4. The development of production and co-production opportunities if the demand justifies production in this area.

The committee was authorized to work out the details of the organization and financing of such a company. The committee might also make a detailed inspection trip to Africa. It will report back to the board with its findings and recommendations.

Members of the committee will be announced shortly by Johnston.

Creative Productions

Formed in Hollywood

From THE DAILY BUREAU

HOLLYWOOD, Nov. 3 — Helen Ainsworth, in association with Richard Morley and Don Bouttey, has formed Creative Productions International for the purpose of producing feature motion pictures, tv programs and commercial films. The company will also operate in the field of personal management and the development of new talent.

Was Producer for Columbia

Miss Ainsworth was for many years a prominent theatrical agent, and during 1950 produced four feature pictures for Columbia. Morley, former motion picture executive and publisher of the Hollywood television film producer, returned recently from Europe where for over 5 years he was engaged in producing feature films and television series in London, France and North Africa. Morley was one of the founders of the Alliance of TV Producers, Inc. Bouttey has been a motion picture publicist in Hollywood for 17 years and currently operates his own public relations office.

Johnston Calls Upon Educators to Help Raise Standards of Taste in Younger Audience

Special to THE DAILY

MILWAUKEE, Nov. 3—The modern mass media, constituting the most penetrating and far-reaching educator in American society, should be "very much concerned," teachers, Eric Johnston, president of the Motion Picture Association of America, will say here today.

In an address to be delivered at the annual convention of the Wisconsin Motion Picture Association, John- ston will say that it was a proper responsibility of schools and teachers in elevating American culture to "to be alert to distinguish and discriminate and the best and the least in quality among newspapers, magazines, radio, television and motion pictures.

Hopes Teachers Will Act

Johnston, stressing before the all-teacher audience the urgent need for increased classroom facilities and improved teaching standards in America, will speak of the mass media as an "inescapable and omnipresent" educational force. He will call this "an educational process that occurs outside the schoolroom" and urge teachers to recognize it and "act upon their awareness."

He will say: "This educational force outside the school is sometimes sinister and subtly, sometimes noble and ennobling, but it is always present and inescapable. Some regard it with disdain—some with awe. But however they look upon it, there it is in massive force, this message goes out and is received.

Stresses Five Media

"I am referring, of course, to the mass media—to newspapers and magazines, to radio and television, to the motion picture and to all the commercial arts developed by man."

"It will help us all at all to turn our backs upon these media. Nor will it help or be truthful to say that all that travels by their means is necessarily evil and pernicious."

"How are these messages received?"

"Let me give you an example from my own industry, the motion picture. We ship film to all parts of the world."

"Some years ago, it happened that two films went to Latin America at the same time."

"Lincoln—and Jesse James"

"One of these was the story of young Abe Lincoln . . . . Lincoln before he came on the national scene and became our Civil War president. The other was about Jesse James and his wild west band of desperadoes."

"It would be nice to tell you that Mr. Lincoln would be delighted with the day, that Latin Americans came out in droves to see our great North American in action. And it would be cheerful to tell you that Jesse James and his shoot-’em-up band had a sneak in through back alley theatres in the seediest parts of town."

"It would be pleasant to tell you this, but it would be true—because it didn’t happen. What did happen was that Jesse James had to carry

Fox to Make 8 Films

In Britain in 1961

Twentieth-Century-Fox will put

least eight productions before cameras in Britain during 1961, according to Robert Goldstein, exc

utive in charge of operations. They include "Clearpaw (a shooting), "Topaze," "A Matter of


Specter." Recently completed by 20 Fox in Britain were "The Quee Guards," "The Mack," and "The M

linnecour."
operational Changes

new's Circuit in Realignm ent

Charles Kurtzman Given overall Supervisory Post

In a realignment of out-of-town theatre operations, Eugene Picker, president of Loew's Theatres, Inc., at the weekend announced the appointment of Charles E. Kurtzman, who has been on special assignments for picker during the past year, as executive in complete charge of Loew's out-of-town theatres.

In his new position, Kurtzman stated that the company's out-of-town circuit would be reorganized into three distinct operating areas—see page 2.

Hard-Ticket Films Haven't Pinched M.H.

The increasing number of pictures being presented or planned for presentation on a hard-ticket policy, and others which, like the roadshow films, run to unusual length, have not created a film supply problem for Broadway prestige release houses, such as Radio City Music Hall. Russell Down- ing, Music Hall president, in reply to a question concerning the product situation, pointed out that the Music Hall's Thanksgiving attraction, "The World of Suzie Wong," will open on Thursday and will occupy the Music Hall screen until the Christmas-New Year period.

Columbia Chiefs Abroad Meet on 'Pepe' Here

Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising, publicity and exploitation, has called the company's British and Continental advertising and publicity chiefs for conferences here on "Pepe," in preparation for its showings abroad in early 1961.

Arriving here today are Alan Tucker, British publicity chief; Pat Solomon Now Embassy Executive Vice-Pres.

Eddie Solomon has been named executive vice-president of Embassy Pictures Corporation, it was announced at the weekend by Joseph E. Levine, president of the film company. Solomon, who has been serving as Embassy's vice-president in charge of advertising, publicity and exploitation, will assume his new duties immediately.

In his new capacity, he will oversee... (continued on page 2)

REVIEW:

North to Alaska

20th Century-Fox—CinemaScope

There is fun and action aplenty in "North to Alaska," a CinemaScope and color by De Luxe production with a solid box office cast headed by John Wayne, and including Stewart Granger, Ernie Kovacs, Fabian; the teen-agers' popular Voice, and Capucine, the former French model who made her first screen appearance in "Song Without End." Built along the lines of such screen classics as "Kiss Me, Stupid," "Destry Rides Again," the kind which provide the most enjoyment by doing everything except taking themselves seriously, "North to Alaska" is big box office bait.

Henry Hathaway, who produced and directed, has kept his story and his players in rapid motion, with the result that audience interest is... (continued on page 2)

British Circuit to Repeat Its Successful TV Promotion Campaign at Year's End

From THE DAILY Bureau

LONDON, Nov. 4 (By Air Mail)—Associated British Cinemas' summer TV campaign, one of the most effective ever used on this medium, is to be repeated by the company over the Christmas and New Year period. The scheme will again be carried out on ABC-TV, covering an area of 150 ABC theatres.

Bill Cartlidge, assistant managing director of ABC, announced that the company will use the same twin format that proved so successful during the summer—the combination of famous personalities publicly endorsing their favorite form of film entertainment and the use of "Don't Take Your Wife For Granted—Take Her Out To The Pictures" commercials.

The subjects, which will again be produced by the TV and Advertising Films Division of Associated British-Pathé, will use personalities currently in the public eye at the time of presentation. They will introduce the films being screened in the Midlands and the North by Associated British Cinemas.

The December-January period has been chosen for a dual purpose—to stimulate business at the off-peak pre-Christmas period and to give greater impetus to the circuit's New Year releases.

Weigh Action

Justice Dept.

Reply Before Allied Board

Response to Jersey Allied's Plea Said to Offer Little

Special to THE DAILY

CHICAGO, Nov. 6 — The Allied States board of directors had under consideration at its annual meeting which started yesterday in the Conrad Hilton Hotel here, the Department of Justice's reply to a complaint made last month by Allied Theatres Owners of New Jersey about trade practices.

The program for the Allied States Convention, which begins today in Chicago, following meetings of the board of directors at the weekend, is in this issue on page 4. Booth plan and agenda for the joint convention of the National Association of Concessionaires will be found on pages 6 and 7, which it claims are prevalent in the industry.

The text of the reply, which was written by Assistant U.S. Attorney General Robert Bicks, in charge of the Anti-Trust Division, was not made public here. Sidney Stern, president... (continued on page 4)

Says Toll-TV Won't Mean End of Theatres

From THE DAILY Bureau

HOLLYWOOD, Nov. 6—Toll television will "join" other entertainment media—not replace them, Jack Warner, Jr., told the student body of Berkeley High School in a speech there this past week.

The motion picture industry, he said, is not threatened with decline should toll-tv become active but... (continued on page 2)
**PERSONAL MENTION**

ROBERT O'BRIEN, vice-president and treasurer of MGM, and John B. Burns, newly appointed general sales manager of MGM-TV, have returned to New York from the Coast.

Ed Morley, vice-president of Allied Artists, will leave New York today for New York and to attend the board of directors meeting on Wednesday and to confer with Steve Brody, president of the company.

Jack H. Levin, president of Certified Reports, has left New York for Chicago and other key cities of the Midwest.

Arthur Kramer, executive assistant to Samuel J. Briskin, Columbia Pictures vice-president in charge of West Coast activities, has arrived in New York from Hollywood.

Mel Stuart, head of East Coast production for Wolper-Stirling, has arrived in Hollywood from New York.

Marcia Ann Jaffe, daughter of Leo Jaffe, first vice-president and treasurer of Columbia Pictures, was married to a couple in Israel here yesterday to Eugene Mangolius of Manhattan, N. Y.

*‘Hot’ on Radio, TV*

A 575,000 newspaper-radio-television campaign gets underway this week in the metropolitan New York area heralding Friday's 110-theatre saturation opening of "Where The Hot Wind Blows."

**Holiday Notice**

MOTION PICTURE DAILY will not be published tomorrow, Nov. 8. Election Day.

**Pick Santa Monica for Academy Awards Show**

From THE DAILY BUREAU

HOLLYWOOD, Nov. 6. Selection of the Santa Monica Civic Auditorium as the site of the 33rd annual Academy Awards presentation on April 17 has been approved by the Board of Governors of the Academy of Motion Picture Arts and Sciences, it was announced on Friday by Steve Brody, chairman of awards program committee.

The marks the end of 11 consecutive years of the awards presentation at the Pantages Theatre in Hollywood. The first three were on radio, the rest were simulcast on television and radio.

The Santa Monica operation has a seating capacity for 2,558, and parking space for 1,500 cars.

**Warner, on Toll-TV**

(Continued from page 1)

with "changes in emphasis on product."

"Some theatre men who have pushed the panic button do not accept the present motion picture picture at present as the television audience and the small screen are not comparable. The entire movie-attending situation of those who are more comfortable in other places is more likely to watch a presentation of a motion picture on a large screen, with superior sound as it was intended to be shown, is far different than viewing a film diminished many times, under home viewing conditions, just to set failure. Commercial television will continue to produce series, variety shows, panel discussions, public service programs, news, and special." he said.

**Drive-In Application Is Denied in Britain**

From THE DAILY BUREAU

LONDON, Nov. 4 (By Air Mail)—Associated British Cinemas has been refused permission by the local council to build Britain's first drive-in cinema at Sandown Park. The council said that the application would adversely affect the amenities of the neighbouring residents. The council's surveyor, in considering the application, had suggested that if the project were allowed and permanent structures, such as a large screen, were erected, the result could be an unsightly "white elephant" should the project fail.

Replying to this, Bill Cartridge, assistant managing director of ABC, stated that a condition of consent could be made whereby the screen would have to be removed immediately if the cinema was ever discontinued. Another objection put forward by the council was that any performance would mean that 1,000 people would be using the narrow roads surrounding the raccourse.

**Loew's Circuit**

(Continued from page 1)

called the Eastern, Central and Southern Divisions.
William Ellett will be the Eastern division manager, with headquarters in Boston and supervising the show- ing cities: Boston, Bridgeport, Hartford, New Haven, Norfolk, Providence, Reading, Richmond, Springfield, Waterbury, Wilmington and Worcester.

Frank Murphy will supervise the Central Division offices in Cleveland. Cities under Murphy's control are: Akron, Buffalo, Canton, Chicago, Cleveland, Columbus, Dayton, Indianapolis, Niagara Falls, Rochester, South Bend, Syracuse and Toledo.

Martin Burnett will supervise the Southern Division with offices in Atlanta. Cities under his jurisdiction are: Atlanta, Evansville, Houston, Jacksonville, Memphis, Nashville, New Orleans North and Miami.

Assigned as city manager in Washington is Orville Crouch. Russell Bovin will be city manager in St. Louis. Clarence Dube continues in Toronto as supervisor of Loew's Canadian Theaters.

**Solomon Named**

(Continued from page 1)

see the administrative operation of the company as encompassing production, sales, and merchandising. The new executive vice-president joined Embassy one year ago as advertising director. Prior to Embassy, he was associated with 20th Century-Fox in the post of exploitation manager.

**Canadian Censors Hit Excesses in Films**

**Special to THE DAILY**

SAINT JOHN, N.B., Nov. 3 (By Air Mail)—The Motion Picture Association of America has been urged by Canadian censors to "implement its Code of Ethics and remove obvious excesses and offenses."

The statement was issued at the final session of a national censor conference here. The censors also criticized the large number of gangster and hooligan films and those depicting immoral and abnormal sex behavior.

**Zoellner Resigns as M.G.M. Atlanta Manager**

**Special to THE DAILY**

ATLANTA, Nov. 6—William "Bill" Zoellner, for the past five years branch manager for Metro-Goldwyn-Mayer in this city, has resigned. He will be succeeded by Woody Sherill, who comes to Atlanta from the Chicago branch of the company.

**Telemeter Adopts Psycho Policy**

**Special to THE DAILY**

TORONTO, Nov. 7—Follow the same kind of theatrical promotion butts of the suspense drama, Fred Hitchcock's "Psycho" will be promoted on Telemeter's "theatre in the home system of pay television back by the same kind of 'start of the picture' policy."

Demonstrating the flexibility of Telemeter system of transmission TV, Canada Telemeter, operator of the wider TV system in the suburban community of Etobicoke, is literally "close the door" on customers who deposit their coins to "Psycho" after a performance started. Money deposited after a performance begins is automatically credited toward a later showing, "Psycho," which may be selected by the customer's convenience.

Subscribers of Telemeter are be informed via the system's built-in "program information service," as well as through the mail, that "Psycho" will be shown at 3:00, 7:00 and 9:00 P.M. on Telemeter Channel 5B from Wednesday, Nov. 9, through Monday, Nov. 14. Admission is $1.00 per household.

The "Psycho" theme scheduled for this week has been so arranged that customers may tune in during a period starting minutes before any given performance or up to the moment the film begins.

**‘Ballad’ Stars, Director Honored at Party Here**

A celebration honoring the star and director of "Ballad of a Soldier," a Russian film which won the top two awards at the San Francisco Festival was given Friday at the Four Seasons restaurant here. The film is being presented in this country by M.J.I Enterprises and distributed through Kingsley International Pictures.

The 19-year-old stars of the picture, Viktoriya Prokhorenko, and the director, Grgor Chukhrai, who were on hand for the San Francisco Festival, while they gave the film the "best picture" and "best direction" Golden Gate awards were at the party to meet the press.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL—Renovation Completed**

**DORIS DAY—REX HARRISON IN A ROSS HUNTEER-AXWIN PRODUCTION**

**MIDNIGHT LACE**

A Universal—International release in EASTMAN Color ON STAGE "BROADWAY"—DANCING, CHARITY SPEECHES.
DAYTON, OHIO — first three days
More than double Labor Day business on BELLS ARE RINGING. Beats NORTH BY NORTHWEST, HOME FROM HILL.

HUNTINGTON, W. VA. — six days
Beats HOME FROM THE HILL, BELLS ARE RINGING. Equals business of PLEASE DON’T EAT THE DAISIES.

CHARLESTON, W. VA. — five days
Doing the same business as DAISIES. Substantially beats HOME FROM THE HILL, BELLS ARE RINGING.

PORTSMOUTH, OHIO — four days
Tops PLEASE DON’T EAT THE DAISIES by 42%.

INDIANAPOLIS, IND. — four days
Running well ahead of HOME FROM THE HILL, BELLS.

EVANSVILLE, IND. — four days
Equals NORTH BY NORTHWEST. Tops by far HOME FROM THE HILL, DAISIES, BELLS.

FORT WAYNE, IND. — first four days
Tops BELLS ARE RINGING.

MUNCIE, IND. — four days
Beats NORTH BY NORTHWEST, HOME FROM THE HILL. Tops Labor Day business on IT STARTED WITH A KISS.

LOGANSPORT, IND. — four-day engagement
Beats DAISIES, NORTH BY NORTHWEST. Is more than double the business on BELLS, HOME FROM THE HILL.

TERRE HAUTE, IND. —
Opening day tops Easter sum of DAISIES, in addition to BELLS ARE RINGING, HOME FROM THE HILL.
of New Jersey Allied, said that regardless of whether the National Allied does or does not act on the Justice Department's letter, New Jersey Allied will consider it at a meeting called for Nov. 15 at the organization's headquarters in New York City.

Pending that meeting, Stern said, the text of the letter will not be made public, primarily as a courtesy to Jersey Allied members who, he said, are entitled to be informed about it prior to its release.

Report Action Unlikely

From other sources here, it was learned that the Justice Department stand, as evidenced by its reply to Jersey Allied, gave little indication that the board of the Federal agency is in prospect of the trade practice complaints.

"It looks like Jersey Allied may have to go to court on its own if it wants the board to consider whether some of the practices now in vogue in distribution are violations of the industry consent decrees," one Allied official said. "The Justice Department's answer is a small view of the small exhibitor's rights, in my opinion."

Another said, "I think the Bicks letter is important to the entire industry. I think it should be turned over to exhibitor attorneys along with whatever documentation of its complaints Jersey Allied may have. I hope the Allied board gives it serious consideration and adds its official observations on it to the record."

"Unilateral Action a Factor"

This source said under normal procedure, the Allied board would withhold action on the Justice Department letter on the grounds that New Jersey Allied had taken unilateral action in the matter and did not consult the national board in advance. He added that he hoped, however, the national board would not adopt that procedure.

Jersey Allied's communication to the Justice Department listed 12 trade practice grievances, which it offered to document, and inquired which of them were in violation of the Paramount case decrees and what the Department could do to end them.

Among the practices complained of were conditioning the licensing of one picture on that of another; of extending first run clearance by insisting on preferred play dates in sub-runs; of encouraging and even forcing bidding; of causing an artificial shortage of film and thereby being able to demand increasingly higher terms for definitely inferior pictures.

Grievances Outlined

Also, of discriminating in the pricing of film; of not providing an even flow of product by the withholding of pictures for holiday playing time; of restricting the booking of pictures when an exhibitor wishes to strengthen a weak show; of forcing extended playing time when not warranted; causing an exhibitor to sustain unnecessary losses; of not granting sub-run theatres a cooperative advertising allowance; and continually granting one to first run theatres of extending and altering clearances and runs by claiming a "shortage" of prints; of extending and altering clearances and runs by requiring special projection equipment in certain areas, and of insisting on a road show, long run, hard tickets, high price policy for an increasing number of pictures in a few favored theatres.

Price Hike Called Necessary

The letter contended that the alleged practices complained of resulted in higher admission cost to the public, and the necessity to drive hundreds of miles or to wait years to see certain pictures; destruction of small businesses that are invaluable in keeping people trading in their own communities; unemployment of thousands of persons presently employed in sub-run houses; the necessity of showing inferior pictures and pictures which an exhibitor may not wish to present to his particular patrons because of the artificial product scarcity, and the loss of millions of dollars in local real estate taxes that cannot be paid by closed theatres.

Stern explained at the time the letter was released that Jersey Allied is endeavoring to find out "what the industry decrees are and are not; what can be enforced, and what the policy and viewpoint of the Justice Department are on the decrees."

Record Cleared, Says Stern

Yesterday Stern said, "Our action has cleared the record for a new Attorney General and anti-trust head, should there be a change in the Administration, and for ourselves, if there is no change in area."

The series of weekend board meetings will continue tomorrow morning, with Allied's annual convention scheduled to open tomorrow afternoon and continuing through Wednesday. The National Association of Concessionaires trade show, being operated in conjunction with the Allied convention, opened today and also will continue through Wednesday.

Return Date for 'Gigi' Set At Normandie Here

"Gigi," M-G-M release, will begin a return engagement Nov. 23 at the Normandie Theatre here.

"Gigi" originally played at the Royale Theatre for six months on a reserved-seat basis, and then moved to the Sutton Theatre, where is ran for another year.

'Kingdom' Saturation

"The Little Shepherd of Kingdom Come," starring Jimmy Rodgers, will have a saturation engagement in the Kingdom Saturation, according to 20th Century-Fox. Rodgers has taken time out from his national night club and tv engagements to set a tour of the southern area on opening days and will make personal appearances on stage at theatres between Dec. 19 and 25.
Meet the SIZZLE SALESMEN!

They're selling the SIZZLE instead of the STEAK! . . . They're selling the LAUGHS, the EXCITEMENT, the ENTERTAINMENT instead of the scenes! . . . And they're selling the PATRONS as only a NATIONAL SCREEN TRAILER can sell a Columbia Picture!

For Example:

"Sizzle Salesman" BOBBY BLICK...will have your audience in stitches...as he sells "I'M ALL RIGHT, JACK" from the back fence of a Nudist Camp!

"Sizzle Salesman" DON GRUSSO, right (and Gene Rand) will enrapture your patrons with a New York "hackie's" irrefutable opinion of "SONG WITHOUT END" . . .

"Sizzle Salesman" LEW PARKER will have them rolling in the very aisles you'll soon have them standing in, to see "SURPRISE PACKAGE"...with his riotous pitch from a Maternity Ward!

Just a few examples of "Sizzle Salesmanship" . . . that can SELL pictures WITH or WITHOUT scenes! The kind of salesmanship that packs ingenuity, concept, craftsmanship and trailer know-how into a single package, known as

National Screen SHOWMANSHIP!
1960 CONCESSION INDUSTRY’S TRADE SHOW

National exhibition conducted in conjunction with the concurrent conventions of the Allied States Association of Motion Picture Exhibitors and of the National Association of Concessionaires in Chicago, November 6-9

TRADE SHOW HOURS
Instead of being open all afternoons, and closed mornings, throughout the convention period, as was the case last year, the trade show hours this year vary, as follows:

SUNDAY, 2 to 6 p.m. MONDAY, 9 a.m. to 12:30, and 6 to 8 p.m. TUESDAY, 9 a.m. to 12 noon. WEDNESDAY, 2 to 6 p.m.

Exhibit Chairman, Ted Darioti

CONVENTION PROGRAM
MONDAY:
12:30—NAC-Allied States Luncheon
2:30—Joint Concession and Popcorn Meeting
3:00—Concession Workshop (J. J. Fitzgibbons, Jr., Moderator) Popcorn Session
6-8 p.m.—Friendship Cocktail Party in Exhibit Hall

TUESDAY:
12:15—NAC-Allied States Luncheon for Trade Show Exhibitors
2:00—Joint NAC-Allied States Concessions Workshop (Harold Chesler, Moderator)
9 p.m.—Pepsi-Cola Cocktail Party at Ambassador West Hotel

WEDNESDAY:
9 a.m.—NAC Breakfast
10 a.m.—Pitchman’s Forum by Trade Show Exhibitors (H. E. Chrisman, Moderator)
11 a.m.—NAC Annual Meeting
12:15—NAC Annual Luncheon
7 p.m.—National Carbon Company Cocktail Party
8 p.m.—Annual Presidents’ Banquet

EXHIBIT BOOTH PLAN AND EXHIBITORS

Exhibiting firms are listed alphabetically, preceded by booth number and followed by name of person in charge of exhibit.

53—AmcoIn Corp., Long Island City, N. Y.; Arthur B. Segal.
64—Andies Candies, Inc., Chicago, Ill.; C. W. Palmer.
93, 94, 95, 96—AFCO, Inc., New York City; M. B. Rapp.
35—Ballantine Co., Omaha, Nebr.; R. S. Ballantine.
49—Bally Case & Cooler Co., Bally, Pa.; Leon Prince.
110—Brunswick Corp., Chicago, Ill.; C. L. Ellison.
89-90—Comodo Dry Corp., New York City; P. H. Immekus.
81—Castleberry's Food Co., Augusta, Ga.; John D. Reynolds.
33-34—The Coca-Cola Co., Atlanta, Ga.; Charles R. Boardelois.
112—Cole Products Corp., Chicago, Ill.; Stanley Ganes.
132—The Cornelius Co., Anoka, Minn.; John Broom.
70—Cramers and Co., Nashville, Tenn.; H. E. Chrisman.
103-104—Curtiss Candy Co., Chicago, Ill.; G. R. Peppet.
121—Electroware Corp., Toledo, Ohio; Roy Baunash.
129A—Encyclopedia Britannica, Chicago, Ill.; Ralph Hackley.
Music Hall

North to Alaska

likely the trick is rich in the Nome gold fields of the early 1900s, and the picture opens as they engage in a donor-bury in Kovacs' saloon prior to Wayne's departure for Seattle to buy mining equipment and bring back Granger's fiancee. The latter, however, had tired of waiting and is married to another when Wayne arrives. To obliterate his disappointment over this female treachery against his partner, Wayne repairs to a brothel where he meets Capucine, an inmate with a heart that asays at least as much pure gold as the nuggets Wayne has washed out of the Yukon. He decides to take her back to Alaska with him as a substitute bride for Granger.

Capucine, however, thinks Wayne has fallen for her; Granger thinks he has been betrayed and wants no part of the plan, and Fabian, with all the ardor of puppy-love, attempts to move in on what his elders disdained.

Back in Nome, Kovacs is plotting a claim-jumping coup in an effort to wrest the rich mine from the boys and, having recognized an old flame in Capucine, plans to enlist her aid in his scheme. Meanwhile, in another parody of frontier gun battles in which no one is hurt after exchanges of heavy shooting, Wayne, Granger and Fabian repulse the claim-jumpers. By that time, Granger has decided that Wayne is in love with Capucine and tries to trick him into jealously claiming her by enacting a romantic scene with her in the honeymoon cottage he had erected for his expected bride.

Kovacs succeeds in having the mine tied up while the false claims are investigated. Wayne, Granger and Fabian start their own investigation in Kovacs' hotel which results in a final, uproarious donnybrook that settles everything, their rightful claim to their mine, Wayne's proposal to Capucine, and Kovac's come-upance.

Backgrounds are picturesque and there are some amusing and interesting sidekicks, such as a lumberjack's picnic, a tree-climbing race and early Alaskan waterfront scenes. Fabian sings one song, "If You Knew," with music by Russell Faith, and lyrics by Robert P. Marucci and Peter DeAngelis, and Johnny Horton sings the title song.

"We also recommend a variety of picture themes. Our bookings cannot be all of one kind. We require films that appeal to all audiences. Everyone does not like the same kind of entertainment," Downing observed.
A super-spectacular from The Greatest Book Of All Time to set the nation's screens athrob with excitement.

Mighty in its mounting of one of the world's best-loved stories... mighty in the magnificence of its color and technical achievement... mighty in its massive drama and star-cast headed by Orson Welles as King Saul, mighty warrior.

coming up in lights all over!

Other great attractions are on the way. Watch for them... and watch for big boxoffice potentials.

BEAVER-CHAMPION ATTRACTIONS, INC.
Kirsch in Plea to Unite Independents

Special to THE DAILY

CHICAGO, Nov. 8. - A realistic view of the position of the independent exhibitor in today's market, and a call for them to unite to develop a national policy directed toward bettering their bargaining position were the principal points of the keynote address delivered by Jack Kirsch, new national president, at the opening session of the Allied States Association national convention here yesterday.

Addressing the delegates and their guests at the Conrad Hilton Hotel, Kirsch summed up the small exhibitor's situation today by pointing out that although the public is returning to motion picture theatres for their entertainment, it is a public that

(Continued on page 7)

Political Fund Drive Crosses $6,000 Mark

The industry nonpartisan fund drive crossed the $6,000 mark in the last week of the campaign, the Motion Picture Ass'n. announced. As of last Friday evening, the grand total received amounted to $6,087.

The total collected provided $3,204 to the National Citizens Committee

(Continued on page 3)

Named by Board at Pre-Convention Meet

Kirsch Elected Head Of National Allied

Marcus Heads Committee to Set Up New Nat'l Headquarters, Probably Chicago

By JAMES D. IVERS

CHICAGO, Nov. 8.—Jack Kirsch, president of Allied Theatres of Illinois, was elected president of National Allied at a board of directors meeting held prior to the opening of the National Allied convention at the Conrad Hilton Hotel here yesterday. Kirsch was president of the national group in 1946 and 1947 and is general chairman of the convention now in progress here.

In an unusual administrative move the board appointed a committee headed by Ben Marcus, chairman of the board, to consider and draw up recommendations to guide the new office.

(Continued on page 7)

Allied Board Urges Production Code Be 'Strengthened'; Hits Sex Pictures

Special to THE DAILY

CHICAGO, Nov. 8.—The problem of excess emphasis on sex and violence in current and future Hollywood product took an equal place with traditional Allied concern with trade practices and the competitive struggle of the small exhibitor on the agenda of the National Allied board of directors meeting here.

After discussion reported to have run longer and in greater depth than any other subject, the board recommended that the Production Code be strengthened and that exhibitors be urged to support such a strengthened code "by taking proper action to see that objectionable pictures are eliminated."

The subject received attention in the keynote speech by Jack Kirsch

(Continued on page 6)
CEA, While Condemning Toll-TV, Urges Exhibitors Take Part in Army Test

From THE DAILY BUREAU

LONDON, Nov. 8—While outright opposition to toll-tv is the main recommendation of a Cinematograph Exhibitors Association report on the subject, the association, at the same time, urges exhibitor participation if the Government's Pilkington Committee decides that toll-tv should be introduced. Another of the CEA's proposals is that facilities should be granted for the industry's own purposes in relation to television programs in theaters on closed circuit. If the Pilkington Committee decides in favor of toll-tv, exhibitors, stresses the report, can have a light against large single television stations on the largest possible participation on favorable terms.

The report contends that if toll-tv comes into being the cinema industry is best equipped to take on the new role. CEA branches have been discussing this report and it comes before the CEA's General Council tomorrow. If approved, it will then be passed on to the Pilkington Committee.

Matofsky on Publicity

For Levine 'Aladdin'

Harvey Matofsky has been appointed production publicity consultant for the filming of Joseph E. Levine's "The Wonders of Aladdin." It is announced by Edward S. Feldman, president-director for Embassy Pictures. Matofsky has resigned from the publicity staff of United Artists to accept the new post.

He will leave for Rome shortly for pre-production conferences on the film which begins shooting Dec. 1, in Tunis.

During the filming Matofsky will coordinate all phases of production publicity, photography, and special promotions for both the domestic and foreign markets.

Canadian Saturation

For Fox's 'Canadians'

What is described as the first coast-to-coast saturation booking in Canada has been set by 20th Century-Fox for the company's February holiday attraction "The Canadians."

C. Glenn Norris, 20th-Fox general sales manager, said 320 prints will be utilized, a record order for any Canadian engagement. The picture will bow the first week in February with a series of government-sponsored premieres, the first held in that country.

Mitchell Yeager Dies

JACKSONVILLE, Nov. 8—Mitchell Yeager, 62, for the past 42 years a projectionist for Florida State Theaters, died here following a short illness. He had served in the past as business agent for Local 511, IATSE.

\textbf{PERSONAL MENTION}

\textit{A. Montague, Columbia Pictures executive vice-president; Leo Japy, first vice-president and treasurer; Rube Jacker, vice-president and general manager, and M. Rothman, executive vice-president of Columbia International, left New York yesterday for Hollywood.}

\textit{Joseph E. Levine, president of Embassy Pictures, left New York on Monday for Italy.}

\textit{L. W. Daves, president of Century Project Corp., left here on Monday for Chicago.}

\textit{Frank Mantske, president of Northwest Allied Theatres, is in Chicago today from Minneapolis.}

\textit{Ted Kasserman, Paramount home office executive, is in Chicago from New York for the Allied States convention.}

\textit{James V. Frey, Southern division manager for Continental Distributing, Atlanta, has returned there from New Orleans.}

\textit{Nancy Kwan, who has the title role in Paramount's "The World of Suzie Wong," has arrived in New York from Hollywood.}

\textit{Monte Berman, chairman of the Variety Club of Great Britain, and Mrs. Berman arrived in New York from England yesterday aboard the "Queen Mary."}

\textit{Louis Mitchell, buyer, booker and Variety Club crewman in Detroit, is hospitalized in Ann Arbor for minor surgery.}

\textit{Tom Grogan, resident manager at the Strand Theatre, Perakos circuit unit in Thomaston, Ga., has resumed his duties there following brief hospitalization.}

\textbf{MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Lane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fodor, Features Editor; Kenneth H. Waller, Assistant Features Editor; Vernon Quigley, Business Manager; George D. Bowers, Editorial Secretary; Harry F. Flaherty, Advertising Manager; Paul F. Bowers, Editorial Assistant; William N. Davis, Art Editor; oil Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N.Y., Vice-President; A. J. R. Brandy, Secretary; Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising. Published 18 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1918, at the Post Office at New York, N.Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.}

\textbf{TENT TALK Variety Club News}

\textbf{CLEVELAND — Ted Levy has been named chief booker of Tent 26. Others voted into office include Milton Grant and Leonor Mishkin assistants; Sam Schultz, dough girl Jay Schultz, property master, at Jules Livingston, impresario; Jack S. Verhe, Ted Levy and Irvin Sheker were named as delegates to trend the spring convention in Minneapolis.}

\textbf{BUFFALO — Tent No. 7 on N. 14 will give a dinner in honor of Jack Mundstock at the Statler Hilton Hotel. Myron Gross of Co-Operative Theatres of Buffalo is chairman of arrangements committee. Mundstock, who has been associated with MG for almost 30 years, most of them manager of the Buffalo branch, has been named manager of the Washington, D.C., exchange of the same company.}

\textbf{400 'Gulliver' Prints}

All 400 prints of "The 3 Worlds of Gulliver" have been booked around the nation for Christmas week, it was announced by Rube Jacker, Columbia Pictures vice president and general sales manager. In New York the picture will play the Forum Theatre. Other bookings have been set for Chicago's Loop Theatre, the St. Francis in San Francisco, the Pilgrim in Boston, the Hippodrome in Cleveland, the Palms in Detroit and Loew's Capital in Washington. The film will play a multiple run engagement in Los Angeles.
Review:

The Plunderers

August Prods.-Allied Artists

Hollywood, Nov. 8

Preceded with the remark that what took place nearly 100 years ago is something that could happen today, this film builds its intrigue and suspense, with a tremendous sledge-tramper who ride into a small, lonely town on the old post-war West. Their brazen antics, employed mainly to impress each other, coupled with displays of confusion and cowardice, may be compared with generations of other teenage "rat packs," juvenile delinquents, and young "angry" groups of today.

Teenage favorites John Saxon, Dolores Hart and Ray Stricklyn, joined by two impressive newcomers, Dee Pollock and the Herculean Roger Torrey, lend strong box office assurance to Jeff Chandler, starring in his own independent production approach.

Joseph Pevney's direction achieves an atmosphere charged with suspense, through a slow-paced buildup of character study and unpredictable action. His handling of scenes with violence, knife fights and gun action is commendable in that he attains dramatic effect without resorting to gory details. Pevney, who also produced the film, is given a strong assist in delineating the interesting screenplay by Bob Barbas, with a notably good musical score, composed and conducted by Leonard Rosenman, to augment the mood and punctuate the action.

Saxon is outstanding in his portrayal of the Mexican member of the hoodlum quartette. His Spanish accent and the personality he projects in his aim to seduce Miss Hart are highlights of the film.

Others in effective roles are Jay C. Flippen, as an old sheriff who tries in vain to reason with the four as a coven; Bill Gardner, for his fear of having to use a gun; Marshall Hunt, wrecked by the war, who finds Chandler difficult in responding to her former interest in him, as Miss Hart and Cubby. Gilder finds a common bond for each other; and James Westerfield, owner of the saloon, who takes a beating from the hoodlums when he tries to stand up for his rights.

Chandler, essaying the difficult role of an embittered soul who has lost the use of one arm in the war, becomes the focal point of interest as he is riled into action against the four hoodlums who have killed the sheriff and pillaged the town of all its guns. Dee Pollock, youngest of the group, walks out on his buddies after an argument with Stricklyn and is trapped by the townspeople when he refuses to use his gun on Chandler. Pollock's gun is then used by Miss Hart to dispose of Saxon as he tries to strike Chandler. Chandler then outwits Torrey in a knife duel; and Stricklyn dies as he tries to shoot his way past Chandler, who clips him with a bullet. Pollock, the surviving member of the group, is set free, and the town prepares to return to normal living.

Executive producer was Scott B. Dunlap, and associate producer, Jess Bandy. Running time, 94 minutes. Release in November.

Samuel D. Berns

Producers Backed on ‘Anti-Payola’ Law

From The Daily Bureau

WASHINGTON, Nov. 8—The National Association of Broadcasters, in a conference with Federal Communications Commission staff members, has generally supported the interpretation of the new anti-payola law advocated by film producers. There are, however, some additional points which the broadcasters desire to have clarified. They will outline these to FCC soon.

The broadcasters agreed with the film producers that the new law should not apply to theatrical films. FCC is understood to be unconvinced of this, but it has made up its mind. Also supported by both film producers and broadcasters is exclusion from the new rules of films (and tapes) begun before Sept. 13.

Valiant Names Three New Branch Managers

Three branch managers have been appointed by Valiant Films Corp. for new offices in Cleveland, Atlanta and Charlotte, it was announced yesterday by Fred Schwartz, president, and Sig Shore, president of Vitalite Films Corp., which supplies the product released by the distributing company. Valiant now has 13 branches of its own and plans to open at least more offices in accordance with the company’s sales and presentation of the product.

Jerry Lipow has been named branch manager in Cleveland and will also handle sales in the Pittsburgh territory. Lipow was most recently with United Artists and previously with Paramount, both in Cleveland.

Edwin H. Baurer, former Republic branch manager in Atlanta, has been appointed Valiant manager there and will also cover the Jacksonville territory. Robert W. McClure, formerly with United Artists in Charlotte, heads Valiant’s new Charlotte branch.

Political Fund

(Continued from page 1)

for Kennedy and Johnson, and $2,932 to the National Citizens Committee for Nixon and Lodge. In accordance with agreements made in advance, the studios, funds raised in California were returned to California, with $1,030 going to the California Citizens Committee for Kennedy and Nixon and $1,241 going to the California Citizens Committee for Nixon and Lodge.

Eric Johnston, MPA president, who headed the industry's campaign to get out the vote and contribute to the "party of your choice," said that in general he was quite pleased with the results and remarked:

"For an initial effort, I feel that personnel in the home offices of the major producers-distributors, the exchanges and the studios took an important step toward broadening the base of democracy in our country. Many thousands of film workers are better citizens today for having made a personal contribution to the party of their choice."

MGM Promotions

(Continued from page 1)

the newly created post of assistant branch manager in Charlotte. He has been a salesman, originally joining the company with Connie Carps, a salesman in Oklahoma City, has been promoted to assistant branch manager in Dallas. He has been with M-G-M since 1933.

Ervin Douglyn was promoted to acting branch manager in Seattle. Sam Davis, the Seattle branch manager, is recuperating from a heart attack. Douglyn, a 10-year M-G-M man, began his career with the company as a student salesman.

William Egbert fills Carps' position as assistant branch manager in Oklahoma City. He joined the company in 1941, and had been booker. Marion Farley moves up to Egbert's former position. An 11-year man, he has been a booker in the Oklahoma City branch.

Winters Joins M-G-M

Dick Winters has joined the home office publicity and advertising department of Metro-Goldwyn-Mayer. Prior to his new position, Winters was on the publicity staff at 20th Century-Fox where his assignments included national magazine contacts. Before that, he was in the home office publicity department of RKO Pictures.

Fuller for ‘Marauders’

Hollywood, Nov. 8.—Samuel Fuller has been signed to direct "The Marauders," epic-scale story of jungle warfare, which Milton Sperling will produce as a United States production for Warner Brothers. Producer Sperling and Fuller will leave late this month for the Far East to scout locations for the production.

end of file
MUSIC HALL
New York City
TERRIFIC!

UNITED ARTISTS
Chicago, Ill.
SOCKO!

MAJESTIC
Dallas, Texas
ROBUST!

PARAMOUNT
Youngstown, Ohio
LUSTY!

PALACE
Albany, N.Y.
TOPS!

NORTH–SOUTH
The Nation's
"Midnight"

MICHIGAN
Lansing, Mich.
SENSATIONAL!

PROCTORS
Schenectady, N.Y.
BIG!
said many of it had been made possible by the planned distribution of three pictures—"Pillow Talk," "Operation Petticoat" and "Portrait in Black." In 53 weeks of release "Pillow Talk" has grossed $57,157,000; "Operation Petticoat," $8,700,000 in 45 weeks, and "Portrait in Black," $3,100,000 in 17 weeks, Martin reported.

In the 1958-59 fiscal year, Universal action produced 29 pictures. In the year just beginning, the studio will release 22-24, Martin said, including at least two reissues, "To Hell and Back" in March, 1961, and "The Lawless Breed" in April.

He noted that the company's "basic schedule" for the ensuing 12 months is already completed and the studio now is working on the following year's lineup. "But up till this year Universal hasn't been in for a long time."

"Midnight Lace" Leading

"Midnight Lace," which is starting off the company's new fiscal year release, will have 455,000 active playdates starting this week and continuing through Thanksgiving. In its 20 engagements to date it is outgrowing "Portrait in Black" and compares with "Operation Petticoat" grosses. However, Martin declined to forecast a final gross for the picture, saying that no realistic figure could be arrived at until the picture has been in release at least 26 weeks.


Back Street' in Work

In addition, "Back Street" is in production, "The Sixth Man" is set to start and "Tammy Tell Me True" is preparing.

Martin reported that "Spartacus" is now playing in six cities and is "doing well." It will have 20 additional openings for Christmas.

Philip Gerard, Universal's eastern advertising-publicity director, said the company's policy of individualized merchandising campaigns for its product will be continued and will be coordinated with the sales activities on every picture. This system is part of the planned distribution program which Universal began in 1958 with "Perfect Furlough."

In this connection, Gerard noted that the campaign for "The Grass Is Greener" has been in work for months, as have those for other upcoming releases.

Theclassicjuvenileadventure story by Johann Wyss of the adventures of a shipwrecked family on a deserted island has been adapted somewhat in this Walt Disney version which has been lavishly produced by Bill Anderson.

In the Wyss novel, originally filmed by RKO-Radio in 1940, the only villain was nature, a catastrophe in the form of the elements and the wild animals on the island. Here, deviations from the original work include the interjection of a group of pirates menacingly headed by Sessue Hayakawa, and romance in the person of Janet Munro as a pirate captive rescued by two of the Robinson boys. Also, the four sons in the original version have been reduced to three in this one.

John Mills and Dorothy McGuire are fine as the parents of the marooned family of three sons, ably portrayed by James MacArthur, the eldest; Tommy Kirk, next in line, and Kevin Corcoran as the mischievous youngest of the trio. Ken Annakin has directed the tale with full design on the young trade, but adults should find little trouble in following in tune with this pure escapist entertainment. It is all wool and a yard wide, and should be accepted as such.

Fleeing the aggressions of Napoleon, the Swiss family is en route to New Guinea when pirates chase their ship into a storm and the crew deserts. With the aid of movie technicians, which is considerable, the energetic family erects a dream split-level domicile in the tree tops. They endure several suspenseful and comedic encounters with typical Walt Disney wild life which infest the area.

On a scouting trip around the island, MacArthur and Kirk come upon Cecil Parker, a ship owner, and his granddaughter, Miss Munro, held captive by the pirates. They succeed in releasing the girl, dressed as a cabin boy to fool the villains, while Parker is held for ransom. The first friction in the togetherness of the family occurs when the boys vie for the attentions of Miss Munro, who discards her boy's attire for some of Miss McGuire's city dresses.

The youngsters should have a ball at the comic-opera battle which has the small group of defenders hold off a pirate attack with home-made hand grenades, propelled logs and arrows, and protective ditches. They are rescued in the nick of time by the appearance of Parker and his fighting ship. While the family now can leave the island, only Kirk decides to go. Miss Munro, in love with MacArthur, also decides to remain on the pleasant island with the rest of the family.

The Technicolor photography is of exceptional merit, capturing the full flavor of the deserted island. All cast members perform their roles competently under the fine guidance of director Annakin.


SINDEY RECHETNIK

Allied Artists 'Holders Meet at Studio Today

From THE DAILY BUREAU

HOLLYWOOD, Nov. 8. — The annual meeting of Allied Artists Pictures Corp. stockholders will be held at 11 A.M. Wednesday at the studio, with company president Steve Brody presiding.

A meeting of company's board of directors is scheduled to follow the stockholders' meeting.

'Cinerama' Sell-Out

"This Is Cinerama" is expected to gross $16,460 in the first week of its engagement at the RKO Grand Theatre in Columbus, Ohio, it was jointly announced here by RKO Theatres and Cinerama, Inc. They said the film was a sell-out over the weekend. The first week ends today.

NT in 'King' Contest

National Theatres has joined in the continental "Esther and the King" beauty contest sponsored by 20th Century-Fox. M. Spencer Lee, president of the theatre chain, which has 250 houses across the country, said his circuit will see to it that the "search for Esther" contest extends through the sub-runs of the film.

'Sevent' to Circuits

United Artists "The Magnificent Seven" will have its circuit booking at some 70 theatres throughout the New York area, starting Wednesday, Nov. 23. Companion feature will be "The Boy and the Pirates." Theatre circuits playing the UA releases will include Loew's, RKO, Randolf, Columbia, Fox, Western, Rugoff and Becker, Brand, Skouras Fabian and Prudential.

Allied's Boar

(Continued from page 1) yesterday and was scheduled for action on the floor of the convention today.

The board also: Recommended a continuing action against the growing number of 70mm roadshow engagements, blaming these in part for product shortages.

Renewed Allied's membership in the COMPO and paid tribute to triumvirate at its head, Mr. and Mrs. E. McCarthy;

Set plans for membership day, including renewed efforts to boost New England Allied back into national Allied; took no action on white paper campaign.

Dealers 'Sick Pictures' 

Discussing the "sick pictures" issue, Ben Marcus, chairman of the board and Al Myrick, retiring president, said that emphasis on sex violence is driving people away from the pictures and rapidly eliminating the great potential audience of family movie-goers.

Myrick added that in his opinion most of these pictures would be done just as well at the box office without the objectionable scenes and further declared that many exhibitors are placed in the unfortunate position of having to see many pictures because of the lack of any other kind of product.

In praising the accomplishments of COMPO, Marcus urged all Allied members to pay their COMPO dues promptly because of the organization's importance to the entire industry. The fight on the minimum was particularly lauded.

The second week of November, 1961, was set as the tentative date for the next annual convention in Las Vegas.

Hyman Schedule

(Continued from page 1) he would highlight the importance of a vertising, publicity, and promote for the attractions to be released in the first six months of 1961 with particular emphasis on the April-May June period.

Plans are being formulated for a drive during April, May, and June in this drive will be kicked off at a meeting of AB-PT affiliates to be held at the Congress Hotel, Klamath Lake New York, on Thursday and Friday, Dec. 15 and 16, at which time the new schedule will be distributed. Hyman also intends to follow his plan of customizing the distribution schedules to the tastes of New York, the United States and Canada who has endorsed a proper distribution under a trade plan to be held at AB-PT hotel quarters.

EAST COAST MOTION PICTURE PRODUCTION, EDITORIAL AND TECHNICAL SERVICES

B FOR BETTER FILMS

CREATIVE EDITING AND COMPLETE PERSONAL SUPERVISION

JOSEPH JOSEPHSON

45 West 46th St.
New York 36

Wednesday, November 9, 1960
Kirsch Pleads with Independents to Unite

(Continued from page 1) Kirsch has learned to discriminate, because of the conditioning of television, between good, medium and bad product. And, while the audience is returning to the exhibitor, he, because of the product shortage and the backlog of top films caused by the road-show policies, is unable to offer them anything better than program fare.

"We have nothing to give them," he said, "or darn little in terms of product and of timing. We face a situation in which terms are dictated to us, we are not permitted to view the product . . . and oftentimes we cannot buy what we want without taking a tag-along picture with little box-office appeal. Pricing conditions are both unrealistic and unequitable.

Hits Blind Selling

In this connection he urged the convention to seek ways of eliminating blind selling. "Can we not take a united stand and demand a sensible unbiased hearing from those in our industry we work for and with?" he added.

Kirsch attacked the increased numbers of roadshow pictures and the "70mm gimmick" on the ground that the public is beginning to put the term "blockbuster" in the same category as the outmoded "colossal". That national advertising campaigns for these pictures mean nothing when the small exhibitor gets them a year and a half or two years later; and that the long runs in special houses present product from sitting into the subsequent run houses.

"This means," he said, "that in this test-tube market we are fair game for the subsequent establishment of prohibitive sales terms."

Stresses Merchandising

To offset these conditions, Kirsch urged renewed attention to the physical plant—the store with the newest paint gets the customers—and an exchange of merchandising ideas within the Allied framework.

The new Allied president attacked distributors for their lack of cooperation and understanding. He declared that exhibitors have always been willing "to go an extra mile" to achieve understanding; but added, "apparently we cannot have a meeting of minds with certain elements in production and distribution until we concede that we have no right to be in the business at all; that we are to be tolerated only until production and distribution see fit to vest a monopoly of exhibition of motion pictures in a few metropolitan theatres . . ."

The convention was opened by retiring president Al Myrick, who also urged that exhibitors unite at this convention.

A business building forum followed immediately at which Harry Hendel reported in detail on the outstanding results of the Marcus-Compo plan in the Pittsburgh area. Lee Louden of Detroit told of the results obtained by a cooperative business building plan staged by Michigan exhibitors in connection with the Michigan State Fair; and Keith Milner and Bill Jenkins told of similar area institutional plans. In connection with the operation of the Marcus plan in Pittsburgh during which "Jungle Cat" and "White Wilderness" were played, Hendel stressed the difficulties the exhibitor committee had in getting cooperation from distributors, with the exception of Columbia.

NAC Plays Host

A cocktail party conducted by the National Association of Concessionaires and a screening by 20th Century-Fox of "North to Alaska" concluded Monday’s sessions.

Today’s activities included clinics covering both drive-ins and indoor theatres in large and small cities, a luncheon fashion show for exhibitor wives; a luncheon hosted by American International Pictures; a joint NAC-Allied workshop on concessions and a Pepsi-Cola "international cocktail party."

Milton Moritz, American International Pictures’ advertising publicity director, told the convention luncheon session hosted by his company today, that "There no longer are major motion picture companies, only major motion pictures, and the public no longer have the movie-habit. They shop for their pictures, with the result that we have been taken out of the motion picture business and are competing with many others for the mass public’s free time.

25 Per Cent of Gross for Ads

Moritz said that to help meet this competition AIP aims its films at large, special groups, providing them with "entertainment that can be seen only in your theaters." Merchandising and advertising the pictures booms large in winning audiences for such pictures, he said, so AIP commits 25 per cent of its gross income to advertising.

Kirsch Heads National Allied

(Continued from page 1) Kirsch was in charge of a fully manned national headquarters for the organization and in implementing the board’s plans to take an active role in exhibition problems at the national level. Other members of the committee are Kirsch, Irving Dollinger, James Whitte, Milton London and Trueman Rembusch.

National headquarters for years has been Washington in the office of Abram F. Myers, former general counsel and chairman of the board. It was indicated the new offices would be located in the mid-west, probably Chicago.

Myers, who retired last year, continues as legal consultant but the board voted against retaining a full-time general counsel. One of the first tasks of the administrative committee and of the new officers will be the selection of a full-time executive secretary or administrative head. This post was refused recently by A. W. Schwaberg.

Other officers voted by the board are: chairman of the board, Ben Marcus; treasurer, Harry Hendel; national secretary, Richard Lochy, regional vice-presidents, James L. Whittle, Baltimore; Marshall Fine, Cleveland; Milton London, Detroit; Edward E. Johnson, Milwaukee; and Neil Beezly, Chicago; treasurer, Trueman Rembusch; financial committee, Harry Hendel, Harry Leventhal, Baltimore; Abe Berenson, New Orleans; Milton London, Harrison D. Wolkot, Iowa; Sidney Stern, New York; Richard Lochy, Chicago.

Kirsch will serve for Allied on the ACE executive committee with Irving Dollinger as alternate.

The COMO executive committee includes Marcus, Dollinger, London, Harry Hendel, Roy Kalver, George Stern and Berenson.

Forecasting a resurgence by Allied of an active role in the fight against pay television, Julius Gordon of Texas and Willbur Snaper of New York were reappointed Allied representatives of the Joint Committee on Toll TV.

Concessions

(Continued from page 1) Compo, executive director, for the show and convention close tomorrow.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Quality

photographic materials...
back coating more than half a century of experience

GEVAERT

THE GEVAERT COMPANY OF AMERICA, INC.
The New Giant of Western Suspense!

These were the Four Steel-Nerved Young Hellions... each ready to stand up to a ring of guns... or drag a woman's name down to his!

Jeff Chandler
John Saxon
Dolores Hart

The town could forgive every sin... but this!

Lusting for any thrill they could take, they drove a town to its knees... like spoilers they raided and ravished... like killers they triggered a new kind of excitement!

Allied Artists presents

"The Plunderers"

Co-Starring Marsha Hunt - Jay C. Flippen - Ray Stricklyn - James Westerfield - Dee Pollock - Roger Torrey

Produced & Directed by Joseph Pevney - Written by Bob Barbash - Executive Producer Scott R. Dunlap - Associate Producer Jess Rand - An August Productions Picture

Red-Hot and Ready Now... from Allied Artists!
Vith Kennedy President
Expect More
Wage Bills in
New Congress
But Dixie Conservatives
May Provide Opposition

By E. H. KAHN
WASHINGTON, Nov. 9.—Election of Sen. John F. Kennedy to the Presidency and continued Democratic control of both houses of Congress insures that the motion picture industry will face a fight to raise minimum wages in the next Congress. But the narrow margin of popular vote and the fact that the Democrats had net losses of seats in both House and Senate will nullify against enactment of very radical changes.

Of great significance is the fact that for the Democratic majority in the House to be effective, traditionally conservative Southerners must vote

(Continued on page 10)

Rothman, Rosenfield
Named Col. V-Ps

The board of directors of Columbia Pictures has elected M. Rothman vice-president in charge of foreign distribution, and Jonas Rosenfield, Jr., vice-president in charge of advertising and publicity, it was announced yesterday. At the same time the board named Bernard E. Zeeman and Seymour Malamed as assistant treasurers.

Rothman, who is serving as executive

(Continued on page 2)

Ad-Pub. Group Revise
Of Newspaper Relations

Consolidation of the Motion Picture Association—advertising—publicity directors committee's programs pertaining to industry relationships with newspapers, now being handled by three separate groups, will be proposed in a report to be made to a meeting of the committee at MPAA headquarters here today by Martin Davis, chairman.

Three separate committees now

(Continued on page 2)

Loew's Theatres
Net, $2,771,625

Loew's Theatres in its annual report to stockholders for the fiscal year ended August 31, announced net profit of $2,771,625, equal to $1.04 per share on 2,668,389 shares outstanding. This was after deducting depreciation charges of $3,075,464, equal to $1.15 per share, and United States and Canadian income taxes of $2,710,000.

This is a gain in net profit of 38.1

(Continued on page 6)

Braunstein, Schwalberg
In New Omat Company

Special to THE DAILY

CHICAGO, Nov. 9.—Formation of the Omat Corp., to distribute 12 to 20 feature pictures a year was announced today by Howard J. Beck and A. W. Schwalberg at the Allied States convention (Continued on page 6)

Embassy Names Weston
Advertising Manager

Robert R. Weston has been appointed advertising manager for Embassy Pictures, it was announced here yesterday by Eddie Solomon, executive

(Continued on page 8)

Industry Unity Bond
Is Urged by Rackmil

Special to THE DAILY

CHICAGO, Nov. 9. — Milton R. Rackmil, president of Universal Pictures, called on exhibition to join with production in distribution to "work more closely together than ever before" at the banquet of Allied States Ass'n. here tonight which brought the organization's annual convention to a close.

Rackmil made his remarks in accepting the Allied annual award of "Industry Man of the Year," He said he was "proud and honored"
PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association, returned here from London yesterday and proceeded to his Washington headquarters. He attended the annual Royal Naval Film Corps dinner in London.

SAMUEL Z. ARKOFF, executive vice-president of American International Pictures, has returned to Hollywood from Europe.

FRED GOLDBERG, United Artists national director of advertising, publicity and exploitation; NAT RUDINSKY, representative of the Otto Preminger organization, and HOWIE PEKMAN, a coordinator of road-show engagements, left New York yesterday for Detroit.

RICHARD P. BRANDT, president of Trans-Lux Corp., has returned to New York from the Coast.

KAY HARROW, managing director of Technicolor, Ltd., arrived in New York from London yesterday via B.O.A.C.

HERMAN "HI" BIEGEL, tax consultant, has left Washington for the Coast to confer with studio and star clients.

STAN DEUBELBIS, general sales manager of Screen Gems syndication, has left New York on a two-week trip to Midwest and the Coast.

BES M. CORIN, Universal International assistant foreign manager, has returned to New York from a three-week trip to England and the Continent.

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Nov. 11, Veterans’ Day.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Cliffs 6-4000
WILLIAM HOLDEN THE WORLD OF SUZANNE KONG
Sylvia SYMS • Michael WILDING
A Paramount Release in TECHNO-COLOR
OR THE GREAT STAGE AND COUNTRY

MOTION PICTURE DAILY, Martin Ougley, Editor-in-Chief and Publisher; Stewart Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecker, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Louis F. Lippman, Managing Editor; Pink Roos, Managing Editor, Telephone Hollywood 7-2441; Washington, D. H. Kahn, 996 National Press Bldg., Washington, D. C.; London Bureau, 44, Picture Daily is published daily except Saturdays, Sundays and holidays, by Ougley Publications, Inc., 1727 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-2400; Cable address: "Quipsmith, New York" Martin Ougley, President; Martin Ougley, Jr., Vice-President; Leo J. Brady, Secretary. Other Ougley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 12 times a year. A section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac; Television Almanac, published as a yearly class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Col. Officials (Continued from page 1)

De Patie succeeds Kahane

As AMPP Vice-President

From THE DAILY BUREAU

HOLLYWOOD, Nov. 9. - E. L. De Patie, Warner Brothers vice-president, has been elected vice-president of the Associated Motion Picture Producers to fill a vacancy created by the death of the late B. B. Kahane, it was announced following the AMPP board meeting here yesterday.

M. Rothman • Jonas Rosenfeld

TV Industries Net

$1,444,000 in Quarterly

Special to THE DAILY

WILMINGTON, Del., Nov. 9. - Stockholders attending the annual meeting of Television Industries, Inc. here this morning were told that the combined stockholders of third quarter which ended Sept. 30, 1956 showed a gross taxable income for the company of $5,377,000, with net income after taxes amounting to $1,444,000.

Directors Elected

Stoekholders elected the slate of 10 directors tendered by management, by a vote of 481,430 to 887, which included stockholder a presdent and proxy votes.

Editors

Officers will be elected at a board of directors meeting to be held Monday in New York.

Rites for Willis Harvey

PALATKA, Fla., Nov. 9 —Funeral services have been held here for Willis Harvey, father of French Har- vey, home office executive of Florida State Theatres in Jacksonville.

Ad-Pub. Group (Continued from page 1) are at work on many phases of the program. One is chaired by J. Josef Rosenfeld, Columbia Pictures vice- president, and is concerned with newspaper censorship of film advertising. Another, under the chairmanship of Dan Teller of MGM is working on the improvement of newpapers’ amusement pages, while, third, headed by Jerome Pekman, Public Relations vice-president, is concerned with all aspects of personnel, rate structures and related matters.

Davis, in addition to reporting progress made to date, will call for a planning session of the program to achieve more efficient operation of the three groups.

Davis also will report on a projected meeting of members of all advertising agencies with directors of television to obtain representations of all involved.

Robert Ferguson of Columbia at Charles Levy of Buena Vista, who has furnished pictures of the test of the Compa-Marcus moving picture distribution system, will report results on advertising plans and other plans for the remainder of the test. Pittsburgh and Baltimore have complained of a lack of suitable product being furnished them and if distribution, they contend it could threaten completion of the test.

The committee also will hear a report by Richard Griffith of the Museum of Modern Art’s film division on a planned exhibit of motion picture advertising posters gathering from all parts of the world.

Movie Lab Dividend

Movie Lab Film Laboratories, Inc. has declared a second quarter dividend of 10th of 100th, to be paid on Nov. 1. The company became a publicly held corporation in June of this year. First dividend of 10c was paid on Aug. 1.

David Herman Dead

NEW HAVEN, Nov. 9—David Herman, 77, owner of the Lawrence Theatre here, and formerly owner of the Somer- set and Howard Theatres, New York, after an extended period of hospitalization, is dead following a short illness. He is survived by his wife to whom he had been married for more than 50 years.
Decca 9-Month Earnings
Top All Full Years

Consolidated net earnings of Decca records, including results of its subsidiary, Universal Pictures, for the nine months ended Sept. 30, amounted to $4,159,772. Nine-month earnings were reported to be greater than any full year in the company’s history.

In the corresponding period for 1959, Decca reported earnings of $911,260.

Law Elected Head of Philadelphia M.P. Associates

Special to THE DAILY

PHILADELPHIA, Nov. 9.—David Jaw, Warner Bros., was elected head of the Motion Picture Associates of Philadelphia at its annual election meeting here last week. Also named to vice-president seats, Carl Reardon, Universal; treasurer, John Kano, Paramount; secretary, Jerry Levy, Columbia.

Elected to the board of directors were: George Beattie, Alfred Davis, Sid Eckman, Joe Engle, Jack Greengerg, David Supowitz, David Titleman, Lester Wurtele, Milton Young, Howard and Charles Zagrains.

Stanley Kositsky and Edward Adleman, by reason of their serving as president during the past two years, automatically become members of the board. Motion Picture Associates of Philadelphia is the charity organization of the local motion picture industry.

Solomon Named U.A. Trade Press Contact

But Solomon has been appointed as permanent representative, it was announced by Roger E. Lewis, U.A. vice president in charge of advertising, publicity and exploitation. Solomon has been a publicity writer for U.A since 1953. Prior to that time he was a member of the Fordham University publicity relations department.

A graduate of Fordham College, Solomon also holds a master of science degree from Syracuse University and engaged in doctoral studies at New York University.

Say TM Families Spend 80c a Week

The average family subscribing to the pay-television Telemeter service in Etobicoke, Ont., spends 80 cents weekly for feature film, according to a survey made by the Canadian rating firm of Elliott-Haynes, Ltd. for three days last month and published in the current issue of Broadcasting magazine.

Broadcasting said the survey is "believed to be the first on the Telemeter operation made public by a non-partisan rating service." It was conducted through telephone calls to 206 housewives on Oct. 17, 18 and 19.

Other vital statistics of the survey were as follows:

About two-thirds of the subscribing families use the toll service at least once a week. Their average weekly expenditure is $1.22.

About 44 per cent of the Telemeter families viewed only one show in the previous week; 19 per cent, two shows, and 25 per cent, three shows. A substantial 34.3 per cent of the families did not see any of the Telemeter attractions during the week.

Beauty, 'Canyon' Popular

Most popular of 8 motion picture features available in the previous week was a double feature—Disney’s "Sleeping Beauty" and "Grand Canyon."

The Elliott-Haynes estimates of the Telemeter box office were slightly lower than those turned up in a Broadcasting survey several months ago. At that time Telemeter subscribers checked by Broadcasting said they had averaged about $2 a week during the early period of Telemeter development last spring and about $1 a week last summer.

The report said that Telemeter stands to take in about $250,000 a year if it continues its present operation. "Whether this is enough to operate at a profit is not known," it was stated, "as Telemeter has never revealed any income or expense figures."


Long and profitable negotiations with the Japanese government conducted by Irving Maas, vice-president for the Far East of the Motion Picture Export Ass'n, have gained important results in the liberalization of film trading conditions in Japan, according to Eric Johnston, president.

Three important benefits have accrued to the U. S. film industry, he said. First, the ceiling on prints previously limited to 14 imported prints per subject, or 15 per subject if made in Japan, has been raised to 25 prints. This new limit will insure an adequate supply of prints for the Japanese market.

Second, the exhibition period for all imported films in Japan has been extended from five to seven years, third, and of utmost importance, the present monthly remittance rate of U. S. film imports has been increased by 33 1/3 per cent. Under the new regulations, U. S. film companies will be allowed to remit 40 2/3 per cent of their gross film rentals instead of 30 per cent.

Johnston announced within the last two weeks that Maas had also negotiated a remittance deal amounting to nearly $3,000,000 from blocked Japanese escrows. From current discussions now going on with the Japanese, it appears likely that the small, rigid import quota for U. S. films, which has been in effect for many years, will be relaxed for the new film year starting in April, 1961.

Name Weston

(Continued from page 1)

The vice-president of the film organization, Weston has resigned his position as assistant dvertising manager at United Artists to accept the new assignment.

Prior to joining United Artists, Weston was a copy-writer for Columbia Pictures, after which he became assistant account executive at Domahue and Goe Advertising Agency. The latter organization handled the Columbia account, and Weston was assigned to the servicing of it.

Wormser Goes Abroad

Irving Wormser, president of Continental Distributing, left here yesterday for a three-week European tour during which time he will check on three Continental co-productions currently in the editing stage. "The Long, The Short and The Tall," "The Mark," and "The Hands of Orlac," in the course of his trip, the Continental executive will visit London, Paris, Rome and Berlin for the purpose of acquiring American distribution rights to the new product, as well as concluding negotiations for additional co-productions.

Hockey Games on TM

Television rights to all 35 away-from-home games were to be played this fall by the Toronto Maple Leafs of the National Hockey League have been acquired for the Telemeter Pay TV system in Etobicoke, West Toronto, Canada, it was announced by Leslie Winik, vice-president of International Telemeter Co.

Wadsworth to Speak At Pioneers Dinner

James W. Wadsworth, United States Ambassador to the United Nations, has accepted an invitation to address the Association of Motion Picture Pioneers Nov. 21 at the Waldorf Astoria. The affair will honor Embassy Pictures president, Joseph E. Levine, for his showmanship contributions to the motion picture industry.

Ambassador Wadsworth’s participation in the Levine salute was announced by Simon H. Fabian, president of the Pioneers. Fabian also stated that the Ambassador would be introduced at the affair by Eric Johnston, president of the Motion Picture Association.
FOR XMAS you get all the dramatic fireworks of “Broken Arrow”, “Pinky”, “The Defiant Ones”, “Sayonara”, “Love Is A Many—Splendored Thing”... and

YOU GET A BOOM
AT THE BOX-OFFICE!

20TH CENTURY-FOX presents for the Holiday Season

ELVIS PRESLEY

co-starring
STEVE FORREST / BARBARA EDEN / DOLORES DEL RIO / JOHN McINTIRE
ELVIS singing the song his fans will love most—"FLAMING STAR"—and 3 others!

FLAMING STAR

CinemaScope
COLOR by DE LUXE

PRODUCED BY DAVID WEISBART / SCREENPLAY BY CLAIR HUFFAKER & JOHNSON

DIRECTED BY DON STEIGEL / NUNNALLY

Hitch Your Theatre To Our "STAR"!
**Omat Company**

(Continued from page 1)

vention here. Officers of Omat are Lester Braunstein, president; Ted Miller, vice-president and chairman of the board; Beck, secretary-treasurer, and Schwalbarg, vice-president and general sales manager.

On which, in effect, most of the commitments in the company's Cita-
tion Films, will go into operation immediately and will have its first release ready in January. The company has acquired additional prints of a number of foreign pictures including:

"Never Take Candy from a Stranger," the Hammer Films' British picture for which Columbia was refused a Pro-
duction Code seal, and the contro-
versial "La Dolce Vita," which won the grand prize at the Cannes Film Festival.

Has 10 Post-'48 Films

The company also has acquired 10 post-'48 Paramount features and is preparing to release them with com-
pletely new advertising and exploita-
tion campaigns, new trailers and new prints. Although titles were not an-
ounced Schwalbarg said the pictures were already being released, among others, Charles Heston, James Cag-
ney, John Payne and Jane Wyman.

All the re-releases and others for which Omat's dickering will be with-
held from television.

Omat's own first production, sched-
uled to start shooting in New York in January, will be "Brotherhood of Evil" adapted from the Ben Hecht from a book on the Mafia.

Mrs. Robert J. O'Donnell, widow of the late general manager of Inter-
state Theatres, is joining Omat as di-
rector of exhibitor relations. Sal Di-
Gennaro will be special assistant to Schwalbarg and Ted Spiegel has been named East coast director of ad-
vertising, publicity and exploitation.

Conn. Exhibitors to Get FCC Pay TV Report

Special to THE DAILY

WOODBRIDGE, Conn., Nov. 9.

Connecticut exhibitors, who were prime parties in opposition to RKO-
Zenith's petition for a broadcast toll tv before the F.C.C. last month, will receive a first-hand report on the hearings Nov. 16 at a lunchme-
eting at the Country Club here.

The trustees for the Connecticut Committee Against Pay TV, Maurice H. Bailey, E. E. Hoffman and Bernard Menchell, have called the meeting to hear reports by three men who attended the full hearings—Menchell; Herman M. Levy, general counsel for Theatre Owners of America, the Connec-
ticut Motion Picture Theatre Owners' Association, and the Committee; and Philip F. Holdren, chairman of both the Joint Committee Against Toll TV and TOA'S Anti-Pay-TV Committee.

The trustees declared: "It is neces-
sary for us to know the facts and the moves that lie ahead in the offense against pay tv in Connecticut and elsewhere."

The hearings were held before the

**Motion Picture Daily**

**The World of Suzie Wong**

CONTINUED FROM PAGE 1

picture appears certain to continue the commercial success of the Suzie

Wong parlay.

Not only are the basic elements of the original work present in this produc-
tion, but there are, in addition, visual properties which were impossible to present in its predecessor. For example, the streets and harbor of Hong Kong, the picturesque and romantic British Crown Colony on the doorstep of Red China, are memorably presented in color by Technicolor, and the busy waterfront connects it with Kowloon.

The bizarre romance between the middle-aged American artist and his

Oriental Lolita who, although scarcely out of her teens, already has moth-
ered a Chinese infant, could be May-December casting that some audience segments may take exception to. However, the gamin nature of the young Miss Kwan ultimately wins over an audience, even as does

Holden's maturing artist. And with Richard Quine's astute direction,

the girl's helplessness and need of a protector eventually is so well es-

tablished that, while a question of good sense may remain, there can be little doubt where audience sympathies will come to reside.

Holden establishes himself in a cheap hotel in Hong Kong in order to

stretch out his limited funds while trying to make a living with brush and canvas. Suzie is a prostitute who works out of the hotel's bar, which is frequented mainly by sailors on shore leave. When Holden invites her to become his model, her Oriental concern for "face" impels her to offer to become his mistress as well, since she feels her associates in the brothel will downgrade her when it becomes known her physical charms were inadequate to seduce him.

Holden maintains nothing more than an artist's interest in a likely model despite her coquetry and becomingly childish make-believe ways, and soon becomes interested in Sylvia Sym's, as the daughter of a resident

English banker, and she in Holden. However, he comes to resent the

superior attitude of their set toward the Chinese population in general, and Suzie, in particular. His interest in the young Chinese girl increases

after she becomes the mistress of Michael Wilding, playboy Englishman at odds with his wife. When Wilding leaves her, Holden is ready to make her his mistress.

When his funds are exhausted, he attempts to get work through the

British banker, played by Laurence Naismith, but is told his relationship with the native girl makes an association with the bank impossible. Suzie

offers to return to prostitution to support them, which leads to a quarrel and the girl's disappearance. In her absence, Holden is convinced she loves

him, breaks with Miss Sym and begins a hunt throughout Hong

Kong for Suzie.

The rainy season has begun, and in one of the action highlights of the

film, Holden and Suzie are reunited as natives are being hastily evac-
uated from mean lodgings on a mountainside that are threatened with

destruction by torrent floods. The two escape a cave-in and make their way to Suzie's brothel to find her infant dead. After a touching burial scene in which friends of Suzie's bring token necessities for the baby's spirit, Holden and Suzie plan their future together.

Production values are of a high order throughout, bearing testimony to a sizeable budget. Performances are uniformly good and the choice of

Miss Kwan for the Suzie Wong role after France Nuyen of the motion

d-picture "South Pacific" cast became ill and relinquished it in midproduc-
tion was a fortunate one. She brings a naive and youthful innocence to a role that could be cheap and unacceptable. Despite that, the basic situation and setting, as well as several needless dialogue vagaries, make the picture unsuitable for juveniles.

The "Suzie Wong" title by now is so well known that, when bolstered by advertised cast names and restrained plot references, above average strength is a patently a propaganda book.


**Sherwin Kane**

**Loew's Circus**

(Continued from page 1)

per cent over $2,007,231, equal to 75 cents per share. This was after deduc-

tion or depreciation charges of $2,940,953, equal to $1.10 per share and U.S. depreciation, which were deductible. This brought the net income to $2,445,193, equal to $1.68 per share.

Laurence A. Tisch, chairman of the board, expressed optimism about the prospect for continued improve-

ments of Loew's circus and the company's theatre op-

erations as well as the recently nounced hotel ventures.

It was Tisch's first report to stockholders since he and his brother-

Frederick, acquired a 35 per cent interest in the company's stock.

Tisch told the stockholders that their equity in the company at A

31 amounted to $62,074,451, or $23.26 per share, an increase of $1.04 per share over the previous year.

**Optimistic Regarding Theatres**

He said the theatre operations, principal source of our earning, showed a gain in profit over last year. With the continued improvement in the volume of motion pictures, he said it is every indication that we may be moving forward to further improvement.

Income for the year from their operations and broadcasting amon-

red to $40,027,373, compared with $39,654,184 in 1961. Operating expenses were down $2,963,797 from the previous year's $35,194,785. Earnings retained in business at the end of the fiscal year amounted to $40,404,675, a gain of about $2,800,000 over the preced-

ing year.

The consolidated balance sheet showed a gross decline of $19,005,437 a year ago, to $4,173,974, an

decrease in government securities from $10,746,122 to $7,538,908. Long-time holdings increased from $38,376,224 to $46,404,709, a year ago, to $38,497,709, payable within 1

**Detroit Public Still Wants Double Features**

Special to THE DAILY

DETROIT, Nov. 9—The latest ex-

periment by downtown theatres

has been a failure and instead the doubles has failed like all attempt

before it.

Recent efforts to offer the public one feature strong uneconomized by ad-

vertisements of pictures instead of the successes of "Psycho" on a single policy. Other pictures, however,

were not found to stand up on their own.

As one booster put it, "No matter how weak the second feature, the public demands it."
"ELVIS PRESLEY AT HIS BEST IN HIS BEST PRODUCTION TO DATE!
A sumptuous production in Technicolor and a lot of attractive young people to support him, including Juliet Prowse! Elvis fans will revel!"
—WANDA HALE, Daily News

"ELVIS PRESLEY’S BEST PICTURE!
A top-drawer production, a diverting romantic musical! MOST ENJOYABLE!"
—FRANK QUINN, Mirror

"ELVIS PRESLEY AND JULIET PROWSE SHINE!"
—ROSE PELSWICK, Journal-American

"ELVIS IS A WINNER! He sings, plays, fights and falls in love... His voice is good and his beat is true! He shines brightly!"
—ARCHER WINSTEN, Post

Chase away those boxoffice blues with G.I. BLUES! CALL PARAMOUNT NOW!
Everywhere in the World...because it's on film!

Yes, film is everywhere—everywhere there are people! And because it is everywhere and so many millions see it, making it right in technic is both a privilege and a responsibility. That, in brief, is the philosophy of the Eastman Technical Service for Motion Picture Film—a service highly regarded by all who call upon it.

Branches are located at strategic centers. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue, New York 17, N.Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.
Election results in New York City and the state, giving President-Elect Kennedy a plurality of more than 400,000 votes, particularly gratifying to one prominent local industry member—Harry Brandt, president of the Independent Theatre Owners Ass'n. for 40 years—Brandt was chairman of the Democratic state campaign committee. Morton Sunshine, a member of the ITOA staff, assisted Brandt throughout the campaign.

Film Legislators Reelected in N.Y.

Special to THE DAILY

ALBANY, Nov. 9.—All the legislators who sponsored, at the 1960 session, New York State bills affecting the motion picture industry were reelected yesterday.

However, the recently-named chairman of the Joint Legislative Committee on Offensive and Obscene Material of the state's study into motion pictures was defeated. He is Assemblyman Harry J. Donnelly, 39, Brooklyn Republican, who lost by the narrow margin of 584 votes.

Bruce Manley Victorious

Assemblyman Bruce Manley, Chautauqua County Republican, who sponsored several measures to impose censorship on televised programs (with certain exceptions), and to place controls on television "polls," was returned to office.

Assemblyman Joseph R. Younglove, Johnstown Republican, co-author of a film classification act— for school children—and last summer chairman of the committee on Offensive and Obscene Material, whipped his Democratic opponent, Mayor Donald Bellinger, of Johnstown, in the Fulton-Hamilton counry race.

Younglove, a 20-year man and a member of the powerful rules committee, indicated last spring his intention of reintroducing the classification measure, which the industry strongly opposed. It easily passed the Assembly, but was bottled up in the Senate rules committee, until adjournment.

Duffy and Conklin Win

Sen. Thomas A. Duffy, Long Island City Democrat and co-sponsor of the proposal (drafted by the Joint Committee), won, as did Sen. William F. Conklin and Assemblyman Luigi B. Marano, Brooklyn Republicans, who for several years had presented bills proposing a three-classification system. They were the first to sponsor film category legislation.

The Democrats had hoped to unseat Conklin, and perhaps, Marano, too.

John J. Marchi, Richmond County Republican, introduced an industry-supported bill reducing film licensing with their fellow legislators of the same party.

The new liberal chairman of the House Labor Committee, Adam Clayton Powell (D., N. Y.), has said he will move quickly to follow up a new work bill. In this he will no doubt be supported by Rep. James Roosevelt (D., Calif.), who sponsored this legislation last session. Roosevelt and John Dent (D., Pa.), both reelected and in the Labor Committee, endorsed continued exemption of film theatres in the last session.

The hopes held in some quarters for an investigation of the Justice Department's administration of the industry anti-trust decrees received a setback, at the very least, when Rep. Joseph Barr (D., Ind.) failed to win re-election. Another Congressman who had shown some interest in this, Earl Hogan (D., Ind.) was also defeated.

Kathryn Granahan Reelected

Rep. Kathryn W. Granahan (D., Pa.), whose subcommittee heard film industry witnesses the previous winter, was reelected. She will doubtless continue to take an interest in the suppression of obscenity, but her subcommittee is not expected to take any further action concerning motion pictures.

Both the chairman, Oren Harris (D., Ark.) and the ranking minority member, John Bennett (R., Mich.) of the House Commerce Committee were reelected. The virtual certainty that consideration will be given to legislation looking toward regulation of broadcasting networks. Harris has indicated he may want to examine fees, and vice chairman of the joint committee on offensive and obscene material, prevailed Tuesday, despite strong democratic opposition.

Assemblyman Anthony P. Savarese, Jr., Kew Gardens Republican, who guided the license fees measure through the assembly, was also victor.

Sen. Bob Rockefeller, N. Y., A. Rockefeller vetoes the measure.

The Republicans retain control of both houses. However, the Democrats gained one senator and about five assemblies.

President-Elect Kennedy's Father Was Prominent In Industry in 1920s: Headed FBO, Pathé, Theaters

Joseph P. Kennedy, financier and father of President-Elect John F. Kennedy, is reputed to have amassed a great deal of his current fortune during his past activity in the motion picture industry.

The elder Kennedy entered the industry in the 1920s by purchasing FBO, later selling the company to RCA, which changed the company name to RKO. Kennedy then became active in Pathé Exchange, subsequently becoming president of the Gloria Swanson Enterprises, formed for release through United Artists. Later, when Pathé sold out and merged with Columbia in 1933 from motion picture activity. In 1936, he served for a brief time as special representative to Paramount Pictures, in connection with that company's 77-B receivership and recapitalization.

The senior Kennedy controlled the Maine & New Hampshire theatre circuit, which was affiliated with Paramount prior to entry of the Justice Department decree requiring the separation of exhibition from production-distribution. Reportedly, he continues to hold properties once a part of that circuit.

More Wage Bills Expected

(Continued from page 1)

The possibility now for Federal regulation of closed-circuit, on-demand, television, particularly if a rate of remuneration for use of wires for pay-television is added. Re-allocation of television channels may also be considered. A one-Where

Unlikely

Oddes are against a tax cut in the near future. Kennedy conservative and the government must have enough money to do the jobs it needs to do. If the admissions tax is to be repealed, the State will not have the money to continue the program.

A.C. Unlikely

Another unlikely is the possibility of a 'white paper' campaign with various Congressional committees. How-
S. J. Papas Is Reelected As President of NAC

Rackmil Urges

Allied Board Action on Bicks’ Letter Doubt...
COLUMBIA'S
"LET NO MAN WRITE MY EPITAPH"
WRITES A BLAZING SUCCESS STORY ACROSS THE NATION!

BURL IVES · SHELLEY WINTERS · JAMES DARREN · JEAN SEBERG
RICARDO MONTALBAN · ELLA FITZGERALD

Produced by BORIS D. KAPLAN
Directed by PHILIP LEACOCK

Screenplay by ROBERT PRESELL, JR.
Based on the novel by WILLARD MOTLEY

1957 Academy Award Winner

Now Watch For The Big "EPITAPH" Figures in These Top Situations:

State Lake, CHICAGO... "Sensational"

Palm State, DETROIT... "Huge"

Orpheum, BOSTON... "Tremendous"

Warner, MILWAUKEE... "Smash"

Forum and
Trans-Lux 52nd St.,
NEW YORK

... Multiple Run, LOS ANGELES
... Palace, CLEVELAND
... St. Francis, SAN FRANCISCO
... Stanton, PHILADELPHIA
... Gopher, MINNEAPOLIS
... Century, BUFFALO
... Palace, ALBANY
... Will Rogers, OKLAHOMA CITY
... Rochester, ROCHESTER
... State, SYRACUSE
... Orpheum, NEW ORLEANS
... Denver, DENVER
... Des Moines, DES MOINES
... Palace, DALLAS
... Trans Lux, WASHINGTON
... Metropolitan, HOUSTON
... 5 Points, JACKSONVILLE
... Center, CHARLOTTE
... Midland, KANSAS CITY
... Lyric & Hyland D/J, SALT LAKE CITY
... Coliseum, SEATTLE
... College, NEW HAVEN
... Mid-City, ST. LOUIS
... J. P. Harris, PITTSBURGH
... and many, many more!
Report Oct. Theatre Attendance Up 5%; Credit Drive-Ins For 1st Rise Since April

Special to THE DAILY

NORWOOD, Pa., Nov. 13—During October, for the first time since April, total monthly attendance at motion picture theatres showed an increase over the comparable month of 1959. Sindlinger & Company, market analysts report. Film attendance during October, 1960, ran 5 per cent above October, 1959, due to warm weather and increased drive-in attendance during the month, the report said.

Attendance at four-wall theatres in October was down 7.1 per cent, whereas, drive-in attendance rose 13.2 per cent above 1959. According to geographic distribution, drive-in attendance showed a marked improvement in the East (+64.1%), South (+23.5%), and West (+32.4%), but was down in the Midwest (-27.7%). Attendance at four-wall theatres was up only in the South (+2.8%).

Loew's Theatres Annual Meet Set for Dec. 8

Reelection of 15 directors of Loew’s Theatres and consideration of a proposal for the adoption of cumulative voting for directors are on the agenda for the annual stockholders meeting Dec. 8 in Loew’s State Theatre here. Directors proposed for reelection are George T. Baker, Charles B. Benson, James Bruce, Thomas J. Connell, Leopold Friedman, Arnold M. Grant, Lewis Gruiber, Herbert A. Hoffman, John F. Murphy, Thomas L. Norton, Eugene Picker, Simon H. Rikkind, Laurence A. Tisch, Preston R. Tisch, and Jay Wells.

The report notes that Tisch Hotels (Continued on page 6)

MGM Branch Managers In Pittsburgh, Atlanta

Max Shabason has been promoted to Pittsburgh branch manager of MGM, it was announced at the weekend by Robert Mochrie, general sales manager. At the same time he confirmed the appointment of Woodrow Wilson Sherrill as Atlanta branch manager, reported in Motion Picture Daily on Nov. 7.

A salesman in Chicago prior to his new appointment, Sherrill has been with the company for 21 years. He has also been a salesman in Kansas City. Shabason moved up to his new post after 10 years as assistant branch manager in Pittsburgh. He originally joined the company in 1928, serving in Pittsburgh continuously.

No Theatre in Utah Community, So Citizens Pitch in and Build One

Special to THE DAILY

TREMONTON, Utah, Nov. 13—When the residents of this small northern Utah community found themselves without a motion picture theatre, and no prospects of one being built, they pitched in and did it themselves.

The community-owned NuVu Theatre is scheduled to open officially this month but it had an unofficial premiere on Halloween for children and adults.

The old theatre that served the residents of Tremonton burned down a few years ago. The community found itself without a theatre and no private investor ready to come forward to build or finance a new one. Rather than see Tremonton go without a movie house, they decided to undertake the venture themselves.

The Box Elder (for the county in which Tremonton is located) Development Corp. was the result. Officials report that nearly 300 persons, including youngsters, have bought stock in the company.

Leo Oyler, a Tremonton contractor, has supervised basic construction of the newly-completed half-block long structure. The new theatre will seat 460 and refreshment facilities and other equipment was recently installed. They expect the new theatre will pay for itself in five years.

John Newton, who has managed houses in Florida and California has been named manager.

Quigley Hailed in London by Industry

Special to THE DAILY

LOndon, Nov. 13—Martin Quigley was praised for his contributions to the motion picture industry's well-being and good conduct at a luncheon attended here late last week by leaders of all branches of the industry. The tribute came from Sir Philip Warter, chairman of Associated British Picture Corp., the entire board (Continued on page 2)

Priest Asks Catholics for More Film Study Clubs

Special to THE DAILY

ALBANY, N.Y., Nov. 13—Formation of more Catholic film study clubs, and the inclusion in the movement of persons "on the adult level," are two ways in which the Catholic church and Catholics as individuals can give greater support to the production and exhibitions of films "Mor- (Continued on page 5)
PERSONAL MENTION

SAMUEL GOLDWYN, JR. arrives in New York today from Hollywood for conferences covering acquisition of new properties and future production plans in both motion pictures and TV for his Formosa Productions Co.

JEAN GOLDBLUM, president of Times Film Corp. and Mrs. Goldblum have returned here aboard the "Rotterdam" from a four-month vacation and business trip to Europe.

F. J. A. McCARTHY, Universal Pictures assistant general sales manager, will leave here today for St. Petersburg on business.

JOSEPH L. MACKIEVICZ, left here at the weekend for Alexandria, Egypt.

JESSE CHINICH, Buena Vista western division manager, left here at the weekend for Los Angeles on business.

JAMES A. MULVEY, president of Beaver-Champion Attractions, Inc., and DAVID GRIESENBERG, vice-president, left here for Italy, France and England over the weekend. They will return in three weeks.

EDWARD MOREY and NORTON V. RITCHIE, Allied Artists vice-presidents, have returned here from Hollywood. Two other AA directors also left Hollywood at the weekend—HARLAN RIFKIN, for a week's vacation in Palm Springs; and ROGER HURLOCK for his home in Juneau, Alaska.

B. GEORGE CANTOR, president of National Theatres & Television, left Hollywood yesterday for Copenhagen for business conferences in key European cities. He will be joined by S. NORTON, president of Cinemiracle Pictures Corp., NTR subsidiary.

Geavra Managers Back From Antwerp Meeting
Fifteen American managers of The Geavra Company of America, Inc., participated in the first sales meeting to be held at the company's factories near Antwerp, Belgium.

At the meeting, performances of the company's presentation were discussed. The desirability and potential of new products in the line were evaluated, and suggestions for revised products and packaging were on the agenda.

Participating in the discussions from America were Rene Aerts, executive vice-president and general manager of The Geavra Company of America; Albert Coenen, secretary and assistant general manager; Carl Abele, graphic arts products sales manager; Elias Drexler, professional motion picture films sales manager; Joseph Bigan, general products sales manager; and DON STORING, industrial products sales manager and advertising manager.

Nine from U.S.

Also from the U.S. were Leo Bael, manager of the technical department general photo products; Chris Thiers, manager technical department film products; Joseph Berusnicky, Chicago district sales manager; Fred Schaefering, field sales manager of Chicago; George Alexander, Los Angeles district sales manager; Jack Gilbert, Dallas district sales manager; Claude Maillard, Denver district sales manager; Forrest Cole, representing the Maryland district, and Kent Roaks, San Francisco sales manager.

a more vigorous approach by British producers towards selling and publicizing their films in the product-starved and lucrative American Market.

Talks with NSS Official
He also met with Edwin J. Smith, newly appointed managing director of National Screen Service here. George Management met at lunchtime with the London managers of the member companies of the Motion Picture Association of America MGMM's Charles Goldsmith acted as chairman. Motion Picture Almanac, of Paramount International, who is visiting here, also was in attendance.

Earlier in the week the Quigley Publications London office was host at a reception in Quigley's honor at the Dorchester Hotel. This was attended by national newspaper editors and leading Catholic dignitaries concerned with motion picture affairs. Also present were Anna Neugle and Herbert Wilcox.

George Allen Leaving Post as Head of USA
WASHINGTON, Nov. 13. — The resignation of George V. Allen as director of the U. S. Information Agency was accepted at the weekend by John J. O'Connor, the former White House in August, G.
Allen, in announcing his resignation, disclosed that he has accepted the post of director of the Tobacco Institute, Inc.

Stevens Signed for 1st Arlington Production
HOLLYWOOD, Nov. 13—William D. Coates, president of Arlington Productions, Inc., has signed Mark Stevens on a two-way pact as Director of Production, and C. G. Stevens, his company's first production, which goes before the cameras in New York City on Nov. 23, for Universal release. Stevens, currently living in Majorca, Spain, flies to New York Monday for pre-production preparations.

Coates Producer
Coates will produce, with Leo Kantor serving as associate producer. The picture is the first of Arlington's recently-announced slate of eight productions within the next two years. Part of the features will be made on a co-production deal with Producers' Bureau of Mexico City under financing arrangements completed by Coates during his visit here earlier this week.

Check with... national screen service for the best in SPECIAL TRAILERS

Maryland Exhibitors
To Fight Tax Hike
BALTIMORE, Nov. 9. — Maryla Theatre Owners Assn.'s. gathered special session here last week to plan for prompt and sharp opposition to a new state tax on boxoffice receipts designed to increase Baltimore city's assessment tax to five per cent. The present is 1 1/2 per cent.

The association is unalterably opposed to any legislation being considered by the board of estimate which would boost theatre admissions. Allied Motion Picture Theatre Owners of Maryland is in accord with the latter and issued a call for MTAO's president John G. Brum to attend the meeting.

Legion Condemns "Port Puts Three in Class B"

The National Legion of Decadent films in Class B—objectionable in part—and condemned the French film, "Port Desire," this week.

The Legion's objection to "Port" as follows: "The negative elements of this film (suicide, perversion, adultery, exhibitionism) are seriously tenuous to standard standards of morality and decency. In Class B are Columbia's "Aunt Baby" (this superficial exposure of "false revivalism" contributes nothing to the cause of free religion and its triumph); and the "Quo Vadis," featuring sensational sequences; Universal's "Shakedown" (excess brutality; a detailed method of crime; suggestive situations) and United Artists' "Vi Raid" (suggestion of danger, desire and situations; tends to glamorize immoral character)." In Class A, Section 1 is Columbia's "Hound of the Baskervilles," Section 1A's "Counterplot" and Class Section II, 20th-Fox's "North Alaska."

Code Seal Denial to Canada Film Approved
Beaver Productions has formally requested a hearing to appeal a ruling of the Code Production Administration denying its Canadian film, "The Bloody Brook." The seal reported to have been denied because of excessive violence in the picture. N. A. Taylor, registered agent of the firm, said previously that he had a deal with Allied Artists to distribute "Bloody Brook" in the U.S., making the first Canadian picture to have distribution, and has taken the position that the cuts demanded by PCA are "unreasonable" as points out the film was passed by Canadian censors.

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherman Kane, Editor; James D. Ikven, Managing Editor; Richard Gertner, News Editor; Herbert V. Förder, Advertising Manager; Gus H. Faust, Production Manager; TELEVISION TODAY, Charles S. Autnson, Editorial Director; Pinky Herman, Assistant Editor. Hollywood Bureau, 9348 Bear St., Los Angeles, Calif. Also published daily except Sundays in Chicago, Los Angeles, New York, Boston, Philadelphia, San Francisco, Toronto and Montreal. Cable address "Quigpieo, New York." Motion Pictures offices: 1270 Sixth Avenue, Rockefeller Center, New York, N. Y. 3/27-3100.
ACE Is Two Years Old Today; Original Objectives In Abeyance While Its Production Co. Is Started

The American Congress of Exhibitors is two years old today. First steps for its organization were taken at a meeting of representatives of exhibition from all parts of the U.S. at a meeting in the 20th Century-Fox home office on Nov. 14, 1955. Spyros Skouras, 20th-Fox president, had suggested the formation of a united exhibitor front to tackle the theater owners most urgent problems.

S. H. Fabian, ACE's first and only chairman, reported to the Allied States annual convention in Chicago last week that while ACE admits failure in the basic establishment of the right of area of its negotiations with production-distribution company presidents on trade practice problems and in endeavoring to persuade them to increase their production and release schedules, ACE expects to bring its own production company into being in the near future.

ACE has concentrated on this project over the last year, Fabian said, because it realized that most of exhibition's problems today stem from an adequate film supply. Correcting that, he said, will relieve the pressure in many other directions.

He also assured Allied that ACE has not abandoned other objectives on its permanent program, but will return to these when the new production company has been organized.

TENT TALK

Variety Club News

Baltimore — Tent No. 19, holding

its annual election, voted

Ber

nard Seaman as the new chief Barker.

Other officers named are: Skelly Car

buck, and William Howard, assistant
chief Barker; Arthur Watson, dough

boy, and Mel Sachs, property master.

A new board of directors includes

William Schneider, Samuel Scheckel,

Al Landy, Harvey Jerome, Ralph

Klotzbaugh and Hy Boyar, with

Daniel Satter as delegate.

Jacksonville — Tent No. 44 has

returned its charter to Variety In

ternational. A number of the former

members of the tent have formed the

Motion Picture Club of Jacksonville

and are currently sponsoring the Cellin

& Wilson midway attractions at the

Jacksonville Fair.

Toronto — Tent No. 28 has un

animously elected as chief Barker

Phil Stone, president of radio station

CHUM. Frank H. Stream and Lionel

Lester were elected assistants, Chester

Friedman, property master and J. C.

"Doc" Ragan dough boy.

Pittsburgh — Louis Hanna,

chief Barker of Tent No. 1, will be

honored at the annual Variety Club

banquet to be held on Nov. 27 at the

Penn-Sheraton Hotel.

Washington, Tent No. 11 has

elected as its board of governors for

1961: chief Barker, Edward D. Tal

bert, Sr.; first assistant chief Barker,

Felix Crist, second assistant chief

barker, Joseph M. Zanoiski; property

master. Ross Wheeler, and Dough

Guy, Sam Galanty.

FILE SUIT OVER SCORE

OF EMBASSY’S ‘HOT WIND’

An action seeking an injunction and

$100,000 damages for alleged use of

altered music scores for “Where the

Hot Wind Blows” has been filed in

New York Supreme Court against

Embassy Pictures and Levine-Mc

Hugh Music International by Boysen

Music Co. and Mondia Music Co.

Justice Owen McGilvren on Friday
denied plaintiffs’ motion for a tempo

rary injunction to restrain the de

fendants from distributing the music

scores. The plaintiffs allege that under

the contract with the original owners of the musi

cal themes for the picture, the de

fendants were prohibited from alter

ing any of the scores. They charge

that after Embassy obtained American and

Canadian distribution rights to the

picture from Cito Filmos, and was

assigned the rights to the music, the score was altered.

‘Gulliver’ Parties

As part of the promotion campaign

being conducted by Columbia Pictures

for “The 3 Worlds of Gulliver” spe

cial “Christmas in November” parties

will be held in Chicago, Boston,

Washington, San Francisco, Pitts

burgh, New York, and Los Angeles.

Invited to the parties, which will in

clude a screening of the film, will be

leading representatives, radio and TV

broadcasters and top opinion-makers

in each local situation. In all cases,

adults must be accompanied by a

child.

Plug Bergman Book

Simon and Shuster and Janus Filmos

are scheduling an extensive cross

promotion to publicize the new book,

“The Four Screenplays of Ingmar

Bergman” in conjunction with the

opening of “Blows.” Publication of

the book is simultaneous with the

opening of the film at the Beck

man Theatre here tomorrow.

Special to THE DAILY

ALBANY, N. Y., Nov. 13.—The

southeastern District Board of the

New York Congress of Parents and

Teachers, has gone on record “as op

posing the type of television setting, as well

as the moral quality of the type of

shows shown to the general public and

especially to today’s youth and teen

agers.”

The board, representing 94 units in

southern Tier counties, also “re

olved to make every effort to com

municate this resolution to radio, re

ness, distributors, theatre managers, as well as television spon

sors and producers.”

Education Department Informed

Word of this action—by a group

representing 30,000 parents and

teachers—has been received in

ormally by the State Education De

partment in Albany.

The resolution, which received con

siderable publicity in Binghamton

and, presumably, other leading com

munities of the five county district,

was the second of its general nature

adopted by the regional PTA this

year. Last spring, the board likewise

approved a resolution protesting the

“lurid advertising for movies,” accord

ing to Mrs. Charles Cheney, of Endi

cott (near Binghamton), southeastern

District director.

Called Worse Than the Film

“In a great many instances the ad

vertising is worse than the movie

itself,” Mrs. Cheney was quoted as

saying. “Some of the films shouldn’t

be in the reach of children,” she

added.

The subject of “lurid” motion pic

ture advertising comes up “almost in

variably, during district PTA meet

ings,” according to Mrs. Cheney.

Carbery Appointed

James Carbery, veteran of over 20

years in the industry, has been named

division manager for the Walter Reade

Theatres in Monmouth County, it was

announced by Walter Reade, Jr., cir

cuit president. Carbery replaces John

Balme who recently became assistant

to the general manager of the Reade

circuit.

Carter Heads Campaign

Hollywood, Nov. 13.—Victor

Carter, head of Republic Pictures and

civic leader, was named general

chairman of the 1961 United Jewish

Welfare fund campaign, it was

announced by Steve Broidy, president

of the Jewish Federal Council of

Greater Los Angeles.

‘Baby’ to Columbia

Columbia Pictures has acquired

the world-wide distribution rights to

‘A Song for Baby,’ a Madera Production

starring George Hamilton and Mer

cedez McCambridge. Columbia is set to

release it in early spring.

Robert M. Sternberg, official of

New England Theatres and president

of Allied Theatres of New England,

has been honored by Jewish Memori

al Hospital, Boston, which has de

ditioned its membership drive of this year to Sternberg in recogni

tion of his volunteer work in behalf of the

hospital during the past 10 years as production chairman of the annual

Celebrities Night Show.

Laurence A. Tisch, chairman of the

board of Loew’s Theatres, has been

named a member of the board of di

rectors of Sterling National Bank and

Trust Co.

Mrs. Cynthia Koch, chairman of

the Board of Censors, Singapore, has

left the government service.

Bob Moscow, operator of the Cen

tral and Rialto theatres, Atlanta, is

participating in the Marist College

alumni drive to finance a new campus

for the institution.

Karl Krug, former film critic of the

now-defunct Pittsburgh Sun-Tele

graph, is now being seen and heard as

a film reviewer twice a week on

Channel 11 television.

Al Sherman has resigned as pub

licity manager and producer’s repre

sentative for Vanguard Productions.

He will announce his future plans fol

lowing a short rest.

Lex Benton, president of Benton

Brothers Film Exploitation, Atlanta, has

been elected commodore of the Allatoona

Yacht Club.

Howard Markel is the new motion

picture reviewer and critic for the

Jacksonville Journal.

Enrolls in TOA

Bernard Menschell of Manchester,

Conn., has enrolled his Pike Drive-In

of Newington, and his Manchester

Drive-In of Bolton in Theatre Owners

of America. Menschell is one of the

three trustees for the Connecticut

Committee Against Pay TV, and was

a respondent in the recent F.C.C.

hearings opposing the application of

Hartford Phonemain to test broad

cast pay tv. Both Menschell’s thea

tres are within the Hartford television

reception area.

UA Films to Brooklyn

“Studs Lonigan” and “The Night

Fighters,” the latter starring Robert

Mitchum, will have their New York

premieres at Loew’s Metropolitan

Theatre in Brooklyn on Wednesday,

Nov. 23. Both pictures are United

Artists releases.
T IME's tumult and the shouting dies, the captains and the kings depart, (the silence broken by the sighs of those who found they're in a fix because their robots spelled out "Nix" while NBC Dame Fortune's suitor owes thanks to its "501 Computer"). So back to the comparable simplicity of planning and programming every-day-skeds designed solely to entertain (and sell) a weary Electorate with a general sigh of relief all around (at least until 1964). . . Jonathon Winters will be "Nighted" to the Lopps Sunday nights as NBC Sports Anchor Herbert Cordell may soon be rewarded with additional chores on television. . . The smooth organic background music you hear daily at 3 P.M. on the "Young Dr. Malone" NBC-TV vehicle, is the work of Billy Nalle, whose talent has enhanced such radio and tv shows as "I Remember Mama," "Arthur Godfrey Show" and "Robert Montgomery Presents" these 7 years. . . It was the "voices" of Zel de Cyr which you heard Tuesday night during the election Night NBC-coverage from 8 P.M. to mid-night. As an "old woman" "a society reporter," "private secretary" and "student," the commen churn artist was "ZEL-ling the services of the Meadowbrook National Bank of L.I. . . Didn't know till last week that Grace F. Snyder, who'scleared more than a hundred sacred songs. hymns, and spirituals, started her career as a featured cornetist at the age of 8. She's often featured guest over Station WSUN in St. Petersburg, Fl. . . Fredde Fields Ass.'s, and Screen Gems will jointly develop and produce a one-hour series "Grand Deception," based on Alexander Klein's "Ten Million Dollar Gift," is currently starring in "The Counterfeit Traitor" based on one of the "Grand Deception" stories and now being filmed in Hollywood . . .

CBS 9-Month Earnings
At $15,496,000

Consolidated net income of Columbia Broadcasting System for the first nine months of 1960 was $15,496,000 compared with $17,497,000 earned in the first nine months of 1959. It was announced last week by William S. Paley, chairman of the board, and Dr. Frank Stanton, president.

Net sales for the nine months of 1960 totaled $238,582,000 compared with $318,291,000 for the corresponding period last year. Current earnings are equivalent to $1.85 per share, compared with $2.99 per share (adjusted for stock dividends) for the first nine months of 1959.

At its meeting, the board declared a cash dividend of 35 cents per share on its preferred stock payable December 9, 1960 to stockholders of record November 25.

The board also declared a stock dividend of 3 per cent. No fractional shares will be issued in connection with this stock dividend. Instead, stockholders will receive nontransferable Order Forms for their interest in fractional shares. The stock dividend will be paid December 19, 1960, or thereafter as promptly as possible to stockholders of record at the close of business on November 25, 1960.

Clarence H. Hopper, recently appointed president of the CBS board of directors at the same meeting.

The New York chapter of American Federation of Television and Radio Artists tomorrow will go on strike against NBC, CBS, ABC, the Mutual Broadcasting System on a new contract has been signed. The decision to strike was announced at the weekend after a vote of the AFTRA members here in New York.

All live programs on the four networks will be affected.

Loew's Sells WMGM
For $10,950,000

Crowell-Collier Broadcasting Company, a wholly-owned subsidiary of the Crowell-Collier Publishing Company, Thursday signed a contract to purchase radio station WMGM, 1050 AM, from New York, from Loew's Theatres Broadcasting Corporation, for $10,950,000. The selling company is a subsidiary of Loew's, Inc.

Signing the contract were Bob M. Purcell, president of Crowell-Collier Broadcasting, and Laurence A. Tisch, chairman of the board of Loew's, Inc. Tisch is also president, a general manager of WMGM.

The purchase is subject to the approval of the Federal Communications Commission.

One of the most powerful stations in the New York metropolitan area, WMGM transmits 50,000 watts and operates on a frequency of 1050 kilocycles. The station maintains studios at 400 Park Avenue.

Owns Three Other Stations
Crowell-Collier already owns the radio stations—KFWB Los Angeles, KWEB San Francisco-Oakland and KSDW Minneapolis-St. Paul. Tisch company has also entered into a contract for the purchase of WMGK (FM) serving the Washington D.C., area. Besides Federal Communications Commission approval, the purchase of the Washington station is subject to the settlement of certain legal questions.

Station WMGM will be operated under the supervision of Purcell, veteran of 30 years in the broadcasting industry, he has been with Crowell Collier since 1956 when his company entered the radio field with the purchase of KFWB in Los Angeles.

Jaykay 5 for TV
Jaykay Films Corporation has aquired ownership of five motion picture features produced by Cagne Productions, Inc. and plans to release the pictures exclusively on television in this country and in foreign countries where they first will be re-issued theatrically. The pictures include "Boggs In the Afternoon," "Kiss The Valiant, "Blood Of The Sun," and "Johnny Come Lately.

From THE DAILY Bureaus
WASHINGTON, Nov. 13.—Sizable private transactions in Desilu Productions, Inc., Loew’s stock, and of the Securities and Exchange Commission summary of “insider” transactions for the period from Sept. 11 to Oct. 10, 1960. Martin N. Loew's, the company's chairman and director, disposed of 35,000 common shares in September. Desi Arnez and Lucille Ball Arnez, each also an officer and director, acquired 17,500 shares each. List of the transactions, plus 1,200 in trusts for his sons.

George D. Burrows, an officer and director of Allied Artists Pictures, disposed of 1,000 shares in September, retaining 43,787. Roger W. Hurlock, a director, acquired 300, bringing his total to 20,200. Sam Wolf, an officer, disposed of 2,000, leaving him with 246,246. All shares are beneficial owner of more than 10 per cent of the common, acquired 4,600, bringing his holdings to 170,900.

Robin International a Buyer
Robin International, Inc., a corporation listed under the name of Nicolas Reisin, an officer and director of Cinemar, Inc., acquired 18,300 shares of common in September. Its holdings now total 396,300 shares. Reisin, himself, is listed as having no Common shares.


Bea Kalmus, who can still trill with the best, rounding out her second year as the "voice" of Jack Silverman's Theatre-Bistro on Broadway. Bea's net benefit of Showbiz Greats over WMGM is a consistent contender in the Metropolitan battle among the Late-niks for the attention of radio and TV viewers.

The two-hour color film production of "Macbeth" costarring Maurice Evans and Judith Anderson which will be NBC-tailed Sunday, Nov. 20 (6-8 P.M.) was filmed in Elstree Studios, London and on location in Scotland. This classic presentation by Hallmark proves that this firm "cares enough to entertain you with the best there is." . . . "Sholton Holiday Playhouse" will feature 5 half-hour filmed teleplays, produced by Traveler-Cinemewell with special "Christmas" themes especially created by Bob Rehbock of Westley Ass.'s. . . . Joe Heatherton, 16-year-old daughter of Ray Heatherton will be heard as a regular warbler on the "Perry Nbccomo Show" and has been signed a RCA-visitor recording pact. Ray used to do a lot of singing himself back in the days when he piloted his own Orch at the Commodore Hotel in Gotham. . . . The life of Henry Ford, the inventive genius who put America 'on wheels' will be presented Saturday on film TVia WOR (10:30-11:00 P.M.) . . . Arthur Godfrey went into the hospital Tuesday for minor surgery on his shoulder. Incidentally Comic Alan King will make five consecutive visits to Arthur's radio CBS Show starting Nov. 23. . . . Ruth Knapp, Mary D. Quinn and Dick Rosenblumh have been "wined-dined" and elected to membership in the Kudner Agency 'quarter century club.' . . . KDKA in Pittsburgh, one of radio's pioneer stations celebrating its 40th year. Det. Carl Gracy started his fabulous career as staff announcer here back in 1938. . . .
Priest Asks

(Continued from page 1)
y desirable in tone," it was em-
phasized by the Rev. John E. Kelly,
rector of the Bureau of Information,
ston Catholic, 1028 E. 11th St.,
Washington, D.C., during a
session of "Principles of Publica-
tions"—at the third annual in-
tute of Public Relations, sponsored the
Communication Arts Guild of
An active theatremen, and member
of Theatre Owners of America, is now
fully accredited member of the
United States Senate. A motion to
the Senate last Tuesday, to fill the
remaining two years of the unexpired
term of the late Missouri Senator
Thomas C. Hennings, Jr., by Edward
Long, president of the Long Thea-
tre Company, Inc., of Bowling Green,
operates theatres in the St. Louis,
area. A former Democratic lieutenant
Traveling to the Senate of the
United States, he said the question
which demanded a "no" vote was the
question of "ignorance." He added
that Father Kelly pointed out. He said
"I have heard the argument that our
public information officials—usually
priests—and commission them to
function with varying degrees of
effectiveness, Father Kelly warned that
the question should be asked.
Many others are on the staff of a
public relations program.

The Popes, especially Pope Pius,
should be encouraged, the pater
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Para. Earnings

(Continued from page 1)
the pre-1948 film library. Comparative earnings for the same period in 1959 are: total earnings of $1,349,000, including special income of $198,000. The number of shares outstanding at the end of the third quarter of 1960 were 1,673,231 and compared with 1,703,927 shares outstanding at the end of the third quarter of 1959.

The board of directors of Paramount on Thursday voted a quarterly dividend of 10 cents per share on the common stock payable Dec. 10 to holders of record Dec. 1.

Rive Pleads for Easing Of Japan Import Curbs

From THE DAILY

LONDON, Nov. 13. - The hope that the opening of a Japanese season here would help remove severe restrictions on the import of British films into Japan, was expressed by Kenneth Rive, managing director of Gala Films, at a luncheon in honor of a Shoichiko film delegation.

Rive said it was also Gala's aim to find a market in Europe, not just England, for Japanese films and "we have the organisation that can sell the films—if they are of the right type." But, he added, we would be very pleased to see the licensing laws of Japan changed so that it became an open market.

Praises Co-Production

Referring to co-production, he said that they were very keen to start it and he sincerely hoped the first will be of the combination of Shoichiko-Gala. We have studied the difficulties and we are going to get started.

Chief guests at the luncheon were Japanese star Yoshiko Sano, scenarist Ben Sawamura and the head of the International Department of Shoichiko, Shigemasa Takarada.

‘Let’s Keep Parents’: Compo Advertisement

“Let’s Keep Parents” is the head of a COMPO advertisement published Saturday in Editor & Publisher, trade paper of the newspaper industry. The advertisement, No. 122 in the COMPO Editor & Publisher series, points out that the MPAA Production Code was “never intended to replace parents” and that it leaves the bringing up of children to parents.

Drive-In Started

THORNTO N, Colo., Nov. 13. - Ground was broken and work is progressing on the new $400,000 North Star Drive-In Theatre. The theatre is being constructed by Wolfberg Theatres which operate six drive-ins in the Denver area in addition to the Denver first-run Paramount Theatre. North Star will have a capacity of 1,600 cars, with a screen measuring 134 feet by 60 feet. Construction is to be completed in time for a spring opening.

REVIEW:

The Facts of Life
Panama and Frank—United Artists

The idea to team two such fine comedy talents as Bob Hope and Lucille Ball in a motion picture was little short of inspirational for each is assuredly tops in his and her particular brand of humor. Somewhat dubious, however, is the story matter chosen by producer Norman Panama and director Melvin Frank in which to display the fun-making talents of this duo.

The background of this comedy with dramatic undertones, or drama with comedic undertones (you may take your choice in categorizing this effort), is marital infidelity. This hardly seems a fit subject for some of the hilarious moments that enrich this film, which has been ably directed for laughs when called for, and drama when so indicated, by Frank. Panama and Frank who, as is usual with their combined producer-director efforts, are responsible for the original story and screenplay.

The tale involves three married couples in a closely-knit social climate who have been taking their vacations together for years. On the eve of their departure for Acapulco, Hope’s wife, Ruth Hussey, decides to remain home because one of their children has a cold. Miss Ball’s husband, Don Defore, is called away on business. Miss Ball and Hope leave for the vacation spot with the other couple, Philip Ober and his wife, Marianne Stewart.

When Ober and his wife become ill, Hope and Miss Ball are thrown together throughout the six-day vacation. And therein lies the start of a romance both are loath to give up. Returning home they constantly are thrown together at such affairs as bridge, concerts and football games. They decide to carry their romance to its adulterous conclusion, and check into a motel. With Miss Ball a little drunk, Hope drives off to get some coffee, and cannot find the motel on his way back. So it goes, with a comedy routine popping up whenever things get serious.

They run off to Monterey together, but again, before indulging in the affair’s physical aspect, they decide to return to their respective mates and children. The film ends on a laugh-clown-laugh note for both comedies, as they are still in love with each other, but don’t intend to do anything about it.

One of the high comedy situations occurs when Hope checks into the motel under the signature “Mr. and Mrs. G. Washington.” It is probably the funniest episode in the film, which has many for this team’s fans.

While all supporting players contribute fine performances, it is Hope and Miss Ball all the way. The theme of the film makes it unsuitable for the young.

Johnny Mercer wrote the music and lyrics for the title tune which is agreeably sung over the credits by Edythe Gorme and Steve Lawrence.

Running time, 103 minutes. Release, at Christmas.

Sidney Rechentnik

Fire Razes Theatre

ALMA, Mich., Nov. 13.—Fire of undetermined origin destroyed the Strand Theatre, the only one in this community. Firemen fought the blaze for three hours, but the roof collapsed, leaving the building a total loss estimated at $100,000. It was built in 1920 and operated by Cassidy Theatres, Inc. of the Midland circuit.

Gets ‘Make Mine Mink’

Continental Distributing, Inc. has acquired American distribution rights to British comicERRY-THOMAS’ latest vehicle, “Make Mine Mink.” It is a J. Arthur Rank production.

‘Rovere’ Opening Set

Roberto Rossellini’s “General Della Rovere” starring Vittorio de Sica in the title role, will have its American premiere at the Paris Theatre here Monday, Nov. 21.

‘Boys’ Premiere Set

M-G-M’s Christmas-New Year’s attraction, “Where the Boys Are,” will have its world premiere at the Gateway Theatre in Ft. Lauderdale, Fla., on Dec. 21.

Loew’s Circui

(Continued from page 1)
and affiliates own 614,700 shares. Loew’s Theatres stock, or 23 per cent.

The proposal for adoption of cumulative voting is to be introduced by Lewis or John Gilbert, owners and holders of stock of the company’s senior vice president. Management recommends a vote against the proposal on the ground that it was previously rejected by per cent of the shares voting and, adopted, would lead to special interest groups on the board and would necessitate the holding of another stockholders’ meeting to amend the company’s certificate of incorporation.

Mayer Sees Advances

(Continued from page 1)
Sickle Lecture at the college on the status and prospects of the Americ mass media.

Speaking on the topic, “The Movies Move into the Sixties,” the veteran publicist and exhibitor will deliver an upbeat message saying part.

“I am a corrigrable optimist, in which I mean one who believes the American standards of taste and accuracy are advancing steadily a though far too slowly for any complacency.”

Sees Freedom “Misinterpreted”

Mayer will also comment on the “new freedom” which he thinks is a “misinterpreted” and are dwelling on the “more sordid aspects of life.” But he will add, “this is an inevitable action from the idiotic excommunications and prudish cuts enforced by censor boards and pressure groups. The dangers of liberty are less to be feared than those of repression and in the long run, may the short run, will be cured more rapidly.”

Daylight Saving Time

Defeated in Colorado

Special TO THE DAILY

DENVER, Nov. 13. - With only a small percentage of the outlying precincts as yet unreported it is now evident that the proposal which would have set up daylight saving time for the state of Colorado has been defeated.

The daylight saving proposal led for quite some time proving more popular in the larger metropolitan areas.

Strongest opposition came from the rural areas and as returns came in from the outlying parts of the state it became evident that the proposed amendment would not pass.

The Colorado Committee for Standard Time concentrated most of their campaign on the fact that the proposed amendment would result in confusion time in that the state of Colorado would be isolated on the faster time while all of those states which surround Colorado would remain on standard time.
TEN expected was board while indication others. it; rship De lyers when production year re- ^akened U placement, versy; factors re JITORIAL, L. 'F ard Naturally, bitors tilt ed urban ranks been employment, that mortality rate within hibition's ranks in recent years un- undoubtedly has been greatest among s smaller urban and small town ex- perts who were more numerous in tilted ranks than others. This heightened some regional organiza- tions, halting or reducing their mem- bership payments to the national or- ganization, when not leaving the re- gional unit dormant, nor nearly so. Other debilitating influences in- cluded the retirement of Abram F. ivers as board chairman, general counsel and moving spirit of Allied for more than 30 years, without or- ganizational preparation for a re- placement, and the ensuing lack of communication within the organiza- tion. * This failure to groom younger execu- tive manpower (or to make use f it when it was available a year go) not only has proven a costly, or more time is spent on the task of Jack Kisch, new Al- lied president, and Ben Marcus, chair- man, in reviving and re-building the organization.

Nevertheless, it is apparent that (Continued on page 2)

ELEVISION TODAY—page 6

British Exhibitors to Ask Chance to Participate in Toll-TV If It Comes

LONDON, Nov. 12. (By Air Mail)—As was expected, the Cinematograph Exhibitors' Association's general council's meeting on the association's recommen- dations on toll-tv to the government's Pilkington committee, produced many conflicting views on the sub- ject. After a long debate it was decided to call a special meeting on Nov. 30 to consider the final draft submission (Continued on page 6)

Reade Managers Will Plan New Activities

More than 50 theatre managers and assistants will attend a home of- fice meeting at the Walter Reade Mayfair House headquarters in Oak- hurst, N. J., tomorrow. Main item on the agenda will be announcements of the circuit's plans for the year end (Continued on page 6)

Reports Progress on UK Telemeter Franchise

Louis Novins, president of Interna- tional Telemeter, reported further progress on continuing negotiations for assignment of a Telemeter fran- chise to British interests, following his return to New York from London yesterday.

Novins said no deal has been con- cluded but indicated an announcement might be expected in the near future.

Canadian Censors Chided for Not 'Adapting to Changing Outlook'

Special to THE DAILY

TORONTO, Nov. 14—Ontario's chief censor, O. J. Silvertorne, has spoken up against his fellow censors' actions. He chided them for the "indiscriminate boards, the rigid inflexibility, the in- ability to adapt to the changing outlook at the Canadian people." He also pointed to the conflicting decisions and inconsistencies which have succeeded in making censorship look ridiculous in the eyes of the people we seek to serve." He claimed Ontario's censorship has been labelled 'intelligent and liberal. Are the peo- ple of Ontario different from other Canadians?"

Silvertorne made his points at the three-day convention of the various provincial censorship boards in St. John, N. B.

Yet out of the convention came a closer liaison between the boards promising to open lines of communica- tion in exchanging their points of view on the various films which come before them.

Host-convention organizer and chairman, George S. Enos who heads New Brunswick's Board of Censors pointed out that censors, watched by their superiors and pressed by social agencies, are being urged by the mo- tion picture industry, which is strug- gling against a dwindling boxoffice, to be more liberal when classifying films.
ACE Film Plan

(Continued from page 1)

has said is destined to make a "substantial" contribution to the annual product supply for all exhibitors.

Approximately $3,000,000 has been contributed to the ACE Production Treasury by the five national theatre circuits and leading regional circuits. Presumably, ACE is now meeting Sections 20 and 21 of the Exchange Commission's regulations preparatory to a public-type of securities offering to larger numbers of interested investors among the nation's smaller exhibitors and in Allied lines.

Fabian stated some months ago that ACE has set Jan. 1 as its deadline for completing the financing program for ACE Productions, also may be made at next week's meeting, along with other proposals for organization.

Majority of the ACE executive committee members will be in New York from many parts of the country for the annual dinner and reunion of the Canadian Motion Pioneers at the Waldorf Astoria Hotel tonight, thus swelling the expected attendance at the meeting next day.

Fisher Heads Canadian M.P. Industry Council

Special to THE DAILY

TORONTO, Nov. 14—Frank H. Fisher, formerly vice-president, was elected president of the Canadian Motion Picture Industry Council. Making up the CMPIC are seven provincial and regional exhibitor associations, the Canadian Motion Picture Distributors Association, the Association of Motion Picture Producers and Laboratories of Canada and the Canadian Equipment Dealers Association.

Fisher who is vice-president and general manager of the Odeon Theatres (Canada Ltd.), succeeds C. S. Chaplin, general manager of United-States Film Corporation, who resigned January 1 after two terms. Peter S. Myers, who is currently first vice-chairman, Harry Pryngrocki, Winnipeg, president of the Manitoba Motion Picture Distributors Association, is second-vice-chairman.

‘Wong’ Business Big

Paramount’s “The World of Suzie Wong” grossed a smash $120,000 in its first four days ending Sunday at Radio City Music Hall, according to Russell V. Downing, president and managing director of the theatre.

This figure is the best for a fall opening in the weekend of the Music Hall and includes a new Veteran’s Day mark of $34,450.

New York Theatres

ROYAL CITY MUSIC HALL
Rockefeller Center • CT 4-6400

WILLIAM HOLDEN
THE WORLD OF SUZIE WONG

STARRING NANCY KEN
SYLVIA SYMS • MICHAEL WILDING
ON THE GREAT STAGE “TOWN AND COUNTRY”

MOTION PICTURE DAILY.

MOTION PICTURE DAILY.

MOTION PICTURE DAILY.

MOTION PICTURE DAILY.

MOTION PICTURE DAILY.

MOTION PICTURE DAILY.

MOTION PICTURE DAILY.

MOTION PICTURE DAILY.
There is no denying the power of Ingmar Bergman, the world-famed Swedish director, in using the motion picture camera to tell a stark and forlorn tale. All who saw "The Seventh Seal" and "The Magician" can testify to this. Now he has used his hypnotic talent with devastating skill once more in "The Virgin Spring." This film, which is based on a 13th-century legend and Swedish folk song called "The Daughter of Tore of Vanage," tells a parable of good and evil. The young daughter of an isolated landowner in Sweden sets out on a long ride to church to light candles for the Holy Virgin. Along the way she is set upon by two herdsmen who first rape and then brutally murder her. When the father of the girl learns of the crime and gets hold of the two men and their 14-year-old brother he slaughters all three to wreak vengeance.

In the concluding scene the father turns on God and demands to know how such evil things can be. Then suddenly penitent, he promises God to build a church of stone with his own hands on the spot where his daughter died. At that moment a trickle of water comes forth and bursts into a stream on the site. This is the "virgin spring."

What does it all mean? Probably no more than it appears. It is a religious parable with a moral to the effect that mankind, including the innocent, must always suffer evil, and the righteous man can do no more than put his faith in God.

On the other hand the Bergman cult, which will flock to see this picture with the same enthusiasm it takes to all his films, will doubtless find an excess of hidden meanings. The Bergman obsession with dreams, the occult, religion, good and evil, and the like is as evident here as before to help them in their search for clues.

What everyone should be able to agree on, however, is the brilliance with which Bergman has made this film. His control of milieu and moods is masterful; he handles the light-hearted scene of the daughter's departure on her journey with the same assurance and complete realization of effect that he brings to the sickenning terror of the rape scene and the violent horror of the slaughter of the herdsmen. This latter episode, while notably brutal, is no more than several of a like nature in some current Hollywood pictures.

The acting, as in all Bergman films, is superb. As the young girl Birgitta Pettersson radiates with innocence and charm; Max von Sydow (who played the "Magician") suggests great moral strength as her vindictive father; and Birgitta Valberg plays the mother with power and conviction. The two herdsmen are evil incarnate in the persons of Axel Dulong and Tor Isedal, and Ove Porath makes a pathetic figure as their frightened brother. Also exceptional is Gunnell Lindblom as a neurotic servant girl who witnesses the rape.

Excellent subtitles translate the Swedish dialogue of this fascinating film.

Running time, 88 minutes. Release, in November.

RICHARD GERTNER
The Greatest Adventure

For Christmas and the New Year

Walt Disney Presents

Swiss Robinson

Starring John Mills, Dorothy McGuire, MacArthur, Munro, K. C. Doolin, and Valetta.

Based on the novel "Swiss Family Robinson" by Johann Wyss.

Directed by Bill Anderson and Phil Rosen.

Produced by Jack Kinney and S. N. Behlau.

Screenplay by Bill Anderson, Ken Annakin, and Lowell S. Havas.

Released by Buena Vista Distribution Co., Inc.
THE STORY OF THEM ALL!

DISNEY'S FAMILY

TECHNICOLOR® • FILMED IN PANAVISION®

SET YOUR CHRISTMAS AND JANUARY PLAYDATES NOW...

to ride the crest of a Showmanship Campaign — BILLBOARDS! SUNDAY SUPPLEMENTS! MERCHANDISING TIE-INS! RADIO! TELEVISION! NEWSPAPERS — to be launched with A BIG SPECIAL SHOW on "WALT DISNEY PRESENTS" Sunday, December 18th, over the entire ABC-TV Network (6:30 PM, EST), captivating 40,000,000 viewers who will be waiting for your engagement!
Hunt Stromberg, Jr.,
A CBS Vice-President
From THE DAILY Bureau

HOLLYWOOD, Nov. 14. — The appointment of Hunt Stromberg, Jr., as CBS Television Network vice-president, program development, Hollywood, effective immediately, was announced today by James T. Aubrey, Jr., president, CBS Television Network.

Stromberg has been director of program development, Hollywood, since October, 1939. He joined the CBS Television Network in June, 1956, and has served as a program executive on the West Coast since that time. Formerly, he was program director, KABC-TV, Los Angeles, and also general manager of the American Broadcasting Company's western regional network.

In his new post, Stromberg will report to Guy della Cioppa, vice-president, programs, Hollywood.

As for movie trailers, or commercials promoting a local theatre's film attractions, Hartenberg said that several of this stuff in the past has been exceptionally violent or overly-sexy or, at least, quite suggestive. While broadcasters have said no to control over what theatres exhibit in their own areas, he said, they must be careful in accepting film-clip commercials for use on the air.

Ask Close Scrutiny
"Look these offerings over with care," he told the broadcasters. "If you can't do it yourself, be sure some responsible staff member does. If you are in doubt, ask your closest code office for an opinion. You will get it fast, and at no charge."

He also advised the broadcasters to screen post-1948 feature films, some of which already have been released to television. He added: "This is not to discredit this material, for certainly the great percentage of it is acceptable television fare, but remember, some of it raised a few eyebrows when exhibited in the theatre.''

Included in the code presentation were motion pictures related to questions that have been raised about code interpretations. These were presented by Edward H. Bronson, NAB director of television code affairs.

British Toll TV
(Continued from page 1)

The submission will incorporate the following recommendations: that while exhibitors are 100 per cent against the introduction of toll-tv, they should be given the opportunity to participate if the government decides to go ahead, and that the government should ensure that toll-tv does not fall into the hands of large commercial television monopolies.

Exhibitors also point to the fact that the government has gone to considerable lengths in trying to maintain a healthy British film industry, and they cannot believe that the committee is prepared to see an integral section of that industry dwindled perhaps to the point of complete extinction.

Exhibitors had contributed for a number of years to the government's call to make a voluntary subsidy for British film production and this subsidy continues today in a statutory form. If this production was to turn away from the cinema to future, the exhibitors feel they could hardly be expected to continue to give financial help.

Reade Managers
(Continued from page 1)
and first quarter 1961 activities by the Reade officials.
Cash prizes will be awarded to managers winning the circuit's recent exploitation activities on a variety of motion pictures and an announcement will be made for several one hundred dollar cash awards to the manager doing the best exploitation job on a variety of new films to be released during the next several months.

The all day session will include a review of the forthcoming product; screening of trailers; advertising and exploitation session; and a review of the circuit's concession operations.

Managers will receive kits of advance accessories on new film product supplied by all the film companies.

Cleveland Banquet Slated
CLEVELAND, O.—Nov. 14—Members of the Leonard Greenberger Memorial Committee have decided to hold the annual banquet Feb. 24, 1961. At that time Greater Cleveland's best showman of the year and the best picture shown here between Jan. 1 and Dec. 31, this year, will be named. Variety Club will name the showman and the Cleveland critics will select the best picture.

Hollywood AFTRA Joins
In Move to Strike Today
From THE DAILY Bureau
HOLLYWOOD, Nov. 14. — Striking forces with the New York and Chicago chapters, strike authorization has been voted unanimously by Hollywood membership of the American Federation of Television and Radio Artists, if negotiations unable to arrive at new contract the television-radio networks to place the current pact which expires tomorrow.

Negotiations continued here in a late hour last night between AFTRA and representatives of the television and radio networks in what appears to be a sincere effort on the part of both to reach an agreement on a contract. Talks had begun at 2 ½ yesterday. Progress is reported to have been made in the direction of agreements which would affect performers in New York, Chicago and Los Angeles.

Moretco, Moody Give
New Technicolor Post
From THE DAILY Bureau
HOLLYWOOD, Nov. 14. — Continental Color Corp. president, Merle Moretco, and vice-president, Frank Moody, has been appointed national sales manager of the Technicolor color consumer photographic product division, and Emmet E. Moret has been named controller of the division.

Both will maintain offices at the company's downtown headquarters in Burbank, Cal.

Mirkin Named
(Continued from page 1)
kin in charge of all production publicity for films made under the supervision of M., Frankovich, vice-president in charge of European production activities.

At the same time, Rosenfield announced the appointment of Harvey McCombs as Mirkin's assistant. His primary responsibility will be to service the Continental press representatives based in London with production publicity.

Called a 'First'
With the setting up of this new publicity structure, Rosenfield said that Columbia becomes the first film company to establish a unit in London, catering specifically to the needs of the United States and the foreign press on major productions made in Europe.

Mirkin, under the new arrangement, will organize and administer production publicity budgets. In cooperation with Alan Tucker, British publicity chief and Jack Wiener, Continental publicity chief, Mirkin will arrange for junketing and foreign press coverage; organize tv and radio coverage; and implement trailer production. He will also maintain publicity liaison with independent producers in behalf of the home office.
Hew Bergman Film Acclaimed in U.S. Debut

The Virgin Spring’’ Premieres at the Beekman Theatre

The arrival of a new Ingmar Bergman film to these shores has become a motion picture industry event. The same held true last night when hundreds of industry notables, show business personalities and members of the diplomatic corps turned out for the American premiere of the famed director’s provocative new film, “The Virgin Spring,” at New York’s Beekman Theatre.

Lovely Swedish actress Gunnel Lindblom, who appeared in Bergman’s triumphal “Wild Strawberries” and “The Seventh Seal,” and who stars with Max von Sydow in “The Virgin Spring,” was on hand to spark the opening night proceedings. A special reception at the Swedish Ambassy in her honor followed the premiere. Produced by Svensk Filmindustri, “The Virgin Spring” is being released in this country by Janus Films.

Crowds converge on the Beekman Theatre, scene of the American premiere of Bergman’s “The Virgin Spring.” Lines began forming at 3:30 in the afternoon and extended around East 60th Street from Second Avenue.

Swedish actress Gunnel Lindblom provides an eye-arresting center of attraction flanked by, from left, playwright Tennessee Williams, director Frank Corsaro, Swedish foreign minister Osten Unden and the actress’s husband Dr. Sture Helander.

Among the industryites attending the premiere are Robert S. Ferguson, national director of advertising, publicity and exploitation for Columbia Pictures, and Mrs. Ferguson.

Autograph hunters surround lovely Miss Lindblom, as she arrives at the Beekman for the premiere of the latest of Bergman’s unusual films. With the Swedish star is her husband Dr. Helander.

Eugene Picker, president of Loew’s Theatres, and Mrs. Picker are among the notables attending.
FOR THE
Merriest Xmas
AT YOUR BOXOFFICE!

Susan Hayward
THE WIFE WITH
A PROBLEM!

James Mason
THE HUSBAND WITH
A PROBLEM!

Julie Newmar
THE PROBLEM!!!

The Marriage-Go-Round

CinemaScope
COLOR by DE LUXE

Produced and written by Leslie Stevens/Directed by Walter Lang

when you climb aboard "The Marriage-Go-Round" you won't have any problems!
Britons Hold that U.K. Leads Way
In the Field of Automatic Projection

By WILLIAM PAY

LONDON, Nov. 14 (By Air Mail)—Britain is leading the way in the press-button film projection age.

Some 300 theatres have already equipped with Rank Precision Industries’ Projectomatic which handles automatically the running of the show and further installations are being placed at one a week.

A recent survey revealed that there is an acute awareness amongst British exhibitors that today’s patrons have a

Continued on page 7

MMPTA to Induct New Officers on Dec. 6

Leslie R. Schwartz, president of Century Theatres, will be inducted as president of Metropolitan Motion Picture Theatres Association at a luncheon meeting of the board of directors of the association to be held at the Hotel Astor, Dec. 6.

At the same meeting Sol A. Schwartz, president of RKO Theatres, will be installed as chairman of the board. Russell V. (Continued on page 7)

Stipulation in the Phonevision Case
Accepts Estimates on Service Costs

By E. H. KAHN

WASHINGTON, Nov. 15.—All three parties to the Hartford Phonevision case, now pending before the Federal Communications Commission, have entered a stipulation concerning certain technical data and other material. The stipulation includes acceptance of Hartford Phonevision’s statement that on an assumed installation of 10,000 pay-tv decoders, the service cost would be $188,700 and the repair cost would be $99,000, for a combined average of $287.77 per decoder.

The parties also stipulated that in 1958, when about 10 per cent of total television receivers were newly in (Continued on page 7)
D. of J. Letters

(Continued from page 1)

sel, Harold Rome of Philadelphia. However, Stern conceded the letter was "not encouraging."

"Some of it we do not agree with," Stern said, "and that is why we are asking for a legal opinion. Also, there are parts of it that we want to get into the record, regardless of the fact that it may become academic in consequence of last week's election results."

Stern's reference was to the prospect of designation of a new Attorney General, possibly with a change of policy in the anti-trust division, after the election.

Twelve Complaints Listed

It was indicated that Bick had replied that the trade practices complained of by Jersey Allied are not illegal in the absence of evidence of collusive action. As reported in Motion Picture Daily on Oct. 26, the organization listed 12 alleged trade practices and their effects on the public as well as theatre owners, and inquired whether they were in violation of the Paramount consent decrees and, if so, what the remedy is.

Bick's reply was submitted to the national Allied board meeting in Chicago last week but no action was taken on it. A similar trade practice communication had been addressed to the attention of major companies earlier by former Allied president Al Myrick, who had received replies mainly consisting of denials of the alleged practices.

The Jersey organization also directed Stern to wire Syros Skouras, 20th-Fox-Fox president, concerning a purported commitment he made to a committee of four exhibitors on selling policy for "Can-Can" in New Jersey.

Called Policy Reversal

Acting for the organization's emergency defense committee, Syros Skouras told Skouras that the release policy for "Can-Can" being followed in New Jersey is "a complete reversal of your policy. Can we meet with you to discuss our issues and policy?"

Stern did not elaborate on the policy said to have been specified at the earlier meeting with the exhibitor committee, at which sales policies for "South Pacific" and "Peyton Place" were also discussed, it was said.

Gerard Speaks Today

Phil Gerard, Universal-International Pictures' eastern advertising and publicity director, will be the guest speaker today at the Walter Reade theatre managers semi-annual meeting at the circuit home office headquarters at Mayfair House in Oakhurst, N.J. Gerard heads the New York office of the National theatre managers on "merchandising in a Changing Industry."

Form National Reality

As NT&T Subsidiary

From THE DAILY Bureau

HOLLYWOOD, Nov. 15.—Formation of National Reality as a division of National Theatres & Televi- sion, Inc. was announced today by E. Gerald Cantor, NT&T president. Cantor, noted how plans are to explore various diversification projects that have been brought to NT&T's attention, made the announcement through his own offices.

National Reality will develop NT&T's extensive property holdings under direction of Irving Epstein, who has been appointed president of National Reality. Epstein has been asso- ciated with NT&T for the past 35 years.

Cantor pointed out that NT&T's property holdings in 19 states have outstanding development potentials. He said such properties as theatre parking lots are, generally, in prime real estate areas suitable for construction of new multi-story office and parking structures.

Isaacs Is Telemeter

Franchise Director

Phil Isaacs has been appointed to the newly created position of director of franchise operations in the U.S. and Canada, it was announced by Louis A. Novins, president of International Telemeter Company. A veteran of 14 years in the motion picture industry, Isaacs began in his present capacity to the development of Telemeter franchise operations both here and in Canada, and will serve as liaison between International Telemeter Company and its franchise holders.

Isaacs has resigned from the Fruchtman Theatres organization in Baltimore, where he was associated with Jack Fruchtman, to take over his new duties with Telemeter. Before joining Fruchtman he had served with Paramount Film Distributing Corp., in executive capacities including assisting to vice-president Hugh Owen, present manager of the Rocky Mountain division.

New 'World Premiere'

For 'Gone in Atlanta'

Special to THE DAILY

ATLANTA, Nov. 15.—A new "world premiere" will be given the revival of MGM's "Gone With the Wind" here next year in connection with the Georgia Civil War Centennial. The film will open on March 10 at Loew's Grand Theatre where it first made its debut in 1939.

Peter Zack Greer, chairman of the Centennial, said invitations will be issued to surviving members of the original cast to attend the new event. A new scene will be added to the stage and screen will be on hand.

Newspaper Save Us

"Wizard" Package

(Continued from page 1)

tour through 300 cities and to 10 radio stations. The film, a tie-up with the product company, involving 20 major novelty and department store chains, a 16-page coloring book distributed through 17,000 radio stations and a stationery and drug department store outlets; a 20ths-Fox-recorded, the title song by stars of the film, "I Can't Get Along Without You," a national print advertising campaign, all full-color comic strip ad phl through the Metro and Pock paper syndicates; an immense radio and television promotion campaign, a special 3-minute short subject which will be distributed free to 2,500 TV stations across the country; plus 9 individual tv spots; 11 radio spots; and a country-wide tour through the nightclub network by Dick Shawn.

The attraction bows on a saturation basis through the U.S. and Canada, which debuts will be supported by the merchandising package and a dual-advertising campaign aimed at both youths and adults.

Sponsor 'Rever' Bow

The evening performance of American premiere of Roberto Rossi nni's "General della Rovere," on Mon- day at the Paris Theatre here will be sponsored by the American Industrial League. Continental Italian is leading the film.

SALESMAN WANTED

To handle industrial and mobile rela- tions films, also, Television Commercial. 

Address: Walter S. Seider—Lang Productions 

143 East Merrick Road

Lindenhurst, N.Y.

Ph.: Mayfair 3-2700
Great Wall' Released
without AromaRama

"Behind the Great Wall," documentary on Red China released last week, is the last in the AromaRama process, now being handled by Continental Distributing, Inc., in conventional edition without the scent technique. The picture opened in Washington, D.C., at the Apollo Theatre last week and took in over $6,000 for the first week, breaking the house record, according to Carl Peppercorn, general manager of the management.

Charles Fellemen of Continental's exploitation staff is going to cities for the new openings to put special emphasis on promotion among school, civic and other organizations.

Lyanne, Trojan in Deal for Filming in Portugal

From THE DAILY Bureau

HOLLYWOOD, Nov. 15.—Producer-director Francys Lyon's Lyanne Productions, in association with Trojan Productions, headed by Ralph Andrews and Irwin Bucshpan, have entered into a deal with a Tohis Portore Production for co-production in Portugal of "Time Bomb" from a script by George and Gertrude Fass.

George Nader and Katy Jurado will co-star in the melodrama to be filmed in and around Lisbon.

Ohio Censorship

Proponents Defeated

Special to THE DAILY

COLUMBUS, O., Nov. 15.—State Senator Tom O'Shaughnessy and Paul Lynch, Democrats, leading proponents of censorship legislation in the last session of the Ohio Legislature, were defeated in their bid for re-election.
The RADIO CITY MUSIC HALL will be

WHERE THE

Metro-Goldwyn-Mayer's hilarious new comedy with the

starring

DOLORES HART • GEORGE HAMILTON • YVETTE
BARBARA NICHOLS • PAULA PRENTISS with FRAN

Screen Play by GEORGE WELLS • Based on the Novel by GLENDON SWARTHOUT • Directed by HENRY HERSHMAN
In CinemaScope and METROCOLOR • A EUTERPE PRODUCTION
Who's Where

Melvin Douglas, stage and film star, has been signed for a new half-hour television series, "The Hidden Key," based on real life psychiatric cases. It has been announced by Jack Gold, executive producer for Tri Video Corp., New York, and will be written and script editor for the series, which will be produced and directed by Mitchell Grayson.

William E. Huston has joined Transfilm-Carvel Incorporated as vice-president in charge of tv commercial sales, it was announced by William Miesegaes, president of the business communications, tv and industrial film production company. Formerly, Huston was director of international sales at Filmways, Inc. Prior to his last position, Huston was for three years sales and promotion manager with MPO Productions, Inc. From 1952 until 1954, he was sales manager for tv commercial films at Screen Gems.

Synn B. Cowles has been named director of advertising and promotion for WTSV, the metropolitan Broadcasting Corporation's station, WNEW-TV, effective immediately, it was announced by Bennett H. Korn, executive vice-president in charge of television for the corporation. Cowles comes to his new position from the corporation's Washington, D.C. station, WTTG-TV, where he held a similar post.

Ford, at NAB Meeting, Skirts Pay-TV Subject

From THE DAILY Bureau
WASHINGTON, N. Y. — Federal Communications Commission chairman Frederick W. Ford made only the barest mention of pay TV in addressing the regional fall conference of the National Association of Broadcasters here today. He merely said that the record in the Hartford Phoneline application for a pay-TV test "has moved along very rapidly," implying that it may soon be decided.

Ford stressed his belief that an all-channel television receiver is needed for the U.S. market, stating that if Congress does not impose this requirement by legislation "then we will have to solve it on some administrative basis which, I am afraid, will not be quite as satisfactory.

He indicated that, for the most part, the principal issue at stake concerning community-antenna television systems—duplication—affects itself, but he expects to have more to say on this question in the near future.

Ford would like FCC to have authority to deal with the duplication problem in the limited number of areas where this remains a problem.

The FCC chairman noted that the commission had handed out 232 applications to pay-TV stations, but 146 of the applicants had dropped out, mostly because the FCC was not willing to consider licensing 279 of the pay-TV stations.

Ford said that he would like FCC to be able to do on a direct basis with the networks what it now does with stations.

In the coming session of Congress, Ford observed, FCC will be called on to discuss television channel allocations. FCC is also considering making recommendations concerning rules to control group sales and mergers, he declared.

Ford also said he hopes to be able to speed FCC's internal procedures so that license applications can be processed more rapidly.

Broadcasting Person

Theme at NAB Meet

WASHINGTON, Nov. 15, BROADCASTERS attending the National Association of Broadcasters' fall confab here were told that people were the main ingredient of their industry's success. Operations demand the est techniques in their employ.

The subject was explored by the executives of the broadcasters at the opening conference session. General theme was "People and its.

Howard H. Bell, NAB vice-chairman for industry affairs, presented. Other participants were William J. Walker, chairman of the National Cable Commission, and John M. Coulter, manager of radio, television and relations, and James H. Hulbert, manager of broadcast personnel and newst."
**PHONEVISION**

(Continued from page 1)

The average yearly installment of service cost per set was $22.79. The stipulation was based on the results of the Teleometer survey in Canada submitted by the broadcast Bureau and earlier reported Motion Picture Daily. "There are only one opinion in this survey," referring to the firm that made it. In one asked whether the homes that accepted Teleometer programs during a period also watched free TV. The survey also showed that if the interviews completed among 204 homes over a three-year period in mid-October, 183 shows were seen, 204 homes in which 138 shows were seen spent a total of $163.50 on their viewing. The 204 families average weekly expenditure was 8.0 cents.

**AFTRA Talks**

(Continued from page 1)

take which would have affected performers in New York, Chicago and Los Angeles. The negotiations are being held at the CBS offices, and were reported yesterday to have progressed a point where a walkout is considered extremely unlikely. The networks involved, in addition to CBS, are NBC, ABC and Mutual.

Spokesmen for the union reported that agreement had been reached in several areas but that the two factions were still seeking to find common ground on the subjects of live and taped TV shows and payrolls to actors appearing in commercials.

**Sherman Honored**

(Continued from page 1)

Dec. 12, at the Waldorf Astoria, will represent a major event in the industry's campaign to raise funds in support of human-rights programs current with JDA's two components, the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Sherman, who heads one of the largest nation-wide vending-concessions organizations in the country, pioneered in the motion picture industry. Before embarking on his machine vending services career, he operated a chain of 52 motion picture theaters. His many philanthropic endeavors include his work for the United Home for the Aged Hebrews in New Rochelle. He served as the chairman of the board for several years and has been named the institution's honorary president. He is vice-president of the Hebrew National Orphan Home and is active in the Young Men's Philanthropic League.

Joint Defense Appeal, the primary fund-raising agency for the American Jewish Committee and the Anti-Defamation League, he has also strongly supported. An initial campaign is seeking a national total of $6,100,000 for support of programs to combat discriminatory practices and group-influences.

**4th 'Sunday' Week Big**

"Never On Sunday" racked up a tremendous gross of $25,457 during its fourth week at the Plaza Theatre, it was announced by Ilya Lopert, president of Lopert Pictures.

**Ulman, Weinstein Form New Ad Agency**

From THE DAILY Bureau

WASHINGTON, Nov. 15.—E. K. Hartenbower, of the Television Code Review Board, today told a National Association of Broadcasters meeting that the board is trying to prevent all post-98 films that have been made available for television before they are distributed to broadcasters. He noted that at least one "package" of films that is being offered contains 12 "questionable" pictures.

NAB vice-president Charles H. Tower commented on pay-television, saying that this "old chestnut" is still around and that no one knows what the future will bring in regard to the Hartford Phonevision test application. He said that he thought NAB had gotten its anti-payTV story across to FCC at no Hartford hearings, despite procedural difficulties.

**Expects Decision Soon**

He added that he believes that under pay TV the public will get little or nothing more than it now receives and yet will have to make a direct payment. He thinks the FCC decision on the pay-television test will be out in three or four months.

Commenting on the Teleometer test in Etobicoke, Tower observed that "it isn't a complete bust at this point. On the other hand, it's far from a dramatic success." Tower thinks it will take at least another year to judge the Canadian experiment's success.

Tower added that NAB's efforts to persuade Congress to regulate community antenna television systems failed in the last session of Congress. Another try will be made next year. He said that if a question of a station's property right in its signal is being litigated by a group of Salt Lake City stations, and that United Artists is testing the validity of its franchise right in program material picked up by community-antenna systems.

**Sees Result Significant**

If FCC's New York City ultra-high-frequency test is successful, Tower said, it will be a large boost in the direction of a move upstairs for all television licenses. Whether it succeeds could have a significant impact on television channel allocations, he added.

**MMPTA Officials**

(Continued from page 1)

Downing, Emanuel Frisch and Schwartz, members of the MMPTA inauguration lunchcheon committee, an MMPTA meeting will be attended by leaders of all branches of the industry.

**Say U.K. Leads Way**

(Continued from page 1)

right to expect faultless showmanship, according to U.K. experience will specialize in servicing multiple-run film advertising, according to Ulman.

**Users Listed**

Current users include: Granada Theatres, the J. Bronnman Circuit; Jacey Cinemas; the Shack Hyde Circuit; Cheshire Country Cinemas; Theatre Administration; Essoldo and Rank's Circuit Management.

This British invention, the large model of which performs automatically the main functions during a continuous film performance, provides the operator with a "robot" assistant. With this work taken off his hands he can pay closer attention to accurate focusing and adjustments to compensate for variations in the film, and project perfect light variation and pay attention to dramatic sound effects. In short—he can indulge in showmanship.

**Acceptance Almost 100%**

Projectomatic has been almost 100 per cent accepted by operators who use it. They have discovered that it is an aid rather than a burden. In many cases, they have been able to replace an operator in five minutes.

The actual functions that can be performed by Projectomatic, according to the type installed, are: Start and stop projectors; move and extinguish areas; open and close dowsers; change-over of picture and sound (single track optical or multi-track magnetic); start and stop non-synchronized systems, animation film to non-sync; and vice versa; open and close curtains; dim footlights and houselights through a reactor dimmer; operate screen masking for three aspect ratios.

**Can Take Color Selector**

In addition, a color selector system can be fitted, giving facilities for four combinations of three-color circuits or house-lights.

**Downing Head**

(Continued from page 1)

was made yesterday by Charles E. McCarthy, executive vice-president of COMPO, following a meeting of representatives at McCormick's office.

Present at the meeting were Kenneth Clark, representing MPAA; D. John Phillips, representing MMPTA; Martin Quigley, representing the Motion Picture Clubs International; Al Floersheimer, representing TOA, and Martin Quigley, Jr., appointed by Jean Emanuel of the COMPO trade press committee. McCormick handed over industry's trade papers. A representative of National Allied is a member of the group, but was unable to attend.

**Hollywood Stars to Attend**

The group discussed preliminary plans for the dinner, which is expected, will be attended by top Federal, State, municipal and other figures from all over the country prominent in exhibition, distribution and production. A large delegation of Hollywood stars, directors and producers is also expected to attend.

According to McCormick, arrangements will be made immediately to fix the time and place for the affair, which, he said, gives promise of being one of the outstanding social events in the industry's history.

**Mochrie Estimate**

(Continued from page 1)

wide gross has been considered impossible in the past," he added, "but if any picture is to reach that figure, it surely will be 'Ben Hur.'"

It has opened in 325 cities throughout the world and has already amassed over $8,000,000 in the box office. Of that total $8,000,000 represents the 270 United States and Canada engagements and the rest is from the 55 overseas engagements where "Ben Hur" is also heading for all-time records.

Anniversary celebrations are coming up next week at the Egyptian, Los Angeles; the Saxon, Boston; the Boyd, Philadelphia. They will be joined before the first of the year by the Coronet, San Francisco; University Theatre, Toronto; Michael Todd, Chicago; London is also getting set for an anniversary celebration Dec. 16.

$2,400,000 in New York

Six theaters have followed the lead of Loew's State, which grossed over $2,400,000 at the box office in its first year, by grossing $1,000,000. They are the Boyd, Philadelphia; Egyptian, Los Angeles; the Coronet, San Francisco; the Michael Todd, San Francisco; the Michael Todd, Chicago; and the Empire, London.

Nine other cities have already topped a half-million at the box office. They are: Boston's Beacon Central; University, Toronto; Lincoln, Miami; United Artists, Detroit; Warner, Washington, Pittsburgh; Theatre Tokyo, Tokyo; Nangal Cokip, Osaka.

"Ben-Hur" is now playing in 27 countries.
SOMETHING WILD
IS WILDLY EXCITING!

CARROLL BAKER
IN
“SOMETHING WILD”
CO-STARRING
RALPH MEEKER
WITH MILDRED DUNNOCK/JEAN STAPLETON/MARTIN KOSLECK
DIRECTED BY JACK CAREEN / PRODUCED BY GEORGE FISCHER
PHOENIX ENTERPRISES PRODUCTION

SHOOTING NOW COMPLETED
AFTRA Submitting Webs' Proposals to Board Units; Termed 'Disappointing'

Strike action by the American Federation of Television & Radio Artists is in abeyance pending completion of a study by the Western and Central sections of proposals given to the Eastern section of AFTRA's board by the four major networks here yesterday.

Details of the proposals were not disclosed but John Dales, of the Screen Actors Guild, which has jurisdiction over programs and commercials produced on film, was quoted as terming them "deeply disappointing."

Donald F. Conaway, national secretary of AFTRA, flew to Los Angeles yesterday to present the networks' series of proposals to the Western section of the national board today, and will go from there to Chicago to present the proposals to (Continued on page 6)

Sunday Films Opposed

By Canadian Union

Special to THE DAILY

TORONTO, Nov. 16.—The Toronto Film Exchange Employes Union has come out in opposition to Sunday movies. They voted "overwhelmingly to oppose Sunday movies or any form of Sunday entertainment that would deprive of a labor free Sunday," according to a letter from L. J. Wells, chairman of a special committeeitzing the employees' views.

Another IA local in Toronto, that of the projectionists, voted unanimously in favor of Sunday movies. It was their action that started the Sunday film action.

The city's tv station refused to take any advertising supporting Sunday films.

FCC Suspends Rule on Sponsor Identification

From THE DAILY

WASHINGTON, Nov. 16. — The Federal Communications Commission has granted the petition of the Alliance of Television Film Producers to waive, temporarily, the requirement that sponsorization identification be announced. The commission stated, however, that this waiver does not permit general disregard of the obligation of broadcast licensees to make sponsorization identification announcements. Rather, it is intended to pro- (Continued on page 6)

John Daly Leaves ABC

Over Policy Difference

John Daly has resigned as vice-president of American Broadcasting Co. in charge of news, special events and public affairs because of a "fundamental difference on policy" with Leonard Goldenson, president. He was reported yesterday.

Three Ohio Theatres

Slated to Reopen

Special to THE DAILY

CLEVELAND, O., Nov. 16.—Three theatres in this area are about to reopen. Eddie Modie, well-known exhibitor, will have his State Theatre in Barnesville going by Nov. 21. It closed six months ago.

Manny Stutz, former Cleveland exhibitor, has joined with Aaron Moses to reopen the old Allen Theatre in Akron, renaming it the Astor.

Paul Vogel's Liberty Theatre in Wellsville is to reopen shortly, having been closed for over a year.
**Personal Mention**

**Eric Johnston**, president of the Motion Picture Association of America, will be in New York from Washington today.

**Arnold M. Picker**, United Artists vice-president in charge of foreign distribution, has returned to New York from Europe.

**Morris Lifko**, in charge of “Ben-Hur” sales for MCM, is in Philadelphia today from New York.

**Ernest Emerling**, Loew’s Theatres advertising-publicity director, has returned to New York from a European trip.

**Jeff Livingston**, Universal Pictures executive coordinator of sales and advertising, left New York yesterday for a five-day trip to California.

**Eugene Skinner**, booker and buyer for Dixie Drive-in Theatres, Atlanta, has returned there from Charlotte.

**Sid Snider**, president of Vitalite Film Corp., left here yesterday for Dallas.

**Robert Goosby**, Columbia Pictures studio publicity manager, is scheduled to arrive in Tokyo today from California.

**Joseph Hendons**, of the Capital and Holiday theatres, Erwin, Tenn., has returned there from Washington.

**Mrs. Al Lichtman**, widow of the former production head at 20th Century-Fox, will return to New York from Europe tomorrow aboard the “Leonardo da Vinci.”

**Herbert Schwartz**, branch manager for Columbia Pictures in Albany, N. Y., has left there for Oneida, N. Y.

**Oscar Howell**, Jr., of Capitol City Supply Co., Atlanta, has returned there with Mrs. Howell from a vacation spent in Tennessee.

**Telemeter**

(Continued from page 1)

Schlesinger Investments, Ltd., prominent in the South African and U.K. entertainment worlds for many years, with whom Sir Michael Balcon is associated, and N. M. Bower Sons, well known European banking firm, which has agreed to act as bankers and financial advisers for the new company, have been announced. BTHV has an authorized capital of £1,000,000 ($2,800,000) of which more than 10 per cent is being taken up initially, principally by British interests, the largest single share being taken up by the participants when required.

Under the deal, the new company will have unrestricted choice of the policy it elects to pursue, whether it be manufacturing of Telemeter equipment, programming, telecasting operations, or the licensing of others to engage in these activities, under whatever authority is granted by the government.

**Government Approval Necessary**

Actual start of operations must await government action authorizing tax-pay TV. A preliminary study of the question is now in progress, with all interested parties being given an opportunity to participate. The views and recommendations to the government’s Pilkington committee, which is conducting the study.

The first directors of British Telemeter Home Viewing are: R. A. Allan (alternate, Earl of Drogheda); A. E. Hamel (alternate, Sir Michael Balcon); David Kingsley (alternate, John Boslough); W. McMillan (alternate, Laurence F. Scott); Novins (alternate, F. E. Hutchinson) and Joseph Worton (alternate, Sidney L. Bernstein).

R. A. Allan of The Financial Times group, has been elected temporary chairman.

Will Be British-Controlled

A spokesman for BTHV stated in London: “It is important to note that British Telemeter Home Viewing Ltd., will be British-controlled, with Paramount having a minority interest.

At such time as the government is persuaded that telecasting equipment for Telemeter systems will be manufactured in the United Kingdom.

Within the framework of government authority, such equipment would be made available to franchise holders, in which it is hoped many varying interests will participate.”

Novins also made the following statement: “The formation of this group in the United Kingdom is expected to effect a growing belief that some form of pay television will eventually be adopted in principal television markets of this world. Naturally, we are happy that a group of such stature has chosen the Telemeter system as the vehicle for its investment in the future of pay TV.”

**Tent Talk**

**Variety Club News**

**PITTSBURGH** — Tent No. 1, at a meeting held in the Penn-Sheraton Hotel, elected the following members to the board of directors: Ray Downie, L. Elmer Ecker, Harold Gray, Archie Hickie, James Klingensmith, Ted (Jeremy) Reeves, Bob Rosulli, Ernie Stern, Lou Auerbach, Jack Von Lloyd and Nate Kaufman.

**ALBANY, N. Y.** — The Variety Club’s plan to sell its three-story brick building on State Street, just west of the Capitol, has been abandoned. Headquarters will continue to be maintained there.

**Music Hall to Have Float in Macy Parade**

An ice-skating rink on wheels and a Christmas tree of living ballerinas will mark the Radio City Music Hall float in Macy’s Thanksgiving Day Parade as both the Music Hall Cos and Rockette take part in the day’s festivities. The ballerinas will ride the float, the entire parade route. The Rockettes will perform in Herald Square.

The 35-foot Music Hall float will carry a real ice rink, 12 feet long and 8 feet wide, upon which the skating displays of Hampton and Koski will perform as ice-adapted acts. Providing the float as “Snow Queen” will be prima ballerina Helen Wood. Other ballerinas will form a Christmas tree 16 feet high. The float will be flanked by a marching corps of uniformed Music Hall ushers.

**Connecticut Exhibitors**

(Continued from page 1)

**RKO General interests**, this afternoon at Racerbuck Country Club, Connecticut Informant was inaugurated by Phil Harling of the Joint Committee against toll-tv; Atty. Herman M. Levy, general counsel of TOA and executive secretary of MRO of Connecticut; Berne Munschell of Outdoor Theatres Corporation; B. E. Hoffman, Connecticut Theatres; and Maurice Bailey, Bailey Suburban Theatres, each making up the executive committee of the state-wide anti-toll-tv drive.

**Acquires "Shadows"**

“Shadows,” feature film produced by American actor John Cassavettes, has been acquired for world-wide distribution by Lion International Films, and is being handled by managing director. The picture has already opened in London where it is reported to be setting records.

**Spartacus**

(Continued from page 1)

ending last night generally showed the best receipts since opening week according to word received by UPI in New York.

At the McVicars Theatre in Cincinnati, the picture took the number one berth, topping all previous weeks by a margin of $2,000 while in New York the fifth and sixth weeks were a dead heat with some of the other pictures above.

**Pantages Grosses Healthy**

The fourth week at the RKO Pantages Theatre in Los Angeles was a bit lower than the first. The third and fourth weeks at the Astor in Boston topped second. The seventh week at Madison and the Goldwyn in Philadelphia were neck and neck with the initial week.

Theatres also report a general rise in receipts this week with most of the grosses up from previous weeks by Election Day.

**‘Swiss Family’ Booked At Two Theatres Here**

Walt Disney’s “Swiss Family Robin- son,” will premiere in New York December 23 at the Trans-Lux Mandel Theatre and New Embassy.

The engagement at the New Embassy inaugurates a new policy for theatre — the showcase presentation of major Hollywood attractions. The theatre will be closed for a week mid-week prior to the opening.”

‘Swiss Family Robinson’ to Facilitate a complete refurbishing program.

**JET TO BRITAIN aboard BOAC’s daily MONARCH ROLLS ROYCE INTERCONTINENTAL 707 (fastest of all big jets) with ‘Golden Service’**

reservations through your Travel Agent

**BOAC**

British Overseas Airways Corpora- tion

Jet and/or J et-prop flights from New York, Boston, Chicago, Cleveland, Detroit, Houston, Los Angeles, San Francisco, Montreal, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor; James D. Sears, Managing Editor; Richard Gertner, News Editor; Herbert V. Fendley, Advertising Manager; Gus H. Faneal, Production Manager; TELEVISION ROYALTY, D. B. Brown, Manager; Telephone Hollywood 7-2145; Washington, 916, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. E. B. Grady, Business Manager. Picture Daily is published daily except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circula- 753; Vice-President: Leo J. Brady, Secretary, Other Quigley Publications; Motion Picture Herald, as a section of Motion Picture Herald, Television, Film, Radio, Variety, Advertising and Finance. Send your Order to: FILMACK 1327 So. Wabash — Chicago 5
Warnings of Ad-Man Shortage

(Continued from page 1)

dishing in the dynamics of a changing film industry, and pointed out that there is sure to be a talent vacuum in the merchandising side of the industry unless an industry-wide apprentice training and talent recruiting program is launched to integrated advertising, publicity and promotion. This would strengthen and expand promotional forces in the business and build executive talent for the future, he said.

"The ideal training ground for these new talents and the greatest need today is at the theatre level," he declared, "where the product has been sold directly to the audience. Only by knowing what moves an audience and what sells the show at the theatre level can a film publicist or promotion man adequately learn his trade.

Names Eight

"Our the years the greatest merchandisers of film business came out of theatre operation--out of the great circuits and out of the independents," he said. "They were spawned in the theatre--men like Bill Halllander, Bill Barach, Paul Wills, Bob O'Donnell, Arthur Mayer, Dave Wallenstein, David Lipton, Joe Levine and others past and present.

"Today we have entered a new era in our business. The transition has been made and our industry has taken on a new vigor and looks to new horizons of greatness. More than ever before it is a great opportunity and promotion man who understands the needs and challenges of our changing industry, and are prepared to work hard to contribute to its growth and its new success.

"Today promotion takes its place as an equal partner with equal status alongside of production and sales companies and the independent producers have seen the necessity for accelerated promotional selling. They have multiplied their efforts and their budgets, but the most vital contribution to successful merchandising still must take place at the theatre level and the distributor puts forth in dollars, manpower and in enthusiasm, unless this is matched with an equal effort by the exhibition. The full potential of the show can never be realized.

"Gerard said production and distribution have made tremendous strides forward in adapting and adjusting to the new era and that in many in exhibition have responded to the needs of the new audience and the new look in our film industry.

Praises Reade Circuit

He cited Walter Reade theatres as a prime example of an aggressive showmanship organization and added, "They generally can take a good look at and a good lesson from." Their successful operation is built on selling the show and servicing the audience and they have invested in local and national power which sometimes even more than dollars is the key to successful selling, he observed.

The great promise of the future for our industry can only be fulfilled if the great need for a resurgence of showmanship in exhibition materializes, for without the aggressive and penetrating local theatres we will reach in all areas of the community and through all media, the distributors' and producers' national, regional and local pre-selling campaigns are dissipated and so is the product.

"Before the year is out, I should like to see one hundred additional theatre press agents go back to work on the theatre level in key cities across the country, and if this happens, I am confident we will once again see broad smiles around the theatres and long lines around the box offices."
SUZIE is a

RADIO CITY MUSIC HALL
PREMIERE HEADS
FOR PHENOMENAL
FIRST WEEK!

WILLIAM HOLDEN

in Ray Stark's

THE WORLD OF
SUZIE WONG

co-

starring

NANCY KWAN

as SUZIE WONG

"THE WORLD OF SUZIE WONG" BECAME ONE OF THE MOST ENJOYED AND PROVOCATIVE
BEST-SELLERS OF OUR TIME BECAUSE OF THE SUSTAINED INTENSITY OF ITS STORY
AND CHARACTERS. TO ENHANCE YOUR ENJOYMENT OF THE MOTION PICTURE VERSION,
WE URGE YOU TO ENTER "THE WORLD OF SUZIE WONG" AT THE BEGINNING!

Also Co-starring
SYLVIA SYMS · MICHAEL WILDING · JOHN PATRICK · RICHARD QUINE

Screenplay by

Directed by
sensation!

SHE TAKES NEW YORK BY STORM AS CRITICS RAVE!

"Vividly imagined... sheer romance! The image of Hong Kong is brilliantly and sensuously conveyed!"
—Bosley Crowther, Times

"The best movie in ages!"
—Dorothy Kilgallen, Journal-American

"Surefire... heart, humor for all to enjoy! Who could ask for more?"
—Archer Winsten, Post

"Beguiling, enchanting, exquisite! William Holden conveys sweeping conviction... audiences love Nancy Kwan, about to become one of our most adored stars!"
—Alton Cook, World-Tel. & Sun

Suzie
AND A WORLD
OF SHOWMANSHIP
IS WAITING FOR YOU
AT PARAMOUNT!

AUDIENCE RESPONSE TO "SEE 'SUZIE' FROM THE BEGINNING" POLICY IS BIG IN WORLD'S MOST FAMOUS SHOWPLACE!
AFTRA-Webs

(Continued from page 1)

the Central section of the board tomorrow.
The SAG is scheduled to meet Monday evening in Los Angeles to consider the proposals.
AFTRA's 16,000 members previously had authorized the national board to call a strike if an agreement was not reached by last Tuesday midnight. The board now could vote to accept or reject the networks' proposals and, if it rejects them, can authorize a strike to begin. Meanwhile, no further negotiations are scheduled. A key issue in the negotiations has been the AFTRA proposal for increased fees to performers working in commercial announcements. It has asked for increases up to 500 per cent, in some cases.
The negotiations have been practically on an around-the-clock basis for the past three days and into the morning of Thursday. The new networks' series of proposals was presented.

Pre-Grant Broadcast Procedure Is Revised

From THE DAILY Bureau

WASHINGTON, Nov. 16. — The Federal Communications Commission has adopted rules putting into effect on Dec. 12 the requirement for changes in pre-grant broadcast procedure and for local notice by applicants for FCC approval of new or changed facilities. eliminating as of Dec. 12 are so-called McFarland letters of notification prior to designation for hearing and the "stress" procedure. A new pre-grant procedure is set for handling objections. Applicants for new stations for or major changes in existing stations must give local notice when their applications are filed and again if they are designated for hearing.

Provision for Appeals

The new rules will apply the pre-grant procedure to broadcast applications, except transfers and assignments, pending as of Dec. 12 which have not been designated for hearing. The commission will not act on such applications for at least 30 days thereafter. During that time, parties in interest may file petitions to deny such applications but they will not be subject to protest after grant. Petitions for reconsideration of grants made without hearing must show good cause why the matters could not have been raised prior to the grants.
The new rules require local newspaper publication for applications filed after Dec. 12 at least twice a week for the two weeks immediately following filing for a new station or for a major change in existing station. In the case of an application for modification, assignment of transfer, or license renewal of an operating station, the rules require that notice be broadcast over the station.

Esther Will Benefit Hospital on Coast

From THE DAILY Bureau

HOLLYWOOD, Nov. 16.—"Esther And The King," 20th Century-Fox release, will have a benefit premiere the evening of Nov. 22 at the Vague Theatre here. The following evening, the picture opens at Grauman's Chinese Theatre for an extended holiday run.
The charity showing will benefit the Gateway Hospital building fund for the Jewish Personal Services Group. The hospital will be a non-sectarian, non-denominational organization. More than $60,000 will be raised for the hospital fund.

FCC Waives Rule

(Continued from page 1)

vide a measure of relief in those cases where a license in good faith is unable to ascertain with certainty his obligation to make sponsorship announcements under the anti-"payola" law passed by Congress last season.
For motion pictures, the most general impact would be in regard to programs supplied free of charge. The waiver applies only until FCC adopts its final rules governing sponsorship identification announcements. It covers "filmed or recorded programs which have been or will be distributed for television broadcast use, irrespective of the production date of such programs."

"Payola" Requirements Apply

FCC notes a further limitation to the waiver by stating that the 27 examples of sponsorship identification requirements set forth in the House Commerce Committee report on the anti-"payola" law apply.
Also applicable are FCC's rules relating to sponsorship identification in connection with programs involving the discussion of controversial issues of public importance.
A spokesman for the Alliance said that a preliminary look at FCC's bare announcement indicates that FCC used careful language in drafting the waiver but that it appears to give the practical relief requested by the industry.
The text of FCC's order in this matter is not yet available.

DGA Dinner

(Continued from page 1)

Feb. 3 to coincide with the Holly-
wood dinner which will take place at the Beverly Hilton Hotel.
Frank Capra, DGA president, said that the guild is looking into means of connecting the two dinners, either by loudspeakers, amplified telephone or closed circuit television. In order to compensate for the three-hour time difference between the coasts so that the awards may be given simultaneously, Eastern awards will be presented before the dinner, while the Western group will make its representations following the dinner, Capra said.
About 1,200 directors and their guests are expected to attend each affair.

LEADERSHIP

The capacity to lead develops naturally in certain people. It is so with some publications.

In a publication, leadership develops naturally from

Editorial Enterprise plus Journalistic Responsibility

These twin qualities are inherent in the very origin and growth of MOTION PICTURE DAILY. They are basic to the meaning of the phrase—All the News That Is News—in which the cornerstone of MOTION PICTURE DAILY policy is proclaimed in the masthead.

They require that MOTION PICTURE DAILY's entire field of interests be constantly observed with knowledge of the business necessary to appreciate the significance to it of event and opinion ... and that reports of everything newsworthy be verified for fact, and for authentic interpretation of fact. This process produces news—not rumors, not mere reports, but news—all of it that is news!

This isn't doing it the easy way. This way takes nation-wide, even world-wide repportorial resources. It requires editorial acumen, persistence, integrity.

To pursue facts resourcefully, appraise them knowledgeably, verify them responsibly—that is MOTION PICTURE DAILY's way. It is imposed on personnel as the source—and the price—of leadership.

MOTION PICTURE DAILY

ALL THE NEWS THAT IS NEWS

CONCISE AND TO THE POINT
**EDITORIAL**

Telemeter in U.K.

Ben-Hur

*By Sherrein Kane*

ARAMOUNT's International Telemeter, it is plain, will be introduced to Britain, if and when government authorizations are forthcoming, under most auspicious auspices.

Members of the group which acquired the British rights to the telemeter pay-to-view system earlier this week in London include, perhaps significantly, British Lion Films and the Granada Group of theatres.

After Tom O'Neill's testimony at the Federal Communications Commission hearing in Washington on the proposed Hartford, Conn., pay-TV system earlier this week, the breeze had evidently blown to the effect that the RKO General-Zenith Phonovision interests will seek first-run films of the kind that it is believed will make a profit in theatres, to make available to Hartford subscribers, it could appear that the best prepared for the operation of the future will be the one that comes into the market with its own source of film supply.

Moreover, Telemeter has insisted on the outset that it does not consider itself a competitor of the local theatre's. It attempted to demonstrate that in its early Palm Springs, Calif., trial, day-day and-date with the local theatre, and in its continuing operation in Etoibicoke, Ont., where it reports no discernible effect upon local theatres' attendance.

It is an adjunct of the theatre's box office, catching a portion of the "lost audience" which would normally attend the theatre, in any event, say Telemeter's sponsors.

Thus, it may be, both British Lion and Granada foresee their roles mapped out for them in whatever future there may for Telemeter in the United Kingdom.

But this is not all of the British Telemeter deal. Adequate financing and publicity are essential to the launching of a new entertainment medium, and the deal concluded with the British Telemeter Home Viewing Group also includes among its participants the Rothschild banking house and the

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**Dore Schary Decrees Film Sex, Violence**

By E. H. KAHN

WASHINGTON, Nov. 17.—Dore Schary, writer-producer, today criticized sex and violence in current films and said that the Production Code is not being properly enforced. He told the Motion Picture and Television Council of the District of Columbia that sex and violence in films are the most important issues of the last two years.

**Ben-Hur’ Film Rentals Top Production Cost**

Joseph R. Vogel, president of Metro-Goldwyn-Mayer, disclosed yesterday that “Ben-Hur” had already earned more than $12 million in rental revenue, and $18 million in advertising costs on exhibitions in the United States.

“The Ben-Hur” opened in New York City and is well established on Broadway.

**Cooper Is Cinerama Domestic Sales Head**

Sid Cooper, Central and Southern Division manager for United Artists and that company for the past 16 years, will join Cinerama, Inc., as domestic sales manager on Dec. 12, it was announced by B. G. Kranze, vice president of Cinerama.

Cooper will make his headquarters at the Cinerama office in New York.

**Military Cutbacks To Affect Films**

From THE DAILY BUREAU

WASHINGTON, Nov. 17.—The President of the United States is expected to announce a major cutback in military expenditures, which will have a significant effect on the film industry. The President is expected to announce that the defense budget for the fiscal year ending September 30, 1961, will be reduced by $2 billion, or 20 percent of the current budget.

**Rites for Clark Gable To Be Held Tomorrow**

From THE DAILY BUREAU

HOLLYWOOD, Nov. 17.—Private funeral services for Clark Gable will be held at 9 A.M. Saturday at the Church of the Recessional, Forest Lawn, attended by the family and close personal friends only. Gable's wife, Kay, will attend.

**UCLA Given Grant for Film Advertising Art**

From THE DAILY BUREAU

HOLLYWOOD, Nov. 17.—A $2,000 graphic arts competition designed to encourage the production of original approaches to motion picture advertising and background art has been established at UCLA by 20th-Fox producer Jerry Wald.

**Film Industry Dividends for 10 Months Are $1 Million Ahead of Year Ago**

From THE DAILY BUREAU

WASHINGTON, Nov. 17.—Cash dividends paid by motion picture companies during October came to $1,353,000, somewhat less than the $1,402,000 reported during the same month of 1959. October movie company payments were sharply under the quarterly disbursements reported for September, $3,617,000.

For the year's first 10 months, motion picture firms reported paying $920,345,000, or $1 million more than the $919,310,000 paid during the comparable 1959 period.

For the U.S. as a whole, cash dividends of $920 million were paid in October, $40 million more than the $880 million reported in October, 1959. For the first 10 months of this year, dividends total $10.7 billion, up five per cent from 1959 payments.

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**Studio Active**

**Fox Executives Are Here for Planning Meet**

**Weekend Sessions to Map Production Plans Into '61**

A meeting of 20th-Century-Fox's top house office and studio executives will be held in New York over the weekend to chart the company's entire production program through the spring of 1962.

**Mayer Renamed IFIDA Head; Bilgery, Counsel**

Michael Mayer was re-appointed executive director of the Independent Film Importers and Distributors of America and Felix Bilgery was named special counsel at a meeting of the board here Wednesday.

In addition, Carl Peppercorn was named secretary, succeeding Bilgery, while Edward L. Kingsley continues as treasurer.

Special committee chairman were named as follows: foreign affairs, Michael Bromhead, Lion International Films; festivals and awards, Jean Goldward, Times Film Corp.; research, Max Goldberg, Pacesetter Pictures;
PERSONAL MENTION

PAUL LAZARUS, JR., Columbia Pictures vice-president, will return to New York over the weekend from Hollywood.

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, will leave New York today for Chicago.

JOSEPH WOHL, president of International Film Distributors, will leave here Sunday on a business trip to Caracas, Venezuela, and various countries of Central America.

JAMES FRIED, Southern district manager for Continental Distributing, Atlanta, has returned there from New Orleans.

CLARK RAMSAY, studio advertising director for MGM, has left Hollywood for Oklahoma City.

ENNE KOWANS returned to New York from Europe this week aboard the "Leonardo da Vinci."

CHARLES H. ROSENBLATT, vice-president of International Film Distributors, will leave New York by plane for Rio de Janeiro and other South American countries.

BILL POLLARD, head of Interstate Theatres, Thomsaville, N. C., has returned there from Miami.

W. O. WILLIAMS, Warner Brothers Southeastern division manager, has returned to Atlanta from New Orleans.

MRS. LILLIE ROSEN, 86
Mrs. Lillie Rose, mother of Samuel Rosen, executive vice-president of Stanley Warner Corp., died here Monday at the age of 86 in an apartment in the Hotel Beacon. Also surviving are two daughters: Mrs. Rose Blankfort and Mrs. Lee Lipkin; seven grandchildren and eight great grandchildren.

NEW YORK THEATRES

MOTION PICTURE SYLMS, Martin Quigley, Editor-in-Chief and Publisher; Sylviya Kwan, Editor; James B. Ivers, Managing Editor; Herbert V. Dept, Advertising Manager; Gus H. Fassel, Production Manager, TELEVISION TODAY, Charles A. Atkinson, Editorial Director; Pinky Hahn, Associate Editor; Arthur Morrell, Associate Editor; Walter H. Hahn, Associate Editor; Ray Hollander, Assistant Editor; Allen F. Dyer, Art Director; William Quigley, Director, Circulation.

MOTION PICTURE DAILY

Friday, November 18, 1961

Fox Officials

(Continued from page 1)

Moskozvitz, vice-president and eastern studio representative; Charles Einfeld, eastern distribution director; Donald Henderson, eastern treasurer; Glenn Norris, general sales manager, and others.

The decisions made this weekend by the executive group will determine not only the future production course of the company by through early 1962, but will outline the distribution and promotional policies which will be followed both domestically and abroad, it was stated.

Meanwhile, production activity at the studio is at a high for the year, with eight major productions currently being shot, four pictures are currently being shot in Hollywood and four on location in Europe.

Films Listed

Now shooting on the west coast are: "All Hands on Deck," starring Pat Boone, Buddy Hackett, Barbara Eden, Dennis O'Keefe and Jody McCrea; "Wild at the Country," starring Elvis Presley, Hope Lange, Tuesday Weld, Millie Perkins and John Ireland. Also, "The Right Approach," starring Frankie Vaughan, Julie Provost, Mike Reynolds, Gary Crosby, David McLean and Jane Withers; and "Madison Avenue," starring Dana Andrews, Eleanor Parker, Jeanne Crain and Eddie Albert.


NAC Plans Trade Show at TOA Convention

Special to THE DAILY

CHICAGO, Nov. 17. - The 1961 Convention and Trade Show of the National Association of Concerned Theatres will be held in conjunctoin with the Theatre Owners of America convention at the Roosevelt Hotel, New York, Oct. 13-15. It was announced today by Russell Fifer, trade show administrator for the NAC.

Set 'Silence' Opening

American première of "The Angry Silence," starring Richard Attenborough and Pier Angeli, has been set for Oct. 12 at the Sutton Theatre here. Winner of two prizes at the Berlin Film Festival of 1960, the picture was given the international film critics award for best film and the international Catholic Film Office award. "The Angry Silence" is being presented here by Joseph Harris and Sigi Shore and is being released through Valiant Films.

Pioneers Will Induct 40 Members at Dinner

Forty film industry veterans will be inducted into the Motion Picture Pioneers by Judge Ferdinand Pecora Monday night at the Waldorf-Astoria Hotel during the 22nd annual Pioneer dinner honoring Joseph E. Levine as Pioneering Films of 1960, it was announced by Simon H. Fabian, president of the Pioneers.

Proceeds from the testimonial salute to Levine will benefit the Foundation of Motion Picture Pioneers, Inc., which provides financial assistance to the needy veterans of the industry.


"I.A.'s Plugs 'Spartacus' As Made-at-Home Film

The support of members of American and Canadian labor unions and their families for Universal-International's "Spartacus," an expensive production made in Hollywood, as part of the current campaign of the Hollywood AFL-CIO Council to fight runaway film production, is being urged by the I.A.S.T.E., Universal disclosed yesterday.

Under the direction of Tom Loy, editor of the IASTE Bulletin, and with the support of Richard F. Walsh, I.A.S.T.E.'s vice-president, an appeal is made to the members of the labor movement through the labor newspapers in a unique type of public campaign.

Film Seen in Detroit

Loi is a delegate to the current convention of the International Labor Press Association at the Hotel in Detroit. Appearing before the more than 200 delegates representing some 500 labor union newspapers and magazines yesterday, he urged their support of the movement to publicize "Spartacus" in its publications. Many of the delegates saw "Spartacus" at the Madison Theatre in Detroit last night.

Anniversary

MGM's "Ben-Hur" opened at the new Loew's State on Broadway one year ago today. The anniversary is significant in that the time the motion picture was released has stamped itself as the great financial success of the industry's past and its projection to date. It has grossed in excess of $400,000,000 at the box office in over 270 domestic and 55 overseas engagements. Robert Mochrati, MC vice-president in charge of distribution, speaks of an eventual $100,000,000 worldwide gross.

Be that as it may, "Ben-Hur" should have the assurance, if one was needed, MGM's fiscal soundness and to the permanence of the company's management after several bitter years of challenge and trial.

As perhaps no other single event did, "Ben-Hur"'s success spelled the end of doubt and worry within the company and the beginning of confidence, normal, well-grounded emotions.

And to the industry at large "Ben-Hur"'s success has meaning, also.

It is unsalvable evidence of the giving power of the public. It was not only as great public interest motion picture entertainment to the theatergoer, but that it can be translated into grosses larger than any theater has seen before.

We congratulate "Ben-Hur" on its anniversary and look forward confidently to its observance of many more.

Winner Bros. Dividend

The board of directors of Warner Bros. Pictures, Inc., at a special meeting yesterday, declared a dividend of $3.05 per share, or 30 cents per share on the common stock of the company payable February 6, 1961, to holders of record January 15.

EDITORIAL

MANCHESTER Guardian and the Evening News.

Although Paramount will only a minority interest in the British-controlled company, it could not afford paying the Telsrimer rights and receive royalties based on gross revenues of the time the company's operations get under way.

The substantial interests which will surround Telsemer on its British debut should provide it the best possible economic opportunity.

Congratulatons are due Louis Nye, International Telserimer manager, who conducted the success negotiations so skillfully over an extended period of time.

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### Schary Urges Quality Films

(Continued from page 1)

could not be an antidote to a worried and scared world or to the insecurity of children.

The public, Schary claimed, is not a "fat lump of acquisitiveness" and it will not be satisfied with just more motion pictures. In order to compete with the "stultifying effect of tv," he said, films must make a contribution; it is not enough to use more stars, increase running time, spend more money, and pile up all sexual variations.

Schary declared that even some worthwhile films would have "more restraint and good taste" had been used. Schary also hit film ads that emphasize the female anatomy and urged that freedom "not be limited to the box office." As he has in the past, Schary opposed classification as the answer to the problem. Some advocates noted, in the theatre cynically suggest classification in the hope of stifling an audience. He said that children should be encouraged to lie about their ages and theatre managers would tire of asking ages when the money came in. Setting an age limit "invites children to put on false mustaches," he added.

Although Schary recognized the "basic theatrical right to offend," he wished for less offense. He asked that industry leaders try films that escape the general rule to exercise good taste. He urged adherence to the Motion Picture Production Code, but said that if it needed to be changed, it should be. If it needed to be reworded, it added, it should be; however, he warned that in the flood of censorship that would inevitably follow, a new code "will emerge."

### Eastman Kodak Elects 2 To Vice-Presidencies

Special to THE DAILY

ROCHESTER, Nov. 17. - Two assistant vice-presidents of Eastman Kodak Company were elected today at a meeting of the Kodak board of directors here.

They are Joseph R. Allendorf, director of sales promotion, and A. Dexter Johnson, advertising manager. Both will retain their present responsibilities.

Allendorf, a sales executive associated with Kodak since 1926, has been in charge of sales promotion for the last 20 years. He has been responsible for the general working operations of the advertising department.

Kodak's Dividend Up
From 45 to 50 Cents

Eastman Kodak Co. has increased its quarterly dividend from 45 to 50 cents, payable Jan. 3, 1961 to holders of record on Dec. 2, 1960. The company also has voted an extra 25 cents, payable in the same manner. Kodak dividends for the year thus total $2.10, as compared with $1.80 last year.

### Morey Heads Family Fund Film Division

The Community Service Society of New York has appointed Edward Morey, vice-president of Allied Artists, as chairman of the motion picture division for this year's "Family Film Fund." The overall goal of the CSS for the city-wide drive is $175,000, which will be used to aid and care for the young and old, to help the mentally ill physically handicapped and disturbed youth.

Upon notice of his appointment, which was suggested to CSS by Eric Johnston of the MPAA, Morey said, "I appreciate Mr. Johnston's confidence and am honored to play this part in the vital work of the CSS." He also takes this opportunity to call on all members of the motion picture industry to support the drive and the CSS with their contributions.

### Tent 35 Elects New Officers for Year

Charles A. Allee, who has been elected chief Barker of the Variety Club of New York, Term No. 35, comes to the coming year, succeeding Harry Brandt. Other officers named at the annual election were Robert K. Sha- piro, first assistant; Irving Dollinger, second assistant; Jack H. Levin, property master; and Jack H. Hoffberg, re-elected droug guy.

Carnavas named were Bud Edelle, Walt Frazer, Joseph E. Le- vine, Morris Sanders, Charles Smak- witz, and George Waldman.

### Maryland Exhibitors Protest Tax Increase

Special to THE DAILY

BALTIMORE, Nov. 17—Members of Maryland Theatre Owners Association and Allied Motion Picture Theatre Owners of Maryland combined forces yesterday at a board of estimates hearing to protest a proposed increase on amusement admissions from two of one cent per five to five cents.

Their protest labeling the tax as a discriminating levy which would be harmful to the industry, was heard by Mayor J. Harold Gody. The contribution to motion pictures and the happiness he gave to millions of moviegoers throughout the world as one of the screen's greatest stars, can never be estimated.

"Clark Gable was a star as a human being, as well as a film. He will be sorely missed in the years to come, but his stature both as an actor and as a beloved personality will live on forever. I revered him as a friend and feel his loss deeply."

Edward Morey

### Schara Urges Quality Films

The anti-trust action seeking $1,500,000 in damages has been filed in the York Federal Court by Parion Corp. against MGM, Columbia Pictures, United Artists, and Specialty Theatres. In the suit, Parion alleges that the booker of its first-run films last plaintiff's Parsons Theatre in West New York and in favor of the Century Theatre has asked an injunction to stop the defendants and the court to compel them to "negotiate good faith" for product.

### en-Hur' Rentals

(Continued from page 1)

exel of maximum profit return, it was said.

Theatre for theatre, the "Ben-Hur" is running up the biggest box-office grosses and set the longest season of its production in the history of the motion picture business. Conveniently, revenue to the company is record proportions.

Prominence Emphasized

It is particularly noteworthy that "Ben-Hur" costs were recovered promptly in so few engagements, so that actual playing time is too small in relation to its earnings and its potential.

### Military Cutsbacks

(Continued from page 1)

by theatre audience. This may or may not mean that fewer facilities will be needed. Service installations and theatre improvement are playing five pictures a week now, with about 14 being bought back for a second or third run. It is possible that this cut-down in attendance might make it desirable to have the houses stay closed longer than to show additional re- leases. From procurement practices will it change as a result of the new re- lease. All films shown abroad are secured either in the U.S. or through S. distributors.

Edward Morey

### Clark Gable

(Continued from page 1)
died in Presbyterian Hospital here last night of a heart attack.

Gable was a 30-year veteran of the motion picture industry and had set an industry record. FAME Magazine reports that he had been named among the Top Ten Money Making Stars on 16 separate occasions between 1932 and 1955 and was said to be still high on current lists.

Although most famous for his 1930 portrayal of Rhett Butler in "Gone With the Wind," it was his performance in "It Happened One Night" in 1934 that won him an Academy Award.

Sol Siegel, vice-president in charge of MGM production, in a tribute to Gable, said: "Clark Gable always will remain in the hearts of those who were associated with him for so many memorable years at Metro-Goldwyn-Mayer. He was, without question, one of the greatest stars the motion picture industry has produced.

"But to those who were his friends throughout the studio, and the world of show business, he will first be re- membered as a fine and wonderful human being, a man who inspired and earned the love, respect and esteem of all privileged to know him."

"It is an inexpressible loss to us and to the millions everywhere to whom he contributed so much enjoyment and pleasure through the motion picture screen."

Commenting here on the death of Clark Gable in Hollywood Wednesday night, Joseph R. Vogel, president of Metro-Goldwyn-Mayer, yesterday issued the following statement:

"The death of Clark Gable is a deep and personal loss to the legions of friends and admirers who made his name synonymous with Entertainment. The Studios, the Successors, the Directors, the Producers, the Writers, the Artists, and the whole Metro-Goldwyn-Mayer organization."

"In a sense, Gable and the studio reached success together, and his com-
By ROY ROBBINS
Advertising, Publicity and Exploitation Director
Stanley Warner Theatres — Philadelphia Zone

The characterization of Gloria in “Butterfield 8” as portrayed by Elizabeth Taylor, further enhances the reputation of one of the screen’s great dramatic actresses, and follows in close succession her brilliant roles in “Cat on a Hot Tin Roof” and the more recent “Suddenly, Last Summer.”

In this fascinating study of a girl striving to tear aside the emotional curtain hiding her innermost secrets, who hates the things she does and is forever asking “Why can’t I stop what I’m doing?,” is a great story and a great motion picture which deserves all-out exploitation effort by everyone in our business.

Following are a few notes on approaches to merchandising the picture:

Art layouts should be placed in advance on the Sunday feature pages of local papers, built around photo histories of hits in which Miss Taylor has starred. Still photos are available on all her pictures.

Color art on Miss Taylor is usually very acceptable by Sunday feature editors. This should be placed at least four to six weeks before playdate.

The Bantam Book “Butterfield 8” has been a widely accepted and very popular book, setting new sales records for the John O’Hara classic. Book dealers will be glad to set up promotions in conjunction with your playdate. These could include window and store displays, banners for windows and truck sides, and a giveaway promotion for the first 250 patrons on opening day.

Window Bally Possible

A pretty girl established in a book store window, with suitable copy and billed as a marathon reading contest could work. Its success would depend on the showmanship with which the stunt is staged.

The telephone company will cooperate in any variation of a phone stunt. A battery of eight or 12 phones could be set up in the lobby which, when lifted, will transmit a previously recorded tape message along the lines, “If you want to know about Gloria, the most desirable woman in town, be sure to see Elizabeth Taylor in “Butterfield 8,” co-starring Laurence Harvey and Eddie Fisher. Starts—at this theatre.”

The local telephone company also will probably cooperate by giving you a special number, using any local digits corresponding to BU - 8, allowing you to give out cards urging that that number be called. A similar message would greet their call.

(Continued on opposite page)
(Continued from opposite page)

Dodie Fisher has made many records and is a popular figure with jockeys. He makes his dramatic debut in this picture and it is a one. This suggests obvious tie-ups with local disc jockeys involving tests with prizes, etc.

Where a local television station has a live show at any time of the day or night, arrange for an Elizabeth Taylor Look Alike contest.

All posting paper on "Butterfield 8" looks exceptionally good. We suggest the use of one sheet posting at transportation centers and in business areas. The six sheet should be used where possible.

Tie-Up Council Tie-up

A scene in the picture in which a policeman warns Miss Taylor not to "drive her troubles away" followed by the tragic climax in which she does exactly that and is killed suggests angles for a tie-up with local newspapers, police or safety council people on safe driving.

Matchbooks with a cover imprint featuring the telephone number title "Everyman wishes he had a telephone number like this." Distribution of the matchbooks is assured through cigar stores, restaurants, hotels, bars, etc. Make sure they are distributed at the best times.

Excellent stills are available for tie-ups with furriers, furniture stores, men's lingerie shops, perfume, music stores, sporting goods stores (here is a skeet shooting sequence in the picture), jewelry shops, hair dressers, dresses and housecoats. The special stills show all the stars and assure the merchandise indicated. In this connection the Helen Rose gown worn by Miss Taylor are the basis for a new Helen Rose retail line of gowns. Merchandising tie-ups are indicated.

Trailers Available

The production trailer on "Butterfield 8" is effective with real hard selling dialogue. A teaser trailer in color also is available through National Screen Service.

Music from the picture titled "Gloria's Theme from Butterfield 8" being recorded by major companies and shown in drive-in theaters.

Sports cars suggest a big area of exploitation. Miss Taylor drives a Sunbeam Alpine in the picture and Harvey drives a Mercedes Benz. Call your local dealer for cooperative tie-ups.

A possible street stunt is to have a man in full dress suit, made up with a stick smear, appearing slightly disheveled and inebriated, walking tough heavy pedestrian traffic with a sign on his back reading, "What girl! Elizabeth Taylor, that is. In "Butterfield 8" now at the——" etc.

The New York opening, at the Capitol Wednesday, was preceded by powerful publicity and advertising campaign, heightened by a series of personal appearances and promotions.

Dina Merrill participated in a round of interviews, radio appearances, and TV guest shots on behalf of the Metro-Goldwyn-Mayer release.

An Elizabeth Taylor Look-A-Like Contest flooded the Capitol with entrants. The winner will receive a Helen Rose dress inspired by her design for Elizabeth Taylor in the film.

Mercedes Benz and the Sunbeam Alpine, two cars that are prominently displayed in "Butterfield 8" are both actively promoting the film. A cavalcade of Mercedes Benz cars and convertibles, appropriately banded, toured New York's busiest sections on opening day. Displays in the Mercedes showrooms and the Alpine showrooms added still further to the promotion.

General Photo Laboratories, which processes close to 100,000 packages of amateur films a week, is enclosing a personal endorsement and recommendation to see "Butterfield 8" in all their envelopes.
Advertising Must Spread Demand for Progress, Television Bureau Is Told

Advertising is the form of communication that must help spread the demonstration of America's progress of discontent, the Television Bureau of Advertising said yesterday in a major presentation before some 2000 members, advertising and agency executives and other invited guests. The presentation, staged in the Grand Ballroom of the Waldorf-Astoria Hotel for the bureau's sixth annual meeting, was titled "The Progress of Discontent."

"A spark that turned quiet, contented peacefulness into the rush and growth and strength that is America today is the spark of discontent—the desire for improvement and willingness to do something about it," TVB said.

Advertising Called the Answer
"Mass awareness," the bureau continued, "is the key to mass production and mass awareness can only come from mass communication which is advertising. For more awareness, more production, more effective living, we need more advertising.

The presentation was made by Norman E. Cash, TVB president and George G. Huntington, the bureau's vice-president and general manager. Visuals were screened through the use of a Collomatic projector, four tele- mated 16mm film projectors, two high-speed film strip machines and an arc projector. Script and direction were under the supervision of Huntington.

An individual or group that is interested in how this board, will participate in a review and discussion of the expanded Radio Code program. The theme will be "Self-Regulation Equals Self-Interest."

Ben Siroze, president and general manager of WWDC, Washington, will speak on "178,000,000 Program Directors." Tower will preside at the separate TV session Tuesday morning.

Louis Hausman, director of the Television Information Office of NAB, will discuss the "Image Asset" of television. Hausman, a former network executive, has headed the TIO office in New York since it was organized in 1939 to conduct an industry-wide and nation-wide program of information about television.

E. K. Hartenberg, vice president and general manager of KCMO-TV, Kansas City, Mo., and chairman of the NAB Television Code Review Board, will join Edward H. Bronson, NAB Director of TV Code Affairs, in a review of code activities. Their presentation will be entitled "Your Quality." William MacRae and George Lindsey, representing the Television Bureau of Advertising, will speak on "The Future of Television."

UCLA Given Grant
(Continued from page 1)
announced by Chancellor Fran Murphy.

Known as the Wald Art Award, the two-part competition is open to regularly-entitled students, or more awards totaling $10,000 be made in January, with the maiming $1,000 to be presented other winners (or winners) in spring.

Dr. Lester Longman, chairman of the UCLA art department, said in a statement: "These contests must base their work on pictures currently under juru- diction of the union, but with a given complete Freedom to show medium, and the choice of sub- matter."

Evaluation and judging of contests will be handled entirely by a fact committee from the UCLA art department.

Dr. Longman said that of a host of students work by Wald other producers would be a separate matter to be settled by the individual artist and the buyer.
TONIGHT'S THE NIGHT!
The Motion Picture Pioneers Salute
JOSEPH E. LEVINE
as Pioneer of the Year
22nd Annual Pioneer Dinner
Waldorf-Astoria Hotel

Expect 500 At M.P. Pioneers' Fete
Tonight Honoring Joseph Levine

Joseph E. Levine will be honored by more than 500 industry veterans tonight when the Embassy Pictures president receives the Pioneer of the Year Award for his showmanship and merchandising contributions to the film industry. Levine is the 17th industry executive to receive the coveted award, which will be presented to him during the Motion Picture Pioneers 22nd annual dinner to be held at the Waldorf-Astoria Hotel here.

Proceeds from the testimonial dinner and the raffling of a 1961 Cadillac will benefit the Foundation of Motion Picture Pioneers, Inc., which provides financial assistance to needy veterans of the industry.

United States Ambassador to the United Nations James J. Wadsworth will address the host of motion picture executives and distinguished guests.

Skouras Set to Make Final Decision on Completing 'Cleopatra' in Great Britain

LONDON, Nov. 20.—Sypros Skouras, president of 20th Century-Fox, is due here today to decide whether "Cleopatra," which has been delayed by the illness of its star, Elizabeth Taylor, will be completed in Britain.

In the meantime Walter Wanger, producer of the film, at the weekend issued notice to the cast and crew at Pinewood Studio that production on the film will be postponed in two weeks. Notice of that length is required under union regulations.

Wanger said he hoped to rescind the notice before its expiration. It is understood that unless Miss Taylor returns shooting can be done without her for only two more weeks.

While here to decide about "Cleopatra," which could be affected by Britain's inclement weather if delayed much longer, Skouras is also expected to name a successor to Robert Goldstein, who was head of 20th-Fox European production until his appointment as studio head in Hollywood.

U.S. Survey
World Theatre Facilities Are In Expansion

No. of Theatres, Seating, U.S. Screen Time Reported

By E. H. KAHN
WASHINGTON, Nov. 20.—A general expansion of world theatre facilities is shown by the world survey conducted by the Motion Picture Division of the Commerce Department.

Director Nathan D. Golden used U.S. foreign service posts in determining the number of theatres, seating capacity, and the U.S. percentage of screen time as well as various foreign official reports.

On Jan. 1, 1960, some 154,552 mo—

Verve Records Is Acquired by MGM

Metro-Goldwyn-Mayer has acquired Verve Records, Inc. from founder-owner Norman Granz, it was announced at the weekend by Joseph Vogel, M-G-M president. Details and purchase price were not reported.

In making the announcement, Vogel said that the Verve identity would be—

Granada Group Profits Show Rise for Year

From THE DAILY Bureau
LONDON, Nov. 20.—The Granada Group at the weekend announced net profit for the year ending Oct. 1, of £1,047,749 ($2,933,697) as compared to £797,290 ($2,232,412) for the previous year.

Granada directors said they were pleased to reported that group profits for the current year are running at a rate that is more than twice that of last year.
Pioneers’ Fete (Continued from page 1) guests will include Adolph Zukor, Simon H. Fabian, Eric Johnston, James Warner, Joseph R. Vogel, Roy Boulting, Arthur Krim, Frank Mochrie, J. D. Cortatovski and Judge Ferdinand Pecora.

Judge Pecora will formally induct 40 industry veterans into the Fione as part of the annual dinner festivities.

Night club and television star A King has accepted an invitation to appear at the affair, interpreting his song "25th Year" and he will be on hand for the Levine celebration.

Al Rickey and his orchestra will provide the musical entertainment throughout the testimonial.

Many Attend Services For Mrs. Lillie Rosen
About 350 persons prominent in motion picture and allied industries attended funeral services for Mrs. Lillie Rosen, 86, mother of Samuel Rosen, executive vice-president of the Warner Corp. Services for Mrs. Rosen were held at the Riverside Memorial Chapel and interment was at New Mt. Carmel, Cypress Hills. Rabbi Jacob Pollich of Temple Israel made the address.

Among those at the services in addition to members of the immediate family were: Samuel Rinzler, Emanuels, South Orange; Sam Fabian, Ed Fabian, Samuel Krauze, Henry Robbins, Lou Goldberg, David Fog- son, George Dembow, Charles Smith, Martin, Nat Feldman, Jules Lapidus, Harry Goldberg, Stur Aarons, Harry Kalmine, A. W. Schere, Max A. Cohen and Joseph Lekowitz.

MPPC 1961 Campaign
Passes $1 Million Mark
From THE DAILY Bureau
HOLLYWOOD, Nov. 20, 1961—Motion Picture & Television Equipment Charities has reached total of $1,053,232, it was disclosed at annual meeting for local industries at the campaign’s third campaign luncheon here. In view of the rapid progess of the campaign, Sidney Sowlo, MPPC chairman, expressed that the raised in the drive should reach least $1,170,000.

MPPC will hold its fourth and final report luncheon on Dec. 1.

O’Toole for Lawrence
Peter O’Toole, a star of the Shakespeare Memorial Theatre at Stratford-on-Avon, will play the title role in "Lawrence of Arabia," having won the role in a test conducted by David Lean, who will direct the film.

W.B. Signs Tashlin
HOLLYWOOD, Nov. 20.—Frank Tashlin has been signed by Warner Brothers as writer-director for "May This House Be So United!" (Continued from page 1)

Selected by the exchange area’s exhibitors committee and has been approved for the special Marcus promotion by U.A.

Two pictures that have already received Marcus plan promotion throughout the Pittsburgh area are "Jungle Cat," a Walt Disney production released by Buena Vista, and "I Aim At The Stars," a Columbia picture.

Edele named Southern Div. Manager for U.A.

D.J. Edele has been appointed Southern division manager for United Artists with supervision over Metropolitan New York, it was announced by James B. Velde, U.A. vice-president in charge of domestic sales. He succeeds Sid Cooper, Edele’s appointment is effective Dec. 12.

The Southern division consists of the Charlotte, Jacksonville, Atlanta, New Orleans and Dallas exchanges.

Edele has been Metropolitan district manager for UA since January, 1947. Prior to this he served as branch manager of the company’s St. Louis and Memphis offices.

MPPA Board Meeting Is Set for Tomorrow

The board of directors of the Motion Picture Ass’n. of America is scheduled to meet here tomorrow morning in a continuation of the adjourned meeting of Nov. 3. At that meeting the board authorized the appointment of a committee to consider the establishment of a West Coast management company to deal with new theatres, provide direct distribution of American films and promote and protect American film interests in the new nations there.

The project is an aftermath of a survey of African market possibilities made last summer by Eric Johnston, MPPA president, and Ralph Hetzel, vice-president. Johnston has not yet announced the committee members.

Switch ‘Grass’ Date

Universal’s "The Grass Is Greener" will open at the Astor and Trans-Lux 52nd St. Theatres here on Dec. 23 instead of Dec. 14, as previously announced. The switch was made to conform with other engagements early New Year’s openings of the film at theatres throughout the country.

Sam Wilson Dead

ATLANTA, Nov. 20.—Sam Wilson, who at various times has served film exchanges here and in Jacksonville, died at his home in Orlando, Fl.

Woof! Suings CEA over Film Deal with WB

From THE DAILY Bureau
LONDON, Nov. 20.—James Woof, director of Romulus Films, said at the weekend he is taking legal action against Ellis Pinkney, general secretary of the Cinematograph Exhibitors’ Association of Great Britain and Ireland following the collapse of Woof’s film deal with Warner Bros., for a production deal.

Woof charged Pinkney wrote Jack Warner, head of Warner Bros., last month concerning reports that James Woof, brother of John Woof, has signed a deal with Warners to make a film in America. Pinkney is said to have told Warner that John Woof and his company have been accused of mis- ticism by CEA as a result of Romulus Films making feature pictures available to television. The CEA general council has recommended that its members not book any new or old film with which John Woof or his companies are concerned.

Woof is reported to have added in the letter that a resolution to that re- solution does not extend to James Woof by name, it may well be the delegates will wish to extend the scope of the resolution to give effect to their original intentions.

Solomon to Loew’s State Succeeding Blackwell

Robert Solomon, manager of Loew’s Paradise, Bronx, has been named manager of the State Theatre, Times Square flagship. It was announced Friday by Murray Lencoff, supervisor. Solomon succeeds Jerry Blackwell, who resigned to become M-G-M’s Puerto Rico manager.

Murray Sharf, manager of Loew’s State, Newark, will fill the Paradise post. Bernard Zelenco will become manager of Loew’s State Street, succeeding Jack Blum, who moves to the Delancey. George Kirby, at present Delancey manager, will fill relief as- signments.

‘Can-Can’ to Palace On Regular Policy

The CinemaScope version of “Can-Can” will open at the RKO Palace Theatre on Broadway Dec. 21 with $100-night performances and regular admission prices, it was learned at the weekend.

The Todd-AO version of the film recently completed a long engagement at the Rivoli Theatre on a reserved-seat, two-day-a-week basis.

Marcus Plan

(Continued from page 1)

selected by the exchange area’s exhibitors’ committee and has been approved for the special Marcus promotion by U.A.

Two pictures that have already received Marcus plan promotion throughout the Pittsburgh area are “Jungle Cat,” a Walt Disney production released by Buena Vista, and “I Aim At The Stars,” a Columbia picture.

Edele Named Southern Div. Manager for U.A.

D.J. Edele has been appointed Southern division manager for United Artists with supervision over Metropolitan New York, it was announced by James B. Velde, U.A. vice-president in charge of domestic sales. He succeeds Sid Cooper, Edele’s appointment is effective Dec. 12.

The Southern division consists of the Charlotte, Jacksonville, Atlanta, New Orleans and Dallas exchanges.

Edele has been Metropolitan district manager for UA since January, 1947. Prior to this he served as branch manager of the company’s St. Louis and Memphis offices.

MPPA Board Meeting Is Set for Tomorrow

The board of directors of the Motion Picture Ass’n. of America is scheduled to meet here tomorrow morning in a continuation of the adjourned meeting of Nov. 3. At that meeting the board authorized the appointment of a committee to consider the establishment of a West Coast management company to deal with new theatres, provide direct distribution of American films and promote and protect American film interests in the new nations there.

The project is an aftermath of a survey of African market possibilities made last summer by Eric Johnston, MPPA president, and Ralph Hetzel, vice-president. Johnston has not yet announced the committee members.

Switch ‘Grass’ Date

Universal’s “The Grass Is Greener” will open at the Astor and Trans-Lux 52nd St. Theatres here on Dec. 23 instead of Dec. 14, as previously announced. The switch was made to conform with other engagements early New Year’s openings of the film at theatres throughout the country.

W.B. Signs Tashlin

HOLLYWOOD, Nov. 20.—Frank Tashlin has been signed by Warner Brothers as writer-director for “May This House Be So United!” (Continued from page 1) from the novel by Alexander King.

Have you ordered the NEW HOLIDAY GREETING TRAILER from NATIONAL SCREEN SERVICE?
World Theatre Facilities Up

(Continued from page 1)

tion picture theatres in 130 countries and territories were equipped to show 35mm films. Their seating capacity was 73,826,349. From 1955 to 1960, the number of theatres increased (including the U.S. and its territories) to 99 percent per cent and the seating 23 percent.

60 Per Cent Screening Time in U.S.

U.S. percentage of screen time of the world market at the beginning of 1960 was 60 percent. The range was from a low of 45 percent in the Far East to 90 percent in the U.S., and its territories. Of the U.S. time, 24 percent occurred in Europe, 50 percent in South America, 65 percent; Mexico and Central America, 65 percent; Caribbean Area, 80 percent; Middle East, 55 percent; South Pacific, 60 percent; Africa, 60 percent; Atlantic Islands, 60 percent; and Canada, 75 percent.

In 1955, screen time devoted to U.S. pictures was 53 percent in the Far East, 55 percent in Europe, 60 percent in the Middle East, and 60 percent in the South Pacific.

Europe's Gain Is 39 Per Cent

A notable increase in theatre facilities occurred in several regions—59 percent in Europe, especially West Germany, Italy, and Spain; 61 percent in the Middle East, especially Japan and India; and 29 percent in Africa. In Canada and the U.S., a sharp drop (24 percent and 14 percent, respectively) occurred in the number of auditorium type theatres, but the number of drive-in theatres increased (1 percent and 16 percent, respectively). Even so, the net decrease in the number of theatres was substantial. Total U.S. theatres, including drive-ins, was assessed at 16,991 on Jan. 1, 1960, compared with 18,351 five years earlier. Recent U.S. films have lost some screen time to competitor nations. The overall figure of 60 per cent is 8 percent lower than in 1955. The decrease showed especially in the Far East and Middle East, Europe, including Italy, West Germany, the United Kingdom, Japan, India, and Hong Kong. The adverse factor of television was noted especially in Europe, where local production also increased competition.

1,774 More in West Germany

Total number of theatres in Europe on Jan. 1, 1960 was 103,990 with seating capacity of 42,863,551—an average increase from 1955 of 39 percent and 35 percent respectively. Europe increased to 1,774 theatres; Spain, 1,850, and Italy, 965. A sharp decline occurred only in the United Kingdom—1,065. Small declines occurred in Sweden, Ireland, Switzerland, Malta, and Gibraltar. At the beginning of the year, the common market accounted for about 25 percent of Europe's theatre facilities.

Over the five-year period, Latin America had 338 more 35mm theatres, but South America had the largest gain—5,793, up from 6,611—and seating capacity rose 8 percent. Central America reported 98 more theatres and the Caribbean, 73. The population of U.S. films is attested to by the percentage of screen time devoted to U.S. films—the highest of any region in the world.

The largest percentage increase of all world regions in number of theatres took place in the Far East—61 percent more in the five-year period. On Jan. 1, 1960, Japan had 7,401 motion picture theatres—about 500 more than in 1955. Taiwan, Burma, and Korea also had sharp gains and an increase of 1,135 occurred in India.

Israel Has 210

In the Middle East, Israel gained more theatres—210, up from 140. British increases were shown in Lebanon, Iraq, and Iran.

The South Pacific area was the only one besides the U.S. and Canada that showed a decline in total theatres. Prime cause was the drop in New Zealand from 588 theatres to 484.

Almost all African countries and colonies reported increases in the number of theatres and new countries or colonies were added for the first time in the 1960 survey. On Jan. 1, 1960, Africa had an estimated 2,165 film theatres with a seating capacity of 1,459,076 compared to 1,683 with seating for 1,080,563 in 1955. The Union of South Africa, Algeria, Nigeria, and Ghana reported sizeable gains.

Vital to Industry Here

Because the motion picture industry in the U.S. relies on foreign markets for more than one per cent of its total imports, development of theatre facilities is of major importance. In 1959, U.S. films and film stars earned for the industry $215 million of remittances on foreign markets.

Meet Held on 'Girl'

Circuit advertising, publicity and exploitation executives representing 105 theatres in the New York metropolitan area met last week with Warner Bros. promotional executives and Max J. Rosenberg, producer of "Girl of the Night," to map out details handling the picture, based on campaigns elsewhere in the nation. The meeting took place at the Warner Bros. home office.

Briskin Exercises Option

WASHINGTON, Nov. 20—Samuel J. Briskin, vice president and director of Columbia Pictures, representing the Motion Picture Exchange Commission in the exercise of a stock option for 16,971 shares of the company's common stock, bringing his holdings in a common property arrangement to 17,077 shares. In addition, he has 2,153 shares held directly.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has been selected chairman of the board of directors of United Cerebral Palsy Association. He was also reelected a vice chairman of UCPA's Research and Educational Committee. It will be Goldenson's fifth term as president of the association.

George Goltzkin, formerly production manager at the Universal International Hollywood studios, who left that position for a production post at the Disney studios, will return to Universal this week to join the staff of Edward Muhl, vice-president in charge of production, as executive production manager.

Howard Gleason, of Sax Theatres, Milwaukee, will be guest of honor at a benefit for him by his associates and members of the Wisconsin Variety Club.

Edward Schmidt, vice-president of Reeves Soundcraft Corp. in charge of new product development, has been elected a manager of the New York section of the Society of Motion Picture and Television Engineers.

Paul W. Guy, assistant secretary and controller of Calebreath Pictures, Inc., Fort Wayne, Ind., has been elected to the office of treasurer and appointed to the newly-created position of general manager.

Jim Scovotti has completed a special nine-week assignment with Columbia Pictures publicity department to coordinate campaign for "Pepe" in the British Isles and on the Continent under the direction of Alan Tucker, Columbia's publicity chief in Britain.

Mrs. Anne Joyce Winnie, who for 20 years has served Columbia Pictures in Albany, N. Y., in booking and secretarial capacities, has retired. Herbert Schwartz, branch manager, paid tribute to Mrs. Winnie at a farewell dinner tendered her. He has appointed Mrs. Janet Richards as her secretary.

C. E. "Pete" Prince, formerly general manager for Rappaport Theatres in Baltimore, is reopening the Center Theatre in Centreville, Md., closed since early in September. He also operates houses at Church Hill and Chestertown, Md.
"Josh didn't want it. It was a first rough-cut, just unscored, unedited, un-anything made him show it. And we Joshua Logan’s production of... is the greatest motion picture I have ever seen."

(Left to right) Harry Mayer, Larry Leshansky, Haskell Masters, Bernard Goodman, Charles Boasberg, Bobby Myers, Tom O’Sullivan, Jules Lapidus, Mac Greenberg
to see it. Relentlessly assembled, undubbed, we cornered him and on record right now: Danny’ for Warner Bros. picture we have!"

* * *
Hornblow, Jr.
(Continued from page 1)
that Martin Davis of Paramount, chairman of the advertising-publicity directors committee, and Albert M. Pickus, TOA president, would head delegations from their respective organizations at the meeting. Mirisch's disclosure that SPC would be represented by Hornblow was the first positive indication that the producers would have a delegate at the first of what is expected to be a series of meetings to air criticisms of film and theatre advertising and to search for means of increasing its effectiveness.
TOA and the ad-publicity directors were prepared to proceed even though an SPC representative was not present, it was reported. The difficulty of finding someone to make the trip to New York for the meeting was responsible for the early doubts about producer representation.

Spurred by Criticism
Arrangements for the meeting were made as a result of outspoken criticism of film advertising by TOA and SPC. This was brought about in Hollywood in advance of TOA's annual convention there in September. Advertising-publicity executives raised the point, contending that while there undoubtedly could be improvements in industry advertising, those who were throwing the stones were not exactly faultless, either.

Producers, it was argued, could cooperate in endeavoring to have an excess of meaningless (to the public, at least) credits eliminated from advertising, thus freeing space to be used for selling copy. Exhibitors, for their part, could adopt a more constructive attitude toward making cooperative advertising more effective and businesslike, it was asserted.

However, it is not believed that the meeting will become an arena for the hurling of charges and countercharges but, rather, a means of attempting to find ground for friendly criticism, exchanges of viewpoints and suggestions for improvements. Whether this would take the form of working liaison committees on a permanent basis, or retention of an outside agency to make a study of current industry advertising with recommendations for changes or improvement, could not be stated in advance of Wednesday's meeting.

No SBA Loans Made to Theatres in October
From THE DAILY Bureau
WASHINGTON, Nov. 20.—The Small Business Administration approved no loans to theatres during October. It approved 300 business loans for $15,254,000, plus 301 disaster loans worth $1,205,000.

Tennessee Pioneer Dies
CLINTON, Tenn., Nov. 20.—John L. Davis, who started one of the town's first motion picture theatres, is dead here at the age of 78.

Review
Esther and the King
20th-Fox—Galettera—CinemaScope
All the trappings of a Biblical spectacle, exotic sets and costumes, a moving and dramatic story, and the skilled and experienced hand of Raoul Walsh make this a worthy and potentially successful entry in the present cycle of historical epics. Its single sales drawback, lack of marquee names, can be more than compensated for by intensive merchandising.

Walsh produced, directed and collaborated, with Michael Eikins, on the screenplay and his expert touch is evident through most of the picture, particularly in getting the utmost from a supporting cast of 20 players. Joan Collins plays Esther with beauty and some depth, Richard Egan is properly virile as a soldierly but unstatesmanlike King Ahasuerus, and Denis O'Dea is dignified and devout as Mordecai, Jewish leader who has become councillor to the king.

The story, brought to the screen with reasonable faithfulness, is of the fair Jewish maiden who one of the "ten virgins brought to the king" when his queen proves faithless and the law requires a new queen to bear an heir to the throne. The Jews at the time are living a precarious existence in exile in an alien land, subject to the suspicions and frequent persecutions of their Persian conquerors. Such a persecution is precipitated by Haman, the king's prime minister, who aspires to the throne and needs a scapegoat to cover his political machinations. Esther, at first the bride of Mordecai, wins the favor and ultimately the love of the king and dissuades him from destroying her people. Her sacrifice is commemorated in the Jewish feast of Purim.

An added romance between Esther and a young Jewish soldier who is her betrothed and from whom she is snatched on the day of her wedding adds suspense and dramatic conflict to the Biblical story.

Among others in the cast Rick Battaglia is satisfactory as Esther's fiance whose death resisting the Persians makes her sacrifice the more poignant. Segio Fantoni is sufficiently menacing as the villainous first minister; and Dailia Rocca is somewhat overly voluble as the adulterous queen.

Color by DeLuxe and excellent camera work by Maro Bava give an eye-filling background to the straightforward story. In contrast to the trend, blood and gore are at a minimum, with the killings, except for two deaths by strangulation, off-screen.

Running time, 109 minutes. Release date, November.

James D. Ivers

Decision Reserved on NT&T Drive-In Bid
Federal Judge Edward L. Palmieri on Friday reserved decision on a petition by National Theatres & Television of Los Angeles to erect a drive-in theatre in Orange County, Calif. N T & T previously had submitted its petition to the Department of Justice with evidence purporting to show that erection of the theatre and its operation as a first run would not unduly restrain competition within its area. However, at Friday's hearing, the N T & T petition was opposed by vincelloff Theatre Circuit of Los Angeles, whose attorney, Mervin C. Pollik, appeared as amicus curiae and argued that the proposed theatre would unduly restrain competition.

Sunrise in Florida
MIAMI, Nov. 20.—Warner Brothers' "Sunrise at Campobello" is being presented here on a continuous-run, popular policy in four houses of Florida State Theatres, including the newly-renovated Shore Theatre at Miami Shores.

L. A. AFTERTOWN
(Continued from page 1)
for a new contract. They join New York chapter also in strike authority against film and taped commercial networks and agencies. The California chapter was to meet Friday night in Los Angeles. Still to be heard from was Screen Actors Guild, which is conducting a mail referendum in which the membership is asked to authorize the Guild's executive board to call a strike if necessary to obtain a "fair and reasonable" contract. Deadline for returns of ballots here was noon Friday.

Guild has called a membership meeting for tomorrow night at the Biltmore Hotel.

Elections to Be Announced
Results of the referendum will be announced at that time, also the results of the guild's annual elections. President George Chandler and Secretaries are unopposed but there are many candidates for the sectional board of directors.

Meanwhile in New York, as possibility of a strike grows closer Robert E. Koster, president of National Broadcasting Company's stations affiliates meeting Thursday was still a "wide gap" between the groups of negotiators. He said a settlement was possible and might come at any time. In case of a strike, he said an NBC could continue its radio and television program operations in the foreseeable future.

Verve Records
(Continued from page 1)
retained as to label, appearance, direction, quality approach, and structure.

M-G-M's G-M president said that acquisition of Verve was expected to enable M-G-M to increase its current substantial sale of disks by more than 30 per cent immediately and to provide further expansion in the world market. All East Coast pressings will now be made at M-G-M's own record manufacturing plant.


Maxim Heads Both
Arnold Maxim, who has been in charge of M-G-M Recording Divsion for the past three years, will head joint operation. Granz will be in charge of the activities of the newly-emerged enterprise and will continue recording activities with present Verve artist roster. The present distribution relationships of both M-G-M and Ver Records will be continued.
**Television Today**

**FCC Accepts Ontario Pay-TV Study; Closes Phonevision Hearing Record**

WASHINGTON, Nov. 20.—The Federal Communications Commission has closed its hearing record in the Hartford Phonevision case after first accepting the Broadcast Bureau's submission of a survey of Telemeter pay-tv operations in Etcheloke, Ontario, Canada.

The FCC has been asked by the Connecticut Committee Against电视, seeking a further change in the hearing record. The change, which is opposed by Hartford Phonevision, applicant for a pay-television license in Hartford, Conn., would have been given by Charles H. Tower, vice-president for television of the National Association of Broadcasters. It involves Tower's understanding of the situation, put to him by Mr. Cranton. "You mean it would be harder on the two existing free stations if a third free station goes on the air than if it is a pay-TV station?" Tower's answer to this was: "In my judgment, yes. The extent would depend on the acceptability, if the pay-tv program failed."

**Who's Where**

The appointment of Carl E. Kleimo as treasurer of Reeves Broadcasting & Development Corp. was announced here. He will have his office with the company's Southern Broadcasting Division in Charleston, S. C.

Arthur A. Garbade has been named business manager for NTA Telestudios, Ltd., it was announced by George K. Gould, president. In his new post, Garbade will handle all matters for the company, the largest independent videotape operation in the New York area.

Harold C. Canton has been named director of advertising and promotion for NTA owned and operated stations and spot sales effective immediately. He will be a charge of all station advertising and promotion, both on and off the air. Canton rejoined producer of the company, for Metropolitan Broadcasting to accept his new position.

William H. Trevethen has been elected vice-president, television network operations, National Broadcasting Company, it was announced by Robert W. Devor, chairman of the board of NBC. Trevethen has been with NBC since April, 1959, when he was appointed director of television network operations.

Mike Shapiro, manager of WFAA-TV, Dallas, has been named general manager of all broadcast properties of the A. H. Belo Corp., parent company of the Dallas Morning News, owner of WFAA-TV, which will continue to be headed by Shapiro, who in his new position succeeds the late Alex Reese.

Les Sholy, former account supervisor for Kenyon & Eckhardt and one-time manager of that organization's Los Angeles office, has resigned from the agency to form his own advertising-public relations company, the Les Shorty Advertising Agency, Hollywood.

**Milton Dubin Promoted**

Milton R. Dubin, sales vice-president for Filmways, Inc., tv commercial producers, has been promoted to senior vice-president. He joined Filmways in 1954 as a sales executive.

**TV Editorializing: 'Good Business'**

Editorializing by a television station is good business as well as providing a needed public service, Terry H. Lee, vice-president and managing director of WAGA-TV, Atlanta said here at the weekend. Lee spoke before the membership of the Television Bureau of Advertising at its annual meeting in the Waldorf-Astoria Hotel on "Editorializing and Sales Influence."

"In addition to the public service we feel we are accomplishing there is a more fundamental aspect, a very satisfying feeling from knowing that these efforts are paying off. . . . If you are not now editorializing at your station, then I say to you, you are missing a great bet," Lee said.

Lists 'Basic Objectives'

The basic objectives of the editorialists, he said, were to "stimulate individual thinking on matters that affect the people and communities we serve" and "to inspire comment, interest and action." The station started them May 2.

Lee emphasized that the editorialists must be provocative and challenging. "Needless to say, we have not always been popular with some of our fine political friends when we tear into one of their pet projects or criticize their administration."

**Welcome Public Service**

The past five months have been most satisfying and rewarding, Lee continued. "That we have been successful, and that we have made definite progress toward fulfilling our objectives, is not questioned in our minds. We have seen concrete, tangible proof, both in audience response and in dollars and cents pay-off, the WAGA-TV Editorial is a welcome public service and also a valuable sales tool."

**Jayark Sells Post '48 Package in 34 Markets**

Jayark has sold its new "blockbuster" post-'48 features in 34 markets during the past two weeks since the package was announced, according to Harvey Victor, vice-president for sales. The package includes "Only The Valiant," "Bugles In The Afternoon," "Mission In Morocco," "Kiss - Tomorrow Goodbye" and other pictures which Jayark recently acquired from Cagney Productions.

Victor reported that despite a noticeable slowdown in post-'48 feature sales, its new package is selling at a faster pace than expected, due to station interest in acquiring small groups of top quality, late release pictures.
BEHOLD!

THE

PERFECT

HOLIDAY

TREAT!

The

Wizard

of

Baghdad

wonder! The Incredible Flying Horse Talks!
wonder! Massive Iron Gates Turn To Paper!
wonder! Execution Sword Becomes A Feather!
wonder! Fire-Breathing Genie King Appears!

STARRING DICK SHAWN BARRY COE

PRODUCED BY SAM KATZMAN-GEORGE SHERMAN
SCREENPLAY BY JESSE L. LASKY, JR. AND PAT SILVER BASED ON A STAGE PLAY BY SAMUEL NEUMAN

It's Boxoffice Magic from 20th Century-Fox
**Annual Report**

Outlook Good

for Industry;

Schneider Says

Columbia Head Hopeful

of Continued Progress

While there are still "many hurdles

surmount," there is a favorable future ahead both for Columbia Pictures and the industry, Abe Schneider, president, states in a message to stockholders just distributed with the annual report for the fiscal year ended June 25, last.

Operating results, reported earlier, added up to profit of $2,107,000. (Continued on page 4)

Acceptance 'Slow' for

Monthly Ticket Plan

Special to THE DAILY

COLUMBUS, O., Nov. 21—Lack of understanding about the savings possible under the monthly theatre membership plan offered since Oct. 1 by Tom Moore at the North Side Capitol has slowed acceptance of the plan. He is hopeful that when patrons learn of the advantages of the plan both current and greater numbers of patrons may buy subscriptions for $3 per month. Single admissions are 50c. Knight said that most of the

(Continued on page 2)

**Columbia to Participate**

in Conn. Pay-TV Test

Columbia Pictures expects to participate in the Zenith test of pay-television in Hartford, Conn., Abe Schneider, Columbia president, states in the annual report to stockholders.

Results of the Telemeter test in Canada and the one in Hartford will be studied most carefully before we commit our company to active participation in this new medium," he says. "It would be foolhardy, however, not to recognize the early experimentation in this area and to evaluate most carefully its future potential."

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**Pioneers Fete Heals Films' Role Lauded**

By SHERWIN KANE

The motion picture industry, together with other communications media, may well contribute to further moves in the continuing efforts to make the Soviet Union a full-fledged member of the "world community of open societies," Ambassador James J. Wadsworth, U. S. Representative to the United Nations, told the annual dinner of the Motion Picture Pioneers at the Waldorf Astoria Hotel here last night.

Wadsworth was the principal speaker at the affair at which Joseph E. Levine, president of Embassy Pictures Corp., was honored as "Pioneer of the Year." In his own speech, Levine reminded the Pioneers to "look to the future" by helping to select and teach the young men of today "to serve this industry tomorrow."

Wadsworth cited the importance of communications to the work of the U.N., which has, he said, "a constant worldwide communication of ideals, not only among governments but also among peoples." This is especially important in the U.N.'s relations with the newly emerging nations of Africa and Asia, which he termed the "greatest single political transformation of this generation and perhaps even of this century."

In the process of the U.N.'s dealing (Continued on page 4)

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**SAG Votes, 4,369-549, To Strike the Networks**

By SAMUEL D. BERNs

HOLLYWOOD, Nov. 21. — The Screen Actors Guild, by an 89 per cent majority vote, tonight authorized its national board of directors to call a strike against television networks, advertising agencies and producers of films and taped television commercials. The vote, taken by mail and tabulated by certified public accountants, was 4,369 to 549.

ABC, Academy Signs 'Oscar' Show Contracts

(Continued on page 6)

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**REVIEW: The Great Imposter**

Universal

The real-life career of one Ferdinand Waldo Demara, Jr., as presented on the screen in "The Great Imposter," seems not so much true-to-life as it seems hilarious. A predominantly comic approach has been taken to his colorful escapades, and with Tony Curtis giving a rollicking performance in the lead, the result is a fast-moving comedy with many laughs for the general audience.

Demara, as is well-known to the readers of Life Magazine along with (Continued on page 6)

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**Annual Report**

L. O. D. Hits Objectionable Films Rise

Domestic Films Rated 'B' Jump to 24.33 Per Cent

From THE DAILY Bureau

WASHINGTON, Nov. 21. — The Legion of Decency, the Catholic organization which morally evaluates films, said today that films for the past year have shown "an alarming departure from previously accepted and respected standards." The Legion said domestic films classed as objectionable rose from 14.59 of 1959's total Hollywood production to "the astounding figure of 24.33 per cent this year.

The film report was made to the Catholic bishops of the United States at their annual meeting here last week by Bishop James A. McNulty of Paterson, N. J., chairman of the Legion's executive committee. The Legion spokesman said the Episcopal Committee was preparing a statement on the current trend which

(Continued on page 2)

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**Fox Sets Minimum of Four Films Per Month**

Twentieth Century-Fox will have at least four films in production each month for the next 18 months and will place into release at least that number (4) every month during the period. In some months it plans to release five or six pictures.

This was made known at the conclusion of the company's two-day (Continued on page 2)

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**New Zealand Visitor Optimistic for Industry**

Confidence in the future of the motion picture business was expressed here yesterday by R. A. Usman, representative for Quigley Publications in New Zealand, as a result of his study of industry conditions on a world tour he is making. Usman, who (Continued on page 2)
L. of D. Hits

(Continued from page 1)

would be released at the end of November.

The Legion reviewed 275 films during the year, 223 domestic and 52 foreign. Of domestic films, 66 (20.73%) were A-1 (unobjectionable for general patronage); 47 (17.1%) were A-2 (adults and adolescents); 72 (25.9%) were A-3 (acceptable only); 54 (24.3%) were B (objectionable); 3 (1.3%) were condemned; 1 (0.4%) was separately classified.

Report on Foreign Films

Of foreign films, 14 (26.41%) were A-1; 8 (15.0%) were A-2; 16 (30.19%) were A-3; 10 (18.78%) were B; 9 (9.45%) were condemned.

The previous year, the Legion reviewed 280 pictures, 233 domestic and 47 foreign. Thirty-four domestic (14.59%) were objectionable. None were condemned. Nineteen foreign films (19.15%) were objectionable, and seven (4.1%) were condemned.

It was announced that Bishop John King McMillin of Steubenville, Ohio, has consented to serve as bishop of the Episcopal Committee. He was replaced by Bishop John A. Donovan, Auxiliary Bishop of Detroit. Other members of the committee are Aden J. Bell, Auxiliary Bishop of Los Angeles, Calif., Bishop Lawrence J. Sheahan, Bridgeport, Conn., and Bishop James V. Casey of Lincoln, Neb.

Educators Praised

The Legion report commended the work by Catholic educators during the year in maintaining communications arts courses. It noted that in the Archdiocese of Chicago the Adult Education Centers conducted a two-day conference on Motion Picture Education at Mundelein College, with the College co-sponsoring the program.

A similar project was instituted during the summer for high school students in Newark. At both George-town University and Notre Dame University (South Bend, Ind.) film institutes were conducted, the report said.

Monthly Ticket Plan

(Continued from page 1)

Capitol's admissions are by membership. He says, however, that sometimes a patron asks for only four admissions at the boxoffice. When told that single tickets are $3.60, so that four would be $14.40, 24 admissions, the patron often declines to take the bargain. Members have until the 20th of the following month to buy a second monthly ticket. However, that time Knight is free to release the admissions to another patron. New policy of the Capitol is showing only "A" films six months after release. All "B" features.

Florida Exchanges Donate Films for Kennedy's Home

Special to THE DAILY

PALM BEACH, Fla., Nov. 21. - Senator, and President-elect John F. Kennedy, a motion picture enthusiast, has been entertained Friday evening in an impromptu screening room set up in the Kennedy family resort home here.

The films were contributed by the local exchanges.

ABC, Academy

(Continued from page 1)

president in charge of network programming and Sandy Cummings, vice-president and director of TV network programs, western division, for ABC-TV and the Academy by Valentine, co-director of ABC's presentation of "The Father," Larry Harrison, executive director; Lloyd Wright, Jr., its legal counsel.

The 33rd annual presentation of the awards program, to be telecast from the Capitol Theatre in the Paramount Building, from Santa Monica Civic Auditorium will be carried over the full ABC-TV network of more than 240 stations. It is expected to reach approximately 97% of television homes in the United States.

Five New Bookings

For "Spartacus" Set

Five additional Christmas openings on a roadshow basis have been set for Universal-International's "Spartacus" which is currently playing in six cities and was previously announced to open in seven additional cities making a total of 18 roadshow engagements which will be underway by the Christmas holidays.

All Seats Reserved

The five additional Christmas dates, all in 70mm and 10 performances weekly with all seats being reserved will be held at the Capitol Theatre in Boston; the Downtown Theatre in Miami; the Alouette Theatre in Montreal; the Music Box in Seattle; the Center in St. Petersburg and the United Artists in San Francisco. All opening dates are Dec. 22 with the exception of Miami which is Dec. 15.

New Zealand Leader

(Continued from page 1)

will be in New York for the rest of the week, is involved in both distribution and exhibition in New Zealand. He said he and a business partner are planning to build two new suburban theaters that are short of completion.

While in England Usmar wrote several articles on industry conditions there which have been published in New Zealand newspapers.

Fox Minimum

(Continued from page 1)

weekend planning session here who ended Sunday. Spiro Skouras, president, termed the meeting the ‘most successful and optimistic’ in the history of the company. It was called to make plans for production leases through the spring of 1962.

Here for the meeting from West Coast was Robert Goldste, who was complimented by Skouras for the ‘tremendous strides and accomplishments he has made in the past short months as executive head production at the studio.’

Top Officials Attend

Others present at the meeting were W. C. Michel, executive vice-president; Murray Silverstone, head 20th-Fox International Corp., Ginn Einfeld, vice-president; Donald Powers, managing derson, treasurer; and Glenn Nors general sales manager.

Titles of 45 of the pictures to make the Fox in the 18 months were listed in the statement issued here yesterday concerning the meeting.

U.S. and France Ratify Cooperative Agreements

From THE DAILY Bureau

WASHINGTON, Nov. 21—T1 United States and France have exchanged instruments of ratification for a "convention of establishment. It becomes effective on Dec. 21, 196

The convention is similar to treaties of establishment, commerce and navigation that the U.S. has with many other countries insofar as concerns business activities, investments, and personal and property rights of nationals within territory of the other. It does not contain provisions dealing with imports or exports.

In the convention, each country undertakes to accord nationalizations of the other treatment in less favorable than that given to its own citizens and to further international investment.

Funeral Services Held

For Jack Harrison, 53

Funeral services for Jack Harrison, 53, New York editorial representative for "The Hollywood Reporter" for many years, were held yesterday at the Universal Funeral Chapel, 53rd and Lexington. Burial was private.

Harrison, who had returned to his office several weeks ago following heart attack suffered in September, was stricken on Saturday in the home of a sister, Mrs. Lillian C. Hoffman in Englewood. Also surviving is a brother, Edward Harrison, independent film producer and distrib-
GET YOUR N.S.S.
Holiday Greeting Trailer
NOW!

As the scene opens we find ourselves in a richly panelled library...

our host is holding a book... outside snow is falling...

and in the distance we hear bells from a nearby church playing Christmas Carols.

Our eyes are misty with holiday hopes and holiday joy as our host reads to us of the eternal message of Christmas...

and the eternal hope the New Year brings.

"God bless us, every one," he says, ...

and the unforgettable phrase from Charles Dickens' A CHRISTMAS CAROL sounds in our ears with the solemn joy of the holiday bells!

In FULL COLOR or BLACK and WHITE...

FULL COLOR
$14.95
HGT 60-(C-N)

BLACK & WHITE
$9.00
HGT 60-(BW-N)

For fastest service, order from your nearest NSS Exchange!

All the warmth and friendliness of the Holiday Season has been packed into National Screen's HOLIDAY GREETING TRAILER for 1960-61... Magnificently produced in rich, glowing COLOR... in an opulent setting, tastefully designed to appeal to your patrons and reflect the good taste and sincerity of your theatre management.

It's the SHOWMAN's Holiday Handshake with your patrons... a must for any well-operated theatre... and a good-will gesture through

National Screen SHOWMANSHIP!
Hazard of Choosing Magazine Cover Subjects

The cover of the December issue of Cosmopolitan magazine just out, pictures a smiling Marilyn Monroe and Clark Gable as exponents of the issue’s theme, “the pursuit of happiness.”

Since the magazine went to press, Miss Monroe announced her plans to divorce Arthur Miller, and Clark Gable was the victim of a fatal heart attack.

Outlook Good

(Continued from page 1)
which compares with a profit for the previous year of $151,000.

Schneider reports that the company anticipates “an unusual number of strong box office attractions during the next period,” and that its “forward momentum will continue unchecked.”

On post-48 sales to tv, Schneider says the company will lease a group of these through Screen Gems in the current year. The number to be made available will depend on the needs of the tv market. Revenues resulting from this source will be used to advance Columbia feature film production.

“We will not release any feature to television until its theatrical release has been satisfactorily exhausted,” he says.

Schneider reports to stockholders on such developments during the year as the strikes in Hollywood, dismissal of the Screen Gems suit: progress of two other subsidiary activities—Colpix Records and KCX, radio and tv station in Salt Lake City; consolidation of distribution facilities in Canada with Paramount Pictures. On the latter Schneider says the sharing of facilities is expected to cut costs substantially and could be extended to other territories.

Reynolds to Organize Nizer Dinner Program

Author and news commentator Quentin Reynolds will head and organize a special program for the 1960 “Health for Peace” dinner, it was announced by Maxwell Rabb, chairman of the event. The dinner will be held on Dec. 14 on the Starlight Roof of the Hotel Waldorf-Astoria on behalf of the Children’s Asthma Institute for Research (C.A.I.R.) with co-chairmen Louis Nizer, prominent New York attorney and author.

Max E. Youngstein, United Artists vice president, is honorary chairman of the dinner. Youngstein has been a leader and founder of the Institute and is a member of the National Board of Trustees. Nizer is being cited both for his pioneer scientific endeavors on behalf of the Institute and his devoted work in support of the health for peace ideal.

Joseph E. Levine accepts the 1960 Pioneer of the Year award from S. H. Fabian, president of the Pioneers. The award was made last night before a large gathering of industry leaders at the 22nd annual Pioneers dinner at the Waldorf-Astoria.

Lee Newberry Wins Cadillac At M.P. Pioneers Dinner

Lee W. Newberry, exhibitor of Manisquan, N. J., at the Motion Picture Pioneers dinner last night won the 1961 Cadillac which had been donated by Mrs. Joseph E. Levine and children as top prize in the annual raflle to benefit the Foundation of Motion Picture Pioneers, Inc. The winning ticket was drawn by Dr. Israel Kazis. Tickets for the drawing were sold throughout the country by the M-G-M sales organization under Robert Mochrie, general sales manager, as well as at the dinner last night.

The Foundation of Motion Picture Pioneers provides financial assistance to needy veterans of the industry.

(Continued from page 1)
with the attendant problems, Wadsworth said, “the motion picture industry of America is sure to play a big part. This is especially the case in places where, because of the language barrier and the problem of illiteracy, films are the most potent form of mass communication.”

Withholding from Video

He said the U.N.’s most difficult problem of communication lies in the communist countries, where the free exchange of ideas and information are prohibited. “Whereas internal communications are employed to ‘bind the mind of every citizen to the dogman of the state; to instill hatred and false fears of the outside world and to perpetuate myths about ‘Wall Street imperialism’ to justify their own aggressive policies.”

The only progress that the free world has been able to make in penetrating Iron Curtain barriers in recent years has been in the exchange agreements worked out with the Soviet Union and in which, Wadsworth said, “the motion picture industry has made an especially fine contribution, and you who are in that industry do not have to be told what public enthusiasm has greeted the American films which have been shown in Moscow under the agreement.”

Introduced by Johnston

Wadsworth was introduced by Eric Johnston, president of the Motion Picture Association of America. George Jessel served as toastmaster.

S. H. Fabian, president of the Pioneers, presented Levine with an engraved silver bowl memorializing his designation as Pioneer of the Year as a capacity crowd of more than 500 watched in the Waldorf’s Starlight Roof. The bowl was inscribed: “In recognition of your courage and vigorous leadership and for in- fusioning a new vitality into a great industry in a manner which characterizes the highest tradition of showmanship, we proudly present you with this symbol of our esteem and affection. The Motion Picture Pioneers Inc.”

In his response in which he called for the training of young men to take over the tasks of their industry elders, Levine called attention to his son, Richard, in the audience, saying he looks to the younger man “as a great symbol of the future, a symbol that at once characterizes the dynamism and the vitality of this industry.”

“As Pioneers, it is most important for all of us to look to the future and the young men who must be trained today if they are to serve this industry tomorrow.”

“We leave these men of tomorrow a rich heritage, but more important, we leave them a major and vital field in international communication—vital instrument for world peace.”

“The fact that we have an organization such as the Pioneers to reach out and find able young men today who we can teach to meet the challenges of the industry is an opportunity for the future which we pray will be followed.”

The invitation was given by Israel Kazis.

Kazis was the 17th Pioneer of the Year to be honored by the organization. Previous Pioneers were Adolphe Zukor, Gus S. Eysell, Cecil B. DeMille, Spavinaw, Stouats, Jack, Alva and Herman Wager, Walter J. Blumberg, Barney Balaban, Fabian, Herman Robbins, Robert J. O’Donnell, Joseph R. Vogel, Robert Knack, Besen Briski and Steve Brody.

More than 40 new members of Pioneers were inducted by Jud Ferdinand M. Perera in a ritual which is a feature of the annual dinner. Judge Perera, who is counsel to an industry law firm of Schwartz Frohlich, was assisted by Fabian in the procedure. To be eligible membership in the Pioneers an individual must have been a member of the industry for at least 25 years.

Alan King Entertains

Night club and tv performer Al King headed the entertainment, as Al Riekey and his orchestra provided the music.

Among those at the dais were Charles Alcanate, Balaban, Benjamin Halper, Harry Brandt, George Dembow, Sam Dembow, Jr., Ned E. Depinet, J. Emanuel, Eysell, Fabian, Leopold Friedman William J. Gorman, J. Cortatoswky, Abel Green and William J. Heimann.


‘Exodus’ in Minneapolis

Otto Preminger’s “Exodus” will have its Minneapolis premiere at the Academy Theatre on Jan. 18, start an unlimited, reserved-seat engangement.
The 22nd Reunion of The Motion Picture Pioneers

Schwartz, George Jessel, Joseph E. Levine and Richard Levine.


William German and Leopold Friedman.

Martin Quigley, Paul Mooney, Don Velde and Ned E. Depinet.

Samuel Rinzler, S. H. Fabian and Bernard Kranze.

Sam Dembow, Jr., and John J. O'Connor.

James Gould, Russell V. Downing, Joseph Bellfort and Gus S. Eyssell.
SAG to Strike

(Continued from page 1)

The Great Imposter

CONTINUED FROM PAGE 1

those who followed the accounts of his lively activities in the newspapers, is the versatile man who assumes great variety of names and professions here and in Canada before he was finally exposed. Lacking even a high-school education, he successfully passed himself off as a doctor of philosophy. With equal ease he became a novice in a Trappist monastery, a Royal Canadian Navy surgeon, an assistant prison warden, and a school teacher. He was in short, a masquerader, par excellence.

On the theory this was all pretty incredible, even though it really did happen, Liam O'Brien wrote a screenplay (based on the book by Robert Mulligan) that stresses the humor in the situations. Things do become serious occasionally—when the hero seeks to reform some hardened criminals at the prison and when he operates on 19 Korean soldiers while in the Canadian navy and saves the lives of each. Mostly, however, the emphasis is on the light-hearted, and Curtis and a talented supporting cast, under the direction of Robert Mulligan, have fallen right into the spirit of tongue-in-cheek.

In the film Demara gets his start by falsifying his record as a U.S. Marine in order to become eligible for a direct commission. This backfires when he learns his paper will automatically be verified by the F.B.I. To prevent exposure he contrives to make it appear he has drowned himself.

Next he enters the Trappist monastery but finds he cannot conform. He goes on to the prison where, on the basis of forged credentials, he gets a top post. He reforms the toughest cell block in the prison, while romancing the warden's daughter on the side. When somebody comes along who can expose him, he flies once more.

This time it's off to the Canadian theatre— In the picture's funniest scene and the one that got the loudest laughs at a theatre audience preview— he extracts the tooth of the ship's captain after reading how to do it in a book! His operations on the Korean soldiers follow. But soon he is exposed once again.

In sketching the life of Demara as primarily one boyish prank after another, writer O'Brien gave director Mulligan a formidable task in mood-shifting as he suddenly jumps from a comic scene to a serious one. For the most part the transitions are managed smoothly. There are slight attempts here and there to get underneath the Demara character—to explain "why" he does what he does. These do not come to much, however, which is probably just as well as far as the average spectator is concerned.

Throughout Curtis maintains a gay, insouciant manner that will win audiences. Part of the fun in the picture is watching a host of talented character actors suddenly jolt into a "bit"—Gary Merrill as the father of Demara; Karl Malden as the priest who advises him; Paul Monash as the head of the Trappist monastery; Arthur O'Connell as the prison warden; and Edmund O'Brien as the ship's captain. The girls in the hero's life are attractively played by Joan Blackman, Sue Anne Langdon, and Cindy Wood. Robert Arthur produced.


Richard Cottner

in theatrical pictures alone, employe-
within the past few days to reject the
ments here and in Canada before he
ers will contribute a minimum of
rs who followed the accounts of his
as the director of the American Federa-
ed the accounts of his lively activities
his record as a U.S. Marine in order to
exposure he contrives to make it appear
ers, were disclosed for the first time. Martin Segal, guest speaker, told the audience that effective Jan. 1, 1961, the major portion of doctors' and hospital bills will be paid for guild members and their families.

There also will be substantial life insurance and accident insurance coverage.

President Chandler estimated that

President Chandler's annual report disclosed that the guild's paid-up membership has reached an all-time high of 13,698 as of Oct. 31, 1960, of whom 9,396 are in the Hollywood area, 3,481 at New York and 808 in other cities.

All AFTRA Boards Rejected Past Terms

With all three sections of the national board of the American Federation of Television and Radio Artists—east, west and central, having voted
the networks' proposals for a new contract, a strike call can be issued at any time, an AFTRA spokesman said yesterday.

A final effort to effect a settlement will be made today when representatives of all factions will meet here with Federal mediator J. R. Mandelbaum, who has been asked to iron out the differences which mayidle some 16,000 members of the AFTRA and several thousands more of the SAG. The meeting, which will start at 10:30 A.M. will be held at 341 Ninth Ave.

Late Friday night, the Central board of AFTRA in Chicago rejected the networks proposals, which had been rejected earlier by the New York and Hollywood boards.

SAG to Strike

The Great Imposter

CONTINUED FROM PAGE 1

Mitchell Wolfson, president of Wometco Enterprises Miami, the subject of "Our Sunday Porn," is to receive a special prize which pays tribute to the motion picture and the executive with the following caption: "Mitchell Wolfson, head of the Motion Picture and Television industry, can smile broadly in a field of work over a lifetime of accomplishment in Greater Miami and Florida. One of the first movie men to realize he couldn't beat tv, he joined it. His company netted almost 100 million dollars, doubling its profits in first year as a public stock firm. Wolf restored the Audubon House his native Key West. He is a founder and mayor of councilman and M. Beach and won four battle stars lieutenant colonel in World War II.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters, who last week was reelected to a fifth term as chairman of United Cerebral Palsy Association has been honored again by that organization, which bestowed its leadership award upon him at the close session of its 11th annual conference in Chicago.

Bob Stroh, manager of the Nativity Theatre, Greensboro, N.C., has assumed new duties as city manager Bluefield, West Va., for the Williams-Kinccey circuit. His post at Greensboro will be taken over by Al Coe, of Roanoke, Va.

Bert Spiewogel, who in the past has operated a motion picture and a vertitography studio photography in Washington, D.C., has joined On Film Inc., of Princeton, N.J., as director of cinematography. He will supervise and edit all work, including the animation department.

"Worlds' Print Record"

London, Nov. 21—A total of 5 color prints of "The 3 Worlds of Gulliver" will be in circulation simul-
aneously during Christmas week when the film is scheduled for world wide release by Columbia Pictures. This is said to be a record color print order on a single film for the company. In the United States alone more than 400 openings of the film have been set for the same week.

WOMPI Group Wins

JACKSONVILLE, Nov. 21—The local chapter of Women of the Motion Picture Industry has scored a victory over other women's organizations here with its 1960 first prize on November from Community Guild Awards, which are sponsored here by Radio Station WMBR. The money has been earmarked for a WOMPI charity project.
MPAA Board Hears Report on 1961 Censorship Legislation Outlook

The threat of censorship legislation on many state fronts in the coming year was reported to members of the board of the Motion Picture Association at a meeting here yesterday by Manning Clagett, MPAA legislative representative.

Clagett reported on numerous state legislatures that will be meeting in 1961 and on the prospects that censorship or film classification measures will be introduced in some of them.

The problem was described as one of increasing concern for the industry and while there was some discussion of what might be done about the situation, no definite program or other plan of action has been evolved.

Clagett's report, it was stated, was designed primarily to bring MPAA (Continued on page 6)

Rackmil Will Conduct Sales Meetings Abroad

Milton B. Rackmil, Universal Pictures president, accompanied by American Aboaf, vice-president and foreign general manager, will leave here at the weekend for Europe to conduct a series of sales conferences, during which they will meet with key company executives and leading exhibitors. Included in their itinerary is the London premiere of "Spaiscus," on Dec. 7, at the Metropole Theatre.

In their sales meetings, Rackmil and Aboaf will outline plans for U-I's (Continued on page 6)

Levine Signs Titanus In Co-Production Deal

(Picture on page 2)

A long range co-production program between Titanus Films of Italy and Joseph E. Levine's Embassy Pictures was announced yesterday at a press luncheon at the Four Seasons. The agreement involves the production of three to four major productions aimed at mass audience exploitation annually. The announcement (Continued on page 2)

Not 'Runaway' But 'On-the-Spot': Marton

"Runaway" production is not properly so-called when it is often the spot production, according to Andrew Marton, director of 20th Century-Fox's "It Happened in Athens." Marton, just returned from five weeks of shooting the story of the revival in 1896 of the ancient Greek Olympic games, met the trade press at a break (Continued on page 6)

In U.S., Canada Name Pickman Para. Domestic Sales Manager To Serve Under Wettner; 2-Fold Purpose in Change

The appointment of Jerome Pickman as domestic general sales manager for Paramount Pictures was announced yesterday by Barney Balaban, president. Pickman, vice-president of Paramount Film Distributing Corp., has been director of advertising, publicity and exploitation for Paramount since 1951. In his new post, according to Balaban, Pickman will be in charge of the company's motion (Continued on page 2)

Republic 12-Mo. Sales $30,000,000: Carter

By SAMUEL D. BERNs

HOLLYWOOD, Nov. 22—Sales of Republic Corp. were up to approximately $30,000,000 for the year ended Oct. 29, 1960, from the $28,250,000 in fiscal 1959, with profits for the fiscal year just ended in excess of $1,600,000 or approximately 80 cents a share on the 2,004,190 common (Continued on page 6)
S. M. DeSantis, president of Calatea Productions, producers of "Esther and the King," has arrived in New York from Hollywood.

Dr. Lomellino Sante, president of Universal Pictures, addressed the Motion Picture Theaters Association meeting in Hollywood last week and indicated that his company would continue its policy of re-establishing domestic and foreign sales policies and operations, will be able to effect closer liaison with Paramount's production activities in Hollywood and other parts of the world in addition to devoting more time to the management of Paramount's motion picture activities," Balaban added.

Pickman does not succeed anyone. Balaban has been in charge of worldwide distribution, and the new Pickman post is the re-establishment of one that had been discontinued for some years.

**Pepe** Sequence Set For Color Telecast

A musical sequence from "Pepe," the Columbia release, will be broadcast at 11:30 A.M. tomorrow over the NBC network. It will highlight the title song, and Shirley Jones will star in the number when the flower-parade "Pepe" boat, which is taking part in the Macy's Thanksgiving Day parade, reaches Herald Square. Special choreography for the sequence was arranged by Alex Romero, who handled much of the dance numbers for the film.

**Johnston to Speak**

Eric Johnston, president of the Motion Picture Association, will address the directors luncheon meeting of Metropolitan Motion Picture Theaters Association on Dec. 6 at the Hotel Astor here. Leslie R. Schwartz will be inaugurated as new president of MPPA.

Jack Silverthorne, manager of Hippodrome Theatre, Cleveland, has returned there from Oxford, O., after having accompanied his daughter to Miami University there.

**Miss. Robin Glass has given birth to a boy in Cowan, Tenn. Father is operator of the Rex Theatre in that community.**

**KIM NOVAK arrived in New York yesterday from the Coast.**

**Levine Signs Rights To 'La Dolce Vita'**

American rights to "La Dolce Vita," prize-winning - and controversial picture, belong to Embassy Pictures under a verbal agreement with the producer of the film, Joseph E. Levine declared yesterday. Purchase of $3,000, following a two weeks ago at the lended convention by A. W. Schwalbe for the new Omot Corporation.

According to Levine a verbal agreement, involving an advance $500,000 and subject to the picture passing U. S. customs, is intended as legal action to enforce his rights, he declared.

**Fugitive** Shown at Acapulco Festival

ACAPULCO, Mexico, Nov. 22

United Artists' "The Fugitive Kim was the first U. S. entry to screen in the third world film fest here. It was shown last night to capacity audience; purchase of $3,000, following the presentation of visiting notable by Robert J. Cokery, vice-president of the Motion Picture Export Assn. of America.

Cokery introduced actor Bob Cummings and his wife; Londa Bennett, "Miss Universe" and Joel Haas, United Artists manager in Mexico. Eric Johnston, MPEA president will arrive in Mexico City tomorrow and Acapulco on Saturday. Also due here are Jack Lemmon, Robert Saxo and Rita Cam for a party to be given by the MPEA on Saturday night.

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Schwartz Succeeds Fabian

From THE DAILY Bureau
WASHINGTON, Nov. 22. - U. S. Export Administration's project for relieving the product shortage by adding a new source of production. Next Jan. 1 is the deadline for completion of financing for the new production company established. The chairman of ACE has been appointed by the executive committee that he would have his "full cooperation in his activities."

Top Officials Attend
Present at yesterday's meeting were: Emanuel Frisch, Philip Harling, Edward Lider, Fabian, Schwartz, E. D. Martin, George Kanesotes, Albert Pickus, Harry Mandel, Sidney Markley, Irving Dallinger, Harry Goldberg and Merlin Lewis.

Fordham Film Study Club Is Organized

Formation of the Fordham Film Study Club was announced by Fordham University's Communication Arts Department. It will present regular programs of American and foreign films in a symposium format, and is organized according to the norms and directives of the Encyclical Letter of the Pope, a film series whose purpose is to increase Motion Picture Production.

Schwartz's election yesterday was by unanimous vote. In accepting his new post, Schwartz said he would "continue the policies of ACE as outlined in its original agenda" and he was assured by the executive committee that he would have its "full cooperation in his activities.

Admission Prices in Rise for Third Quarter

From THE DAILY Bureau
WASHINGTON, Nov. 22. - The Labor Department's index of motion picture admission prices during the year has more than made up its slight second-quarter decline. At the end of September, the price index for motion picture admissions stood at 150.6 per cent of the 1947-49 average. The average admission price during 1959 was 140 per cent of the base-period price.

Adult admissions during the quarter stood at 140.6 on the index, a rise of 1.3 points from the second-quarter figure, but only 1.3 points higher than the first 1960 quarter. Children's admissions were at 147.6 on the index, up from the June quarter's 143.4, which in turn was 2.1 points higher than the March quarter.

Average adult admission during 1959 was 140.6 per cent of the 1947-49 average, while children's admissions were 131.9 per cent.

 Legion Reviews 4:
'Esther' in Class B

The National Legion of Decency reviewed four films this week, placing one, "Esther and the King" (20th-Fox) in Class B, morally objectionable in part for all. The Legion objection: "Whatever biblical values this film may pretend to possess are nullified by the deplorable fact that in its treatment of the film resorts to excessive sentiment in dancing, costuming, and situations."

In Class A, Section 2 (adults and adolescents) is "Goliath and the Dragon" (American Int'l.), in Class A, Section 3 (adults) is "Exodus" (U.A.) and "Heroes Die Young" (A.A.).

Wausau Theatre Taken

WAUSAU, Wis., Nov. 22—Wisconsin Amusement Co. has taken over the Hollywood Theatre here, formerly operated by Sig Goldberg, who also owns the Hi-Way 20 Drive-In here. Al Frank will be general manager of the Hollywood.

4 Complete Line of Professional Cine Films
Sales
Offices
and
Warehouses
321 West 54th Street
New York 19, N. Y.
6730 Santa Monica Blvd.
Los Angeles 39, Calif.
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Lindelewood (Chicago), Ill.
1355 Connel Street
Dallas 7, Texas
1226 Blake St.
Denver 2, Colo.

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THE GEVAERT COMPANY OF AMERICA, INC.
more important executive positions and to fill the assistant branch manager post created at four offices, 42 other exchange employees were moved up. These included bookers who were promoted to film salesmen, assistant bookers who became head bookers, head bookers who were elevated to assistant bookers and assistant bookers who graduated to salesmen and secretarial, stenographic and clerical staffs.

This week Norris announced the following promotions: Victor J. Beat- tie, former Toronto branch manager, has been named Canadian regional manager headquartering in that city.

Gordon W. Lightstone, Jr., formerly St. John branch manager, has been advanced to managerial charge of the larger Montreal office, succeeding Gerald L. Chenoff, who has retired.

Philip Geller, formerly Winnipeg head, has been elected to branch manager of the larger Toronto territory. Stuart C. McQuay, special sales representative in Vancouver, has succeeded Mr. Geller as Winnipeg manager.

Robert S. Pacey, who served as the 20th Century-Fox representative in Newfoundland, succeeds Lightstone as St. John branch manager. Gerald F. Hogan, formerly on the Toronto staff, will be under Pacey's supervision of the sub-office at St. John's, Newfoundland. Lloyd Edwards, former sales manager at Dallas, has been promoted to assistant branch manager there.

Alan Strubon, formerly a salesmen at Philadelphia, has been selected to fill the newly created assistant branch manager post in that city. Previously, New Haven branch manager Shep Bloom was advanced to the assistant New York branch management.

The advancements of Canadian managing director Peter Myers, Chicago branch manager Robert L. Conn, New York branch manager Abe Dickstein and Albany branch manager Clayton C. Panteages to membership in the sales cabinet, enabled Norris to promote others to fill the field executive posts the three had held.

Alex Arnswelder was promoted to managerial charge of the New York branch. Bennett Goldstein succeeded Shep Bloom as New Haven manager, moving up from the Philadelphia sales management. William B. Williams in Dallas was elevated to that branch's managerial post, while Chicago sales manager Henry Harrell succeeded to branch manager there.

The retirement of Marion W. Osborn, Oklahoma City branch manager, enabled Norris to promote Morris R. Yowell, sales manager there, to succeed the former. Within the next week announcement will be made regarding the assistant branch manager in Chicago.

In the meantime, the co-ordination functioning of the sales cabinet's field co-coordinators were finalized by Norris. Abe Dickstein is co-ordinator of national circuit sales activities and the New York branch. His co-ordinational functions will influence the financial status of 21 autonomous branches servicing 25 states and territories of the United States.

Com is co-ordinator of 17 branches in the eastern, central and mid-western areas of the United States, servicing 26 states. McLeod is the sales managers' co-ordinator of servicing 28 states in the south, far west and Pacific Coast.

Fantes is the sales cabinet's co-ordinator of territorial promotions.

**FORTHCOMING RELEASES**

**AABBREVIATIONS:** AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Technirama; vv, VistaVision; rs, Regascope.

**NOVEMBER**

AA—HEROES DIE YOUNG: Erika Peter, Robert Getz
AA—THE UNFAITHFULS: Gina Lollogrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—THE WORLD OF HIT REICH: John Forster, Brockdick Crawford
BY—TEN WHO DARED: c, John Beel, Brian Keith
COL—LET NO MAN WRITE MY EPITAPH: Shelley Winters, James Darren
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
COL—HELL IS A CITY: Stanley Kowler, Maxine Audley
MGM—BUTTERFIELD EIGHT: c, Elizabeth Taylor, Laurence Harvey
PAR—G.I. BLUES: c, Elvis Presley, Juliet Prower
PAR—A BREATHTAKING GUEST: c, Joyce Reynolds, Edmond O'Brien
PAR—GODDESS: c, Luise Rainer, Claude Rains
MGM—TWO-MANY CAKES: c, Spencer Tracy, Fredric March
PAR—THE MAGNIFICENT SEVEN: c, Yul Brynner, Eli Wallach
UNI—MIDNIGHT LACE: c, Doris Day, Rex Harrison
WB—SUNRISE AT CAMPBELLO: c, Ralph Bellamy, Greer Garson

**DECEMBER**

AA—HERO THE GREAT: c, Edmund Purdom, Sylvia Lopez
AA—DONDI: David Jansen, Fatti Page
AIP—THE IMMORAL MISS HANSEN: Nadja Tiller, Tony Britton
BY—SWISS FAMILY ROBINSON: c, Dorothy McGuire, John Mills
COL—THE THIRTEEN WORLDS OF GULLIVER: c, John Payne, James Mason
COL—JAZZ BOAT, c, Anthony Newley, Anne Aubrey
COL—PLEASE TURN OVER: c, Tod Ray, Jen Kent
MGM—CARNIVAL FEVER: c, Albert Salmi, John Wayne, Capucine
PAR—THE WORLD OF SUSIE WONG: c, William Holden, Nancy Kwan
PAR—CINDERELLA: c, Jerry Lewis, Judi Anderson
20-Fox—FLAMING STAR, c, Elvis Presley
20-Fox—ESTHER AND THE KING, c, Jana Collins, Richard Egan
20-Fox—THE WIZARD OF BAGDAD, c, Dick Shawn, Dieter Baker
20-Fox—LEGIONS OF THE NILE, c, Linde Cristal, Ettore Manni
UA—EXODUS: c, Richard Burton, John Hoyt, Renato Salvatori, Eva Marie Saint (special dates)
UA—FACTS OF LIFE: Bob Hope, Luella Belle
UNI—THE PRIVATE LIVES OF ADAM AND EVE: Mickey Rooney, Marnie Van Doren
WB—THE SUNDOWNERS, c, Deborah Kerr, Robert Mitchum

**JANUARY**

AA—LOOK IN ANY WINDOW: Paul Anka, Ruth Roman
AIP—KONGA, c, Michael Gough, Jesse Conrad
COL—SWORD OF SHERWOOD FOREST, c, Richard Greene, Peter Cushing
COL—THE WACKER SHIP IN THE ARMY, c, Jack Lemmon, Ricky Nelson
MGM—WHERE THE BOYS ARE, c, George Hamilton, Dolores Hart
MGM—THE VILLAGE OF THE DAMNED: c, George Sanders, Barbara Shelley
MGM—GORGON, c, William特斯, William Sylvester
PAR—BLUEPRINT FOR ROBBERY: Jay Barney, J. Pat O'Malley
20-Fox—DOUBLETROUBLE, c, Tommy Noonan, Peter Marshall
20-Fox—THE MARRIAGE GO ROUND, c, Susan Hayward, James Mason
20-Fox—CIRCLE OF DECEPTION: c, Bedford Dillman, Suzy Parker
20-Fox—THE MILLIONAIRES, c, Sophia Loren, Peter Sellers
20-Fox—THE LITTLE SHAKERS OF HAMMOND, c, Jimmy Rogers
UA—THE SUMMER OF THE SEVENTEENTH DOLL: Anna Brown, Ernest Borgnine
UA—FIVE GUNS TO TOMBSTONE: James Brown, John Wilder
UNI—THE GRASS IS GREENER, c, Cary Grant, Deborah Kerr

A.A. Luncheon Friday

To Launch David Kor

David Kory, the six-year-old son of Allied Artists’ “Doddy,” will be introduced to the New York trade press at a luncheon on Friday at the Belasco Room in Saratoga’s Restaurant here. Elroy E. Goldstein, vice-president and general sales manager of Allied Artists, will host the luncheon and will unveil Allied Artists plans for the film.

Also at the luncheon will be Arne Stang, who is starred in the picture.
Around the TV Circuit

With Pinky Herman

If this be a tv trend then let's have more of them. For the dance, plenipotentiary extraordinaire, Fred Astaire; (An Evening with Fred Astaire); and for song, Harry Belafonte (New York, New York). seen last Sunday TV's NBC; for superb acting, also seen Sunday, on the “Hallmark Hall of Fame,” (“Anchors!”) Maurice Evans and Judith Anderson. Programs like these prove that Television can fill the hearts of listeners with the hours of enchantment, so often promised but not often delivered. After a week in Gotham, TVEep in charge of MGM-TV Production Bob Weitman, has returned to Hollywood. And Deejays have been urged by Postmasters to spin the plates. It’s One Day Closer To Xmas. . . . written by Morey David and Sammy Watkins to remind folks to “Mail Early.” A four-months shooting sked for the filming of 13 programs “On location” in England, France, Portugal, Spain, Denmark and Ireland has been set to start rolling next month. Executive scripter Larry Marcus has already gone to Europe, where he’ll be joined in three weeks by Producer Collier Young and Host-Director John Newland. This new “Alcoa Presents” series will be ABChannelled next season. Seen last Spring as a “Ford Startime” special, “Sing Along With Mitch,” will alternate every other Friday Night as an NBCColorcast starting Jan. 27. One of the ablest of the younger Producers, Bill Binlin, will head the series which will originate at the NBC (formerly Warner Bros. Eastern Vitaphone) Studios in Brooklyn, New York, and Margaret McBride’s latest, “To, The Air,” will be published Dec. 2 by Doubleday. Regularly seen as Host on the CBS-TVhecle, “The Witness,” Verne Collett has been signed as official spokesman (Radio-TV) for American Gas Ass’ts. . . . Amy Norworth, widow of the clever of “Shine On Harvest Moon” after a visit with Florrie Handman, returned to her home in Laguna Beach yesterday. Incidentally Elvis Presley’s great Victor platter of Lou Handman’s standard torch, “Are You Lonesome Tonight?” will zoom the dirty right back onto the hit parade. . . . An Carney will be seen as “Santa Claus,” in Red Steglid’s Yuletide CBSSpecial, for the “Twilight Zone” series Fri. Dec. 23, . . . Carol (“West Side Story”) Lawrence to guest next Tues. on “The Garry Moore CBSShow.”

☆ ☆ ☆

About 200 feature films, many in color and most of them produced between 1950-56 by Paramount, Warner Bros., United Artists, MGM and RKO have been purchased by RKO-General for presentation over Channel 9 (New York) starting early next year. This fine “picture pool” stars such names as Clark Gable, Humphrey Bogart, Ava Gardner, Burt Reynolds, David Hedison, Jack Palance, James Cagney, John Barrymore, Charlton Heston, Ray Milland, Ernest Borgnine, Leslie Howard, Doug Fairbanks, Jr., John Gielgud, Gina Lollobrigida, Dick Powell, Charles Laughton, Gary Cooper, Jose Ferrer, Tony Curtis and Frank Sinatra. “22” Producers are involved at work on “Curtains Up,” a 25-minute graphic view of “backstage life among showfolk,” depicting rehearsals, actual performance as well as different phases of presentation involving mechanics of sound and sight. Each of the four partners comprising “22” Productions is 22 years of age; Tommy Finnan III, Carl A. Gottlieb, Jan Perry and Gerald Plano. . . . Chaurootsie Trude Adams will sing for the BBC (London) Dec. 4 and in 12 weeks flies home to warble on the “Ed CBSullivan Show,” Dec. 18. Associated with talent management and program administration at NBC for the past 5 years, former Attorney Ralph Mann has resigned to become V.P. at Broadcast Management, Inc. headed by Marvin Josephson. . . . Maestro Paul Taubman will conduct Toccinian’s Orchestra in several Pop Concerts this year, “Symphony of the Air.”

FCC Denies Extension Of 24 UHF Permits

From THE DAILY Bureau

WASHINGTON, Nov. 22 — The Federal Communications Commission has denied extension to 24 holders of construction permits for ultra-high-frequency stations. The FCC said the permits were not extended, since failure to build was not for reasons beyond the control of the applicant. It said it would be in the public interest to extend construction time, since there was apparently no intention to construct in the near future.

Among the holders of idle UHF applications whose applications were denied extension were Malco Theatres, which had UHF permits for Memphis, Tenn., Utica, N.Y., and Oklahoma City, Okla.

Rename Freed

(Continued from page 1)

Money, and AFTRA, Webs

(Continued from page 1)

The American Federation of Television and Radio Artists declined to comment yesterday on the intervention yesterday of Commissioner J. R. Mandelbaum of the Federal Mediaion and Conciliation Service in the dispute between AFTRA and the Actors Guild and the major television networks.

AFTRA and the networks sent representatives to the conference called by Mandelbaum yesterday and which was asked to have lasted “less than 10 minutes” with no change in the strike - threatened situation reported thereafter. It was said last night that further meetings with Mandelbaum are scheduled and no formal negotiations of any kind are under way at present between the unions and the networks.

Want Peace, They Said

The unions, whose boards of directors have rejected the networks’ last proposals and whose memberships have authorized a strike call, said they still would like to avoid a strike, “which no one ever wins,” but if in their discretion it is the only course of action left open to them, then the strike call could be issued at any time.

Contracts between the unions and the networks expired last week. The major issue in the negotiations which ended the following day was a demand for increased fees to performers working in commercials and tv programs.

Reno
MPAA Board

(Continued from page 1) board members up to date on the legislative outlook and to inform them that there could be a rash of measures affecting the industry introduced in state legislatures in the months ahead. Actually, no new developments on the legislative front have occurred in recent months and the Clagett report yesterday was similar to others he has made to explain new organization conventions this fall.

The board meeting adjourned without discussion of the recent proposal of Eric Johnston, MPAA president, for a study of new American market opportunities for American films. A committee of three has been named to look into the Johnston program and acceptance has been received from two.

AB-PT Meeting

(Continued from page 1) some cases for the entire year will be distributed. Thereafter it will be circulated to all exhibitors in the United States and Canada who have endorsed orderly distribution.

In circulating his release schedule to executives and stockholders, he urged them to join with AB-PT affiliates in conducting simultaneous drives during April, May and June.

Hyman, having just completed his usual round of visits to the distributors whose releases are included in the release schedule, stated that cooperation from distributors in assigning quality pictures during the drive period and distribution are to show continuing improvement in April, May, and June of 1961 over the corresponding period in recent years.

Rackmii to Conduct

(Continued from page 1) schedule of forthcoming productions, which includes 15 films ready for release or currently shooting, and 26 films which are in parlors. In April, 1961, Rackmii will place on the coming European release of "Spartacus," which has a number of December roadshow openings in Europe, following the British premiere. The conferences will get underway in Rome on Nov. 28; Frankfurt, on Dec. 2; and Paris, on Dec. 9.

Not ‘Runaway’

(Continued from page 1) fast interview held here yesterday. One of the few specialists in the direction of moh and spectacle scenes, Marion reminisced about his experiences on the production of "King Solomon’s Mines," the first Cinerama production, the chariot race sequence in "Ben-Hur," and, of course, the climactic scene of his newest picture, A, in which a Greek shepherd, untrained

### REVIEW:

**Cinderella**

Lewis—Paramount

JERRY LEWIS, one of the top flight comedians, who has literally legions of fans across the world, this time essays a fairy tale, albeit one that is brought up to date and has been altered to fit, so to speak, for purposes of this film. There is no doubt of the fact that Jerry’s followers will find their fancy, there is a droll humor, and the story is Lewis comedy technique which register very well. But it must be recorded that this Lewis excursion into the realm of fantasy, this foray into the area of whimsy, does not quite come off.

With the necessary alterations to make the world-famed Cinderella story fit the occasion, including "Fella" instead of "Ella," Frank Tashlin, who also directed, has fashioned a screenplay which seeks to preserve the whimsical, bitter-sweet character of the original. With a touch of music, a song or two and set against the backdrop of a palatial mansion and its grounds, "Cinderella" is amusing, light, entertaining at moments, but withal never quite achieves the right touch of delicacy.

Harry Warren Jack Brooks composed three musical numbers for the picture, "Somebody," "Princess Waltz" and "Let Me Be A People." The last named seems at this writing to be the most likely candidate for the song hit sweeps, and it is rendered by Jerry with just the right touch of pathos. In support of Lewis are Ed Wynn, as the Fairy Godmother; none other than Judith Anderson, as the Wicked Stepmother; Anna Maria Alberghetti, as the Princess (counterpart of Cinderella’s Prince Charming); Henry Silva as Maximilian, and Robert Hutton as Rupert, the last two, of course, the counterpart of Cinderella’s nasty pair of stepisters. Count Basie, the notable exponent of jazz, appears with his orchestra quite as himself.

This is the first picture of Jerry Lewis’ new independent producing company, and he is listed in this instance as producer as well as star. Ernest D. Glucksman was associate producer.

There is vast amusement in the early stages of the film, as Jerry, in the role of man-of-all-work about the household, performs as cook, chauffeur, butler, serving man, etc., for stepmother Miss Anderson, and under the abuse of his two stepbrothers. As Jerry rushes about the palatial mansion, switching clothes constantly to the appropriate garb for his servant role of the moment, the film gets away to a good start.

Then the household prepares for the visit of the princess, Miss Anderson hoping a match with one of her sons will recoup her rapidly dwindling funds. Jerry’s late father had presumably left him a vast sum of money, but no one seems to know where it is.

Then appears the Fairy Godfather, and overcoming Jerry’s fear and disbelief, convinces him that they must cooperate so as to right the feminine wrong done by the original Cinderella story, and settle the score for downtrodden married men the world over. With the necessary alterations to accommodate the modern era and the change of sexes for the original fairy tale of spins itself out, with Jerry eventually coming upon his hidden wealth, then giving it up to the now crown stepmother and stepbrothers, while the lovely princess refuses to accept his plea that he is not good enough for her.

The sumptuous sets and the Technicolor add much to the visual impact of the picture, and the Lewis and Ed Wynn names should continue to attract many. In addition, much should be made in the selling of the fact that the old Cinderella theme has been reworked with a change in period, and above all a change in sex.

Running time, 91 minutes. Release, in December.

Charles S. Aschner

Not ‘Runaway’

(Continued from page 1) fast interview held here yesterday. One of the few specialists in the direction of moh and spectacle scenes, Marion reminisced about his experiences on the production of "King Solomon’s Mines," the first Cinerama production, the chariot race sequence in "Ben-Hur," and, of course, the climactic scene of his newest picture, A, in which a Greek shepherd, untrained
11 Pictures for 'Family Audience' To Be on Market for Holiday Season

The holiday season this year will find no less than 11 pictures directed at the "family audience" on the market. This is almost twice the number of new films available for the same period (Thanksgiving through New Year's) last year, which was six.

The large number of "family" pictures going out at this time takes on added significance for exhibitors who are concerned about the growth of adult films on the market throughout this year. There will still be a goodly number of the latter type around for the holidays (including at least seven major releases).

But no moviemaker is going to be able to complain—as some have done in the past—that there is no choice (Continued on page 3)

Coordinating Committee For 'Oscar' Show Set

From THE DAILY Bureau

Hollywood, Nov. 24.—Appointment of the Academy of Motion Picture Arts and Sciences public relations coordinating committee for the 33rd annual "Oscar" presentation was announced today by Valentine Davies, Academy president. The committee, headed by Jack Diamond and John Flinn, public relations branch representatives on the Academy board of governors, is responsible for the supervision and control of all promotional activities for the awards show April 17.

Other members of the committee (Continued on page 3)

Warn Negro Audience in Cities Should Be Wooed by Film Industry

The motion picture industry is neglecting an important potential market by not adopting special promotion and publicity techniques to woo the vastly increased Negro urban population, Ebony Magazine charges as a result of a tending first-run movies has indulged his new-found freedom. It is a matter of record that Negro people regularly attend movies more often than any other group.

On the other hand, it points out, "communication with the Negro movie-goer has not kept pace with his growing importance to the box office potential for the exhibitor." In 17 major markets motion picture sales promotion and publicity people are faced with the added problem of selling.

(Continued on page 6)

Ad-Publicity Men Meet With Dallas Editor Here

A committee of the Motion Picture Ass'n's advertising-publicity directors committee is holding with newspaper representatives from all parts of the country whenever they visit New York.
**PERSONAL MENTION**

JEROME PICKMAN, Paramount vice-president and domestic sales manager, and JOSPEH FREEDMAN, executive exploitation manager, have returned to New York from Chicago.

JOSEPH LEVINE, president of Embassy Pictures, will leave here on Sunday for Rome, where he will confer on plans for "Sodom and Gomorrah.

LOU BLUMENFIELD, of the Skirball Brothers circuit, Cleveland, has returned to his duties there following hospitalization.

JERRY LEWIS has returned to Hollywood from Chicago following the world premiere there of "CinderFella" at the Woods Theatre.


ROBERT GROSS, manager of the Bluemound Drive-In Theatre, Milwaukee, is recuperating at his home following surgery.

SHEILA RUTH GARBELLO, daughter of Harold Garbello, former chief Barker of the Albany (N.Y.) Variety Club, was married at the Temple Emeth there this week to RONALD RICHARDSON, of Forest Hills, L. I.

HERMAN "DUITY" RHODES, drive-in operator of Alabama and Georgia, has returned to Atlanta from Virginia.

CLAUDIETTE COLBERT will return to New York via B.O.A.C. on Sunday from the Barbadoses, B.W.I.

MARI ROSENSTEIN, formerly cashier for Universal in Cleveland and now with the same company in Detroit, is recovering in the latter city following surgery.

BOB GOODFRED, Columbia Pictures studio publicity manager, will return to Hollywood over the weekend from Tokyo.

**NEW YORK THEATRES**

**N. Y. Bookers**

(Continued from page 1)

Paramount's treasurer, Lillian Seidman, Harris Theatre; financial secretary, Lester Shoenfeld; secretary, Kitty Flynn, Paramount; and sergeant-at-arms, Ben Levine.

Salesmen will be on call on Monday, Dec. 5, as part of the regular business meeting at the Hotel Manhattan.

**NT&T Given Court Nod To Build Coast Drive-in**

An order granting National Theatres and Television of Los Angeles permission to erect a drive-in theatre in Orange County, Cal., was entered here on Wednesday by Federal Judge Edward L. Palmeri.

NT&T had previously submitted its petition for erection of the theatre to the Department of Justice with evidence purporting to show that operation as a first run would not unduly restrain competition within the area. The petition was opposed by the Windswept Theatre Circuit of Los Angeles.

**Millionairies' Drive Will Employ Contest**

Part of the national "do-it-yourself" exploitation—merchandising package for 20th Century-Fox's "The Millionairies" will be a contest with which exhibitors will promote a "millionaire for a day" stunt in their own localities, based on the original to be conducted in New York. The stunt will take place in 30 key cities.

The kickoff from New York will be next month. The winner of the "millionaire" contest will receive among other gifts, a stay at a top New York hotel complete with all the trimmings, including breakfast in bed, delivery to the theatre, showing of the film in a Rolls-Royce wearing a million dollars worth of jewels, and others.

**Man Alive to Columbia**

HOLLYWOOD, Nov. 24.—Columbia Pictures has acquired Benedict Bogeaus' "Most Dangerous Man Alive," it has been announced by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. The science-fiction film, which stars Ron Randell, Debra Paget and Edward Everett Hull, has been scheduled for release in June.

**Upstairs to Open**

"Upstairs and Downstairs," a Rank Organization presentation for 20th Century-Fox release, starring Mylene Demongeot, Michael Craig, Anne Hoywood and James Robertson Justice, will open Monday, Dec. 5, at the 68th Street Playhouse here.

San Francisco Pledges Aid to Rogers Hospital

All theatres in the San Francisco exchange area have endorsed A. M. Montague, president of Will Rogers Hospital, their full support and cooperation in the O'Donnell Memorial Year campaign now in progress. All motion picture and stage theatricals, including key theatre operators, will participate in all situations throughout the area for a solid week at varying times during November and December.

This 100 per cent response to our hospital's appeal for support from theatres truly is in the tradition of show business" said Montague, "and proves, again, that showmen feel no discrimination in giving their support — nor any other, for that matter when it comes to taking care of their own.

And this goes, too, for our fifth state, Hawaii, where the Will Rogers principles of true cooperation and giving-help is also manifested. Our hospital serves members of show business from all over the world.

9 'Gulliver' Parties Take Place Tomorrow


The parties will feature special newsreel, radio and tv people as well as top opinion makers in each city. No one is to be admitted without being accompanied by a child.

Wide Promotion Planned

Columbia Pictures has arranged numerous tie-ins to promote the film, which is set for a Christmas release. Invitations to the parties will receive some of the tie-in merchandise as gifts. These include books and records. In New York, the Forum Theatre will be the site of the gala event, which is scheduled to start at 9:30 A.M.

"U' Gets 'Fiona"'

HOLLYWOOD, Nov. 24. — "Fiona," an original story by Sy Bartlett, has been purchased by Universal-International and added to Bartlett's production slate, it was announced by Edward Muhl, Universal vice-president in charge of production. Acquisition of "Fiona" gives Bartlett three major properties currently in preparation. The others are "A Man's Castle" and "The Executioner's Hour." The latter will be a Melville production starring Gregory Peck for Universal release. In addition he is now completing U-I's "The Sixth Man," in which Dolbert Mann recently finished shooting.

TOA Bulletin

(Continued from page 1)

one of the worst in the modern theatre history.

The Bulletin notes that the TOA-sponsored picture, "part of program to ease the product squeeze" will be on your screen next spring. The reference is to Pathe-Alpha "The Deadly Companions," starring Maureen O'Hara, first of a planned production program for a quality lease every six or seven weeks.

"Most tellingly," says the Bulletin, "and the interesting speculation on the reception of quality Path-Alpha films would have had exhibitors had they been shown in this October-November period."

It observes that this "short-dated" period follows a good summer—a period that extended through most of September and into the week of October and since the quality releases worked their way the subsequent runs and drive-ins.

Thanksgiving Well Served


"Unfortunately, what comes before and after these holidays is the customary problems. In some cities, using quality as a criterion, the answer is a virtual nothing." TOA's Bulletin concludes.

**IATSE to Elect**

ALBANY, N. Y., Nov. 24.—Loc. F-43, IATSE, comprising front office employees, has called for the election for the coming year, at the meeting to be held this month, meeting Dec. 7. The present office group consists of: president, Doug Herrmann, 20th-Fox booker; vice-president, Carmelo Modolo, Columbia cashier; secretary, Helen Wisp Metro booker; treasurer, Mrs. Margaret Hilkreth, M-G-M.

**FILMTrack**
the chairman, our executives will introduce the new Advertising Coordinating Committee when it is formed.

In addition to looking into the TOA-SPG complaints about film advertising, it will also have on its agenda those raised by the advertising publicity directors committee, such as the excessive but required credits in film advertising for meaningless to the public production figures, which consume space and resources, and the reluctance of some exhibitors to accept advertising innovations and make the best use of cooperative advertising programs.

Study to Be Made

It was predicted following the meeting that the joint efforts would result in “new cooperation and coordination” through the new committee’s efforts in behalf of improvement in the effectiveness of film advertising. This will include a long-range program of help to TOA in all phases of motion picture advertising.

In today’s rapidly changing and selective market, it was stated, “such coordination is badly needed and holds great promise of productivity.”

Membership of the new committee will be designed to “enable it to operate effectively both in New York and in Hollywood,” it was stated. Walter Mirisch, SPG president, said at the outset of the meeting that “the SPG looks forward to a new era of cooperation with the film company advertising staffs, and exhibitors throughout the United States relating to an improvement in the advertising and exploitation of films.”

Marie van Slyke, formerly in charge of magazine publicity for Paramount Pictures and more recently a unit publicist abroad for United Artists, has joined Valiant Films here as special exploitation representative on the forthcoming Joseph Harris-Sig Shore presentations. These include “The Angry Silence,” “The Young One” and “The Challenge.”

Bil and Cora Baird, creators of the puppet sequence used on a film to convey to the public the nature and extent of the film’s ploy, have been honored by United Cerebral Palsy Associations with that organization’s Distinguished Service Award for portraying “the complexities and involvement of cerebral palsy in a dramatic yet simply effective manner that has made a profound effect on the American public.” Presentation was made by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, who is chairman of the board of UCP.

William Castle, producer, on Dec. 7 will begin shoot at the Columbia studio in Hollywood to members of the Industrial Film Producers Association. He will describe the use of “gimmicks” in his current filming of “Homicidal” for Columbia.

Frank Arena, of Loew’s Theatres, Cleveland, is in Buffalo temporarily assuming the duties of the vacationing Edward F. Meade as general manager of the Loew-Shaw circuit in Buffalo and Niagara Falls.

Mrs. Gene Hernandez is the new owner of the King’s Bay Drive-in Theatre, St. Mary’s, Ga.

Ed Dove has reopened the Park Theatre, St. Petersburg, Fla.

A. A. (Buffalo) Moving

BUFFALO, Nov. 24.—The Allied Artists staff here, under Lewis J. Leiser, on Dec. 12 will move from their present offices in the Film Building to space in the Universal-International exchange on Franklin Street.

WB Exchange Move

CLEVELAND, O., Nov. 24.—Manager William Twigg of the Warner Bros. American Broadcasting Co. announced that his long-sought larger quarters on the eighth floor of the Film Building, East 21st and Payne Avenue, would be ready for occupancy this weekend.

Candy Firm Alters Name

BUFFALO, Nov. 24.—Tri-State Automatic Candy Corp., of this city, of which Morton R. Green is executive vice-president, has changed its official title to Tri-State Refreshments, Inc.
Invitational PREMIERE
Oklahoma City, Oklahoma
december 1, 1960 - 8:30 p.m.

EDNA FERBER'S RRON
Who’s Where

TV-Set Sales

(Continued from page 1)

first five months of the year. This brings the total of tv sets in use abroad up to 38,650,000, of which 32,650,000 are in the non-bloc countries and 6,000,000 are in the Communist bloc.

In addition, the agency said, overseas tv transmitting stations increased by 116 since June — from 1,237 to 1,353. Of these, 1,205 (including 97 new ones) are in the non-bloc countries and 248 (including 19 new ones) are in the Communist bloc.

The figures were included in a survey of overseas television developments sent to USAIA posts abroad. The survey, from June 1 to Oct. 1, covers the U. S. and its territories, U. S. Armed Forces stations and Canada.

Harris Renamed Head of NBC Affiliates Board

Jack Harris, vice-president and general manager of KFIR-TV, Detroit, was unanimously re-elected chairman of the NBC Television affiliates board of directors at the annual meeting of the affiliates here. Also re-elected were vice-chairmen Edwin K. Wheeler, general manager of WJXT, Jacksonville, and Robert Ferguson, executive vice-president of WTRF, Wheeling, W. Va.

Louis Read, vice-president and general manager of WDSU-TV, New Orleans, was re-elected secretary-treasurer. Appointed to fill vacancies on the NBC affiliates board were: Owen Saddler, executive vice-president and general manager of KNTV, Los Angeles; and Van Bearen DeVries, vice-president and general manager of WGR-TV, Buffalo, N. Y.

Other members of the board of directors are: Marcus Bartlett, general manager of WSBF, Atlanta; Joseph H. Bryant, president and general manager of KQED-TV, Lubboc, Tex.; Richard O. Dun- ning, president and general manager of KIQD-TV, Spokane, Wash.; Harold Green, general manager of KSD-TV, St. Louis; and Richard Lewis, presi- dently and general manager of KVAN, Phoenix.

ASCAP Retains Rikkind

Stanley Adams, president of the American Society of Composers, Authors and Publishers, announced that, at the request of the staff of a general attorney, Herman Finkelstein, the board of directors unanimously approved the retainer of the Hon. Simon H. Rikkind of the firm of Paul, Weiss, Rikkind, Wharton & Garrison as special counsel for the Society. Judge Rikkind served as judge of the United States District Court for the Southern District of New York from 1941 to 1950.
Now in preparation—the 1961 Editions of
MOTION PICTURE ALMANAC

... TELEVISION ALMANAC

In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies, organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who's-Who of these interrelated industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There's a convenient coupon below.

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THE HEADLINE NEWS COMES FROM 20TH

Ready for Production
JERRY WALD'S
RETURN TO PEYTON PLACE

IRWIN ("Lost World") ALLEN'S
VOYAGE TO THE BOTTOM OF THE SEA

SNOW WHITE AND THE THREE STOOGES

THE CHAPMAN REPORT
a best-seller for 6 consecutive months to be made by
Darryl F. Zanuck Productions

Lee Remick - Montand - Dillman in
WILLIAM FAULKNER'S SANCTUARY
has completed shooting!
Produced by Richard D. Zanuck

James Stewart
will star in
JERRY WALD'S production of
Mr. Hobbs Takes A Vacation
by the author of "Father of the Bride"

The Unforgettable Story of
Francis of ASSISI
filming in Rome, Assisi, Madrid
Produced by Plato Skouras

Sylvia Ashton-Warner's new novel
Incense To Idols
called "A Work of Literary Art" by the N.Y. Times
Darryl F. Zanuck Productions

Sophia Loren
Peter Sellers
in
The Millionaires

Smashes records in London World Premiere

The fiercest Heart
has finished production for a spring release!

Jan De Hartog's acclaim
The Inspector
will be Produced and Directed by MARK ROBSON, creator of "Peyton Place" and "From The Terrace"

and available for XMAS

"FLAMING STAR"
"THE MARRIAGE-GO-ROUND"
"THE WIZARD OF BAGHDAD"
'Decadent' Films Hurt West in Cold War, Catholic Cinema Official Says

From THE DAILY Bureau
HOLLYWOOD, Nov. 27. - Decadent movies are hurting the West in the Cold War, an international Catholic film authority said here this week.

Andrew Ruszkowski, executive staff member of the International Catholic Cinema Office (OCIC) in Brussels, Belgium, said "Motion picture makers should feel an extra responsibility at this time when the West is struggling with the bitter ideological propaganda of communism."

"They must understand that if they...

Exhibitors Study Diversification

Special to THE DAILY
ALBANY, Nov. 27. - Diversification, now an integral part of the operations conducted by Fabian Theatres, Schine Enterprises, Stanley Warner Theatres Corporation and other circuits, is also being closely studied by some long established independent exhibitors in the Albany exchange district.

Last summer's acquisition by a Fabian subsidiary of the 35-store...

Plaintiffs' Rebuttal Set in Embassy Case

Special to THE DAILY
SAN FRANCISCO, Nov. 27. - U.S. Judge Lloyd Burke on Friday set Dec. 19 for the plaintiffs' rebuttal in the Embassy Theatre eight-million-dollar anti-trust suit against Paramount and seven other major distributors. Judge Burke indicated that at the conclusion of the rebuttal argument he will be...

MGM Sets Second 'World Premiere' for 'Gone With the Wind' in Atlanta Next March 10

"Gone With the Wind" will be given a second "world premiere" by Metro-Goldwyn-Mayer when the David O. Selznick production opens next March 10th at Loew's Grand Theatre in Atlanta, Georgia, in tribute to the Year of the Civil War Centennial. It was at this theatre that the picture first made its debut in December, 1939.

The second premiere is planned as a gala event to rival the film's original opening, to be attended by Atlanta's leading social and political figures, as well as a number of surviving stars and players of "Gone With the Wind." Activities to be held in connection with the premiere events will be led off by a "Gone With the Wind Ball," to be held March 9th at the Atlanta Biltmore Hotel.

Winner of nine Academy Awards, an honor topped only by "Ben-Hur" which won eleven Oscars, it has been seen by millions of people all over the world and is one of the highest grossing productions in motion picture history.

The late Clark Gable played his most memorable role as Rhett Butler in the screen version of Margaret Mitchell's famous novel.
Exhibitors Eye Diversification

Latham Corners Shopping Center— at a cost, in cash and three mortgages, of more than $6,000,000—and the recent opening of a sumptuous Schine Inn at Chicopee, Mass.—with "The Tin Pin Bowl" costing an estimated $1,000,000, a skating rink and other "resort facilities"—have stimulated "smaller" theatre operators to consider the possibilities of expansion into other fields.

Five Activities Suggested

Bowling alleys and motels are two long-time ideas and one suggestion for "independents." Miniature golf courses, restaurants and roller skating rinks are among others. Shopping centers are held "too costly" for purchase or development by non-circuit theatre owners. However, the operation of a motion picture house, in a shopping center, is within their financial capability.

In addition, of course, two long-time exhibitors, John W. Gardner (now operating the Glen Drive-In, near Glen Falls), and the late Harry Lamont (head of Lamont Theatres), appealed to the growing interest in regional chains.

Encyclopedia Brit.

(Continued from page 1)

Rogers, attorney for Ideal and 14 of its members in the 75,000,000.00 fund, named in addition to the two corporate defendants, 11 individual defendants. Among these are William Benton, Maurice B. Mitchell, Paul C. Hoffman, Harris D. W. Crogan, and Adolfo E. Stevenson. The complaint charges that the defendants control 16% rights to all of the major producers' pictures except Universal, Columbia and Paramount, which retain such rights.

Complaint Covers Five Years

Complainants assert they have been unable to get 16mm. films for distribution over the past five years because of the alleged monopoly.

Zanuck to Meet Press

Darryl Zanuck will hold a press conference at 11 A.M., tomorrow in the board room at 20th Century-Fox here. He has just returned from Paris, where he completed final editing on "The Big Gamble." While in New York he will confer on plans for his forthcoming "Sanctuary."

'Boy' In B'klyn Nov. 30

Paramount's "The Boy Who Stole a Million," comedy-drama filmed against authentic Spanish backgrounds, will have its first New York showing at the Parkway Theatre on Wednesday, October 27, on the same program with the Hal Wal lis production of "G. I. Blues."

No Charlie, But a Castle

At the recent National Retail Merchants show in Chicago, the Deb Motel, Chicago's first "castle" motel, was unveiled. Designed by Puckett and Leverrier, the 10-story hotel opened last month to the amazement of the press and trade of the midwestern section. The Deb features a recreation room, a cocktail lounge, a bowling alley, a dance room, an outdoor pool and gardens, as well as a Rice Krispies Bar and "101 Dalmations"-themed rooms.

Ohio Theatre Nears Completion

The Ohio Theatre in Columbus, Ohio, nearing completion, is said to be the nation's first fully air-conditioned theatre. Built at a cost of $1,500,000, it will have a seating capacity of 3,500 and will feature a 75-foot screen and a 30-foot proscenium. The theatre is owned by the Columbus Theatre Company, which also operates the Ohio Theatre in Dayton, Ohio.

Johnston Sees Festival

Screenings in Mexico

Special to THE DAILY

MEXICO CITY, Nov. 27. — E. Johnston, Motion Picture Associate of America president, arrived here late last week for the showing of the first United States film, "Acapulco," for the Acapulco film festival. Johnston opened the festival at the Acapulco Festival at the Acapulco Hotel on Wednesday night. The film was well received, and Johnston was pleased with the response. He expressed the belief that the festival would be a great success and would help to promote the motion picture industry in Mexico.

Malvuy, Griesdorf Win

Up European Meeting

James A. Malvuy, president of the Beaver-Champion Exhibitors, has arrived in New York to discuss film policy with European distributors and directors. Malvuy, accompanied by Griesdorf, vice-president of Beaver-Champion, met with European distributors and directors to discuss upcoming projects.

Griesdorf, who flew to England for the product discussions, will return to his home base in Toronto to week.

Set Awards for Film, TV Western Production

Special to THE DAILY

DENVER, Nov. 27. — Film and producers, writers, directors, actors and composers who best preserve the traditions of the Old West in their movies were honored with Western Heritage Awards in Oklahoma City on January 31, 1981.

Announcement of the awards was made by Governor Stephen L. R. Nichols, chairman of the Oklahoma State Committee of the National Cowboy Hall of Fame and Western Heritage Center.

The awards, which will be presented to the few films that best represent the workmen where eroding the babbling for the national memorial recognize a fictional Western television program, a factual Western television program, a documentary Western film, a Western motion picture feature, a Western short story, a Western magazine article and a Western song.

"Criteria for judging," according to Governor Nichols, "will be the same in each of the contests." Participation will be given to entries that meet the entry requirements for participation in this nation's great Western heritage.

Malvuy, Griesdorf Win
Up European Meeting

James A. Malvuy, president of the Beaver-Champion Exhibitors, has arrived in New York to discuss film policy with European distributors and directors. Malvuy, accompanied by Griesdorf, vice-president of Beaver-Champion, met with European distributors and directors to discuss upcoming projects.

Griesdorf, who flew to England for the product discussions, will return to his home base in Toronto to week.
Harrison Rites

(Continued from page 1)

(Continued from page 1)

HOLLYWOOD, Nov. 27.—A saturation release utilizing 5,000 prints in 11 territories instead of roadshowing has been set for "Atlas." The Fishman group's first million-dollar feature in Cinemascope and color, it is announced by president Roger Corman.

The switch from the originally announced policy was made, Corman said, because growing numbers of distributors have been discouraged by the plethora of roadshow attraction attendance and attenuation of grosses as a result of too many simultaneous hard-ticketers spilling the box-office broth.

"Spot Bananas" Decreed

"Exodus" to Philadelphia

Robert F. [illegible] at [illegible] time of his death, he had never previously had symptoms of a heart ailment.

Memorial services for Harrison will be held in New York City on Wednesday (Nov. 29) at the Church of Jesus Christ of the Latter Day Saints, 142 West 81st st., at 11:30 A.M.

Harrison is survived by his wife, Helen, a sister, Mrs. Mott Thomas of this city, and a brother, James, of Boulder, Colo.

Harrison, who was with 20th-Fox for 25 years, was born Aug. 15 and was educated at the University of Utah. He joined 20th-Fox as press clerk in the San Francisco branch in 1935, advanced to booker in 1936, then to national publicist in 1939.

Rejoined in 1946

Upon his separation from the armed forces in 1946, he rejoined the film company as executive assistant to Herrick Wheeler, then head of the San Francisco branch. Harrison became branch manager in 1950 and key man of the Los Angeles branch in 1951.

In 1952, he was named home office representative of the sales department and was promoted to Western division manager in 1954. He was made general sales manager by president Spyros P. Skouras two years later and resigned last spring to retire to Los Angeles. He then went to California.

The family requested that in lieu of flowers, donations be made to the Oster Parents Plan, New York City.

Atlanta WOMPI Plans

Rule Charity Activity

Special to THE DAILY

ATLANTA, Nov. 27.—The monthly meeting of the 11th chapter, of the Motion Picture Industry, was held at the Variety Club here allowing dinner, with president Jean Vallut, presiding. Those board members and committee attending other Mrs. Murlis, were Margaret O'Leary, Mrs. Tillie Shapiro, Mrs. Bernice Hinton, Elizabeth Wallace, Mrs. Pat Brown, Mrs. Marcelle Kohn, Mrs. Lois Cone, Mrs. Ophie Tate, Mrs. Juanita Elwell, Mrs. Nell Milden, Mrs. Martha Chandler, and Zydie Bryant.

Plans are formulated to reach in the neighborhood of 400 persons at Christmas time, including all patients at Battle Haven; all children at Hill Side Cottage and girls in the six to 12-year-old group at the Salvation Army Club.

All WOMPI's are in the process of the Atchinson Dolls so each of the little girls will receive a doll in her Christmas stocking.

Crippled Children Are Guests at Hur Party

Special to THE DAILY

BOSTON, Nov. 27.—A "Million Dollar First Anniversary Party of Ben Hur" was held at Boston South Church, Chatkin, M-G-M this week with 1,000 underprivileged and crippled children at the matinee showing, sponsored by the Massachusetts Shriners, and a party for the press, film critics, radio personalities and a group of leading citizens on the theatre's mezzanine.

Judge Robert Gardner Wilson, Jr., past Imperial Potentate of the Shriners, was in charge for the matinee showing for the children and ice cream and cake was served. Sam Richmond, general manager of Sack Theatres, and the Saxon Theatre staff, headed by Boston Holt, manager, hosted the mezzanine party, at which a citation from Boston's mayor John F. Collins was presented.

Sullivan Felicitates

A congratulatory telegram was received from Ed Sullivan, from Miami, and in the ceremonies will be reported Advertising, New York; Ed Galler, M-G-M advertising, Philadelphia; Ben Bechick, branch manager, M-G-M, Boston.

Name Bergman

TENT TALK

Variety Club News

LOS ANGELES — Tent No. 25 has elected its crew for 1961. The 11 members include Ben Adler, Jack Berwick, Lester Blumberg, Johnny Grant, Jack Hessick, Will Jordan, Al Lapidus, E. McCarthy, Armand Sacher, Fred Stein and William Thedford. The crew will meet this week to elect its new chief banker and other officers.

BUFFALO — The new directors for 1961 of Tent No. 7, Variety Club of Buffalo, are: Peter Becker, son of Al Becker, veteran theatre supply executive; Melvin Berman, of Tri-State Refreshment Houses; Bernie Boros, music director; Carl Campbell, manager of the local Buena Vista branch; Dewey Michaels, of Michaels Theatres, and William Shirley, field representative for United Artists.

MIAMI — Tent No. 33, Variety Club of Greater Miami, has elected as chief banker Jack Bell, "Town Crier" columnist of the Miami Herald. He will take office on Jan. 1, succeeding Ed Melnick. Others elected are Bill Dick, first assistant; Maury Ashman, second assistant; Frank Crown, dough guy; and Hal Koplin, property master. New crew members are William Cohen, Hal Pelton, Sydney Meyer, Jack Leonard and Sonny Shephard.

PITTSBURGH — Ray Downey has been installed as chief banker of Tent No. 1. Other officers installed are Bernice Dickie, secretary; Arlene Reeves, treasurer; Harold Green, Bob Rosnati, Lon Averbach, I. Elm Ecker, Nat Kaufman, Jimmy Klingensmith, Ernest Stern and Jack Van Lloyd. Among the guests at the installation were Elsa Maxwell and Columbia Pictures' Jo Morrow.

CHARLOTTE — James R. Gilland, Stewart-Everett Theatres executive here, is the new chief banker of the Charlotte Variety Club. He succeeds Ray Ervin. Other new officers are Ulmer Eady, first assistant chief banker; Tom Cookerly, second assistant chief banker; Melvin Olive, property master, and John R. Vickers, dough guy. The officers will be installed on Jan. 1.

Suspend 'Cleopatra'; Miss Taylor Returning

From THE DAILY Bureau

LONDON, Nov. 27 — Production on 20th-Century-Fox's "Cleopatra" was temporarily suspended here at the weekend.

After a weekend in Paris, the picture's star, Elizabeth Taylor, whose illness caused the suspension, will fly to California to complete her recuperation.
Ratify Merger

(Continued from page 1)

proximately 430,172 shares of Ampex to existing Telemeter Magnetics shareholders in addition to the 7,277,578 shares held by Ampex on completion.

Effective date of merger, predicated on a period allowed by the California corporation commissioner for stockholder objections, is expected to occur early in January, 1961.

Will Augment Amplex Line

Long stated the merger will enable Ampex to complement its existing line with Telemeter Magnetics products, whose products are closely related to magnetic recording.

"The acquisition of Telemeter Magnetics' magnetic core technology (the addition of its product line to Ampex's magnetic tape recorder line and the combination of TMI management technical, and manufacturing resources with those of Ampex should contribute significantly to the diversification, improvement, and growth of Ampex," Long stated.

As of Sept. 1, 1960, Paramount Picture Corp. owned approximately 74 per cent of TMI or 651,644 shares. On completion of the merger, Paramount will own 315,822 shares of Ampex or about four per cent of the total shares outstanding.

Sales Figures Presented

Long also reported to shareholders that Ampex sales for first half of the current fiscal year, ended Oct. 31, were $32,244,000, topping the $31,480,000 for same period last year. Earnings were $361,000 or five cents per share on the 7,728,230 shares outstanding, compared to $7,728,230 or 25 cents per share on the 7,217,943 shares outstanding for the first half of the previous year.

Sales for the second quarter of the current fiscal year were up 97 per cent compared to $16,685,000 for the same period last year. Net earnings for the second quarter fell to $170,000. Compared to $256,000 for same quarter last year were $954,000 or 13 cents per share on the 7,217,943 shares outstanding.

Long stated that results for the full year will "almost entirely depend on profits to be generated during the second half - and having effectively reduced our expenses below the level of the first six months, we are in the strong position where Ampex profits in the second half if anticipated increase in volume materializes."

Year's Earnings $4,013,000

Commenting further on the merger, long stated that Ampex had net sales of $68,113,000 for fiscal 1960, ended April 30, compared to $46,239,000 for the year ended April 30, 1959. Earnings were $4,013,000 for the past fiscal year or 55 cents per share based on the 7,-270,145 shares outstanding, compared to earnings of 38 cents per share on 7,164,183 shares outstanding at the end of the previous fiscal year.

Telemeter Magnetics, Inc., had net sales of $4,034,000 for fiscal 1960, Reeves Files at SEC

For 150,000 Shares

From THE DAILY RECORD

WASHINGTON, Nov. 27.-Reeves Soundcraft Corp., Danbury, Conn., has filed a registration statement with the Securities and Exchange Commission for a secondary offering of 150,000 common shares. They will be offered the public through an underwriting group headed by Emannel, Dejong, & Co.

The underwriters will buy the shares from the Prudential Insurance Co. of America, which will acquire them by exercising warrants which give a price of $3 per share to Prudential.

Price to the public has not yet been announced, Reeves will gross $450,000 on the sale of warrants. Reeves Soundcraft, among other things, makes and distributes recording media and leasing to film producers and studios patented machines and the application of recording stripes on motion picture film of all sizes.

Goldstein, 'Dondi'

(Continued from page 1)

performance in the film with that of Jackie Coogan in "The Kid" some 40 years ago.

Goldstein disclosed that he will order 500 prints of the Albert Zugsmith production and will seek that many simultaneous bookings. "If I have to take a print to every theatre under my arm, I intend to do it," he said. "This little one may well become the biggest personality in this industry. Anybody with a heart will love this picture."

Eyes Large Theatres

Goldstein stated that Allied Artists will try to book the picture in the biggest houses. "Dondi," he said, "is timely as any picture could be. With the recent accent on violence, sex, homosexuality, cannibalism and prostitution, a clean adult picture such as "Dondi" offers a welcome relief."

Goldstein proposed to Zorogarty plans to follow almost immediately with "Dondi Goes to the Moon" and "Dondi Goes Native in Brooklyn."

He introduced young Kory who regaled the luncheon group with hilarious juvenile jokes.

UATC's Plan

(Continued from page 1)

UATC had net income of $403,073, after deducting depreciation of $683,709, equal to 34 cents per common share. This after providing for dividends of $5 per share on its preferred stock.

In the prior fiscal year net income amounted to $16,744 after deducting depreciation of $546,082.

Stockholders were notified that the annual meeting of shareholders will be held more on Dec. 12 to elect directors, authorize employment of auditors and transact other business.

Credits 'South Pacific'

Skouras attributed the improvement in net income in 1960 over the prior year to UATC's participation in net profits of the film "South Pacific." He said it can be anticipated that substantial additional profits will be derived during the current fiscal year from the same source.

"As "South Pacific" has only been responsible for providing profits for your company," he informed the stockholders, "but it has been helpful in developing revenues for the theatres operated by the company and its affiliates.

"This fact points up the necessity for the need for production of similar quality pictures. I am pleased to report that producers Marvin and more are producing these top quality road show pictures, and it is my opinion that this flow of such pictures will be instrumental in helping your company to develop profits in the future."

Tells of Texas Conversions

Referring to the disposal of unprofitable theatres, Skouras told the stockholders that during the past year UATC's wholly owned group of Texas theatres converted a number of them to commercial use.

United California Theatres, in which UATC has a 50 per cent interest, now has 40 commercial properties in operation and owns an additional 16 unopened properties.

"On one of these unimproved properties," he said, "it is now developing one of the largest shopping centers in California, and is building a multi-lane bowling alley in the rear of the shopping center. It has also converted properties into super markets, stores and other commercial ventures."

Revenue Up Slightly

The annual report showed total revenue in the 1960 fiscal year of $10,974,483, compared to $10,449,542 the previous year. Operating expenses were up from $9,700,658 in 1959 to $10,-729 this year, resulting in a loss from operations of $1,271,939 this year, as against a loss of $977,798 the year before.

The participation in "South Pacific" profits amounted to $488,830, but other income brought the total to $834,993. Other income in 1959 amounted to $528,946.

The report showed current assets of $1,964,247, of which $1,308,741 was in cash, and current liabilities of $4,781,674.

Oklahoma City Prepa For 'Cimarron' Premi

Oklahoma City is planning a "Hello" to Metro-Goldwyn Mayer's "Cimarron" premiere this week, MGM reports. The city is in a festive mood with widespread publicity, entertainment, and transportation depots making the welcome mat for the film, its stars and the press contingent, the paper said.

Reservations of MGM's publicity and exploitation departments arrive in Oklahoma City today both Coasts, to coordinate final for the two-day state celebration May 25th Governor's annual premiere at the Midwest Theatre, Thursday.

Howard Strickling, MGM dir of advertising and publicity, will arrive in Oklahoma City from New York today.

"Cimarron" will open a road engagement at the Paramount Theatre in Hollywood Christmas night.

'Decadent' Films

(Continued from page 1)

present a degenerate picture of West, they'll open the doors to communist propaganda. Many people believe that to be normal, or not possible they must be extra-human.

Ruszkowski was legal adviser to the Polish Film Producers Association before World War II. He has been with the Catholic Cinema since 1948 when he became a professor of economic thought and sociology at the Pontifical Catholic University of Peru. He resides in L., and is now a Peruvian citizen.

Points to Soviet Films

"It is noticeable," he said, "that Soviet pictures seldom show immorality. Some who desire moral help imagery from Soviet movies that this morality comes from Russian philosophy."

"Though such films may be moronic," Ruszkowski observed, "they are Christian."

Ruszkowski advocated the education of movie patrons to appreciate the cinema as an art form, but he rejected the idea of art for art's sake. "Art for art's sake is essentially false attitude," the Peruvian law said. "We must know the hierarchy of values. There are spiritual values and art values, and even some, of aesthetic values, are superior to artistic values."

Would Avoid 'Poor Art Forms'

Ruszkowski was careful to explain that he did not mean moral content does not mean that poor art forms are excusable.

He stated that the International Catholic Cinema Office had made a world-wide study of all methods of moral regulation of films. State censorship, he added, is not the most effective way of solving the problem.

He said self-regulation is a better, if self-regulation appears to be effective, groups seeking to strengthen it should be supported.
**AROUND THE TV CIRCUIT**

*with PINKY HERMAN*

**ASLISU RECORD**

(Continued from page 1)

port to shareholders. Gross income for the period amounted to $5,903,717.

In reporting a gain of $8,462,945 for six months ended Oct. 29, Desi Arnaz said profitable operations during the second quarter more than offset a loss in the initial period, resulting in a six-month net income of $120,917, equivalent to 10 cents per share on the same number of shares outstanding.

Desilo also issued a quarterly cash dividend of 50 cents per share, payable Nov. 25 to shareholders of record on Nov. 11, on the common stock outstanding. As is customary, Arnaz pointed out, no dividend was declared on Class B common stock, which is held by him and Lucille Ball Arnaz.

**Leeds' Shares Purchased**

The president stated in the shareholder letter that he and Lucille Ball Arnaz personally purchased 35,000 shares of Desilo common stock owned by Martin Leeds, former Desilo Vice-President, whose resignation occurred during the second quarter.

**Sales of TV Sets**

**Abroad Rise Sharply**

From THE DAILY BUREAU

WASHINGTON, Nov. 27. — People overseas are buying television sets at a greater rate than before — nearly twice as many during the last four months as during the period from January to July, according to U. S. Information Agency reported.

During the same four-month period, USIA said its Television Service sent a total of 220 programs to 51 countries, with an estimated viewing audience of 135,250,000.

The Agency said there was an expansion of more than four million tv in use overseas in this period, as 2,500,000 were added in the first five months of the year. This brings the total of tv's in use abroad up to 36,850,000, of which 32,650,000 are in the non-Bloc countries and 4,200,000 are in the Communist Bloc.

1,353 Transmitting Stations

In addition, the Agency said, overseas tv transmitting stations increased by 116 since June — from 1,237 to 1,353. Of these, 1,105 (including 97 new ones) are in the non-Bloc countries and 248 (including 19 new ones) are in the Communist Bloc.

The figures were included in a survey of overseas television developments sent to USIA stations abroad. The survey, covering the period from October 1 to October 1, excludes the U. S. and its territories, U. S. Armed Forces Stations and Canada.

**Flamingo Moving**

Flamingo TeleFilm Sales, Inc., distributor of films for television, will move on Dec. 1 from its present location on 57th Street to new quarters at 445 Park Avenue, New York.
XMAS WILL NEVER BE MERRIER

...COAST-TO-COA... 267 dates of HOLI-
playing time alre-
set...with m-
rolling in a
from the smar-
bookers in
busines

BOB HOPE & LUCILLE BALL
IN A PANAMA & FRANK PRODUCTION

FOR HOLIDAY FUN...
Watch the screen's two greatest
clowns whoop it up in the funni-
est marital mix-up you ever saw!
But it's also a movie with a world
of tenderness...a warm, wonderful
story that gets you here!

THE FACTS OF LIFE

Co-starring
RUTH HUSSEY
DON DE FORE
LOUIS NYE

Directed by MELVIN FRANK - Produced by NORMAN PANAMA
Screenplay by NORMAN PANAMA and MELVIN FRANK - AN H-L-P PRODUCTION
Thanksgiving-Period Theatre Takes Reported Better-than-Fair to Strong

Better-than-fair to strong business for the four-day Thanksgiving Day weekend was reported yesterday by New York's leading theatres and circuits.

Radio City Music Hall, for the Thursday-Friday-Saturday-Sunday period, grossed a big $125,000 with "The World of Suzie Wong." The take for Thanksgiving Day itself, set a record for that holiday, registering $32,500, the theatre disclosed. The take for Saturday was $34,000.

Loew's Theatres' figures reflected strong business both in New York and

(Continued on page 4)

Rank to Distribute
'El Cid' in Britain

From THE DAILY Bureau

LONDON, Nov. 28. — A contract for the distribution here of "El Cid" by Rank Film Distributors was signed today by F. L. Thomas, managing director of the Rank company, and Samuel Bronston and Philip Yordan for Samuel Bronston Prod., and D.E.A.R. Films of Rome, the American and Italian co-producers of the film.

Distribution of "El Cid" in the

(Continued on page 4)

MGM Host to World Press for 'Cimarron'

Top representatives of the international press will converge on Oklahoma City Wednesday for the two-day "Cimarron" world premiere celebration.

Metro-Goldwyn-Mayer will fly one plane load from New York via St. Louis, and another will arrive from Hollywood, both filled with members of the press from cities across the country and across the oceans.

Representatives from London, South America, and Australia will also

(Continued on page 4)

N. J. Allied's Beefsteak Dinner Set for Dec. 13

The 33rd annual beefsteak dinner of Allied Theatre Owners of New Jersey will be held at 7:30 P.M., on Dec. 13 at the Alpine Restaurant, Maplewood, N. J., it was announced yesterday. About 200 members and guests are expected to attend.

Sam Engelman is chairman of the event, and Howard Herman, co-chairman.

(Continued on page 4)

REVIEW:

The Grass Is Greener
Grandon—Universal-International

"The Grass Is Greener" is bright, sophisticated comedy, played by an attractive cast headed by Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons. A Stanley Donen production, it is beautifully mounted in Technicolor and Technirama, and having the English countryside and one of those museum-like manor houses which have been opened to sightseers as its setting, there are many attractions for the color cameras to capture and put on exhibit.

The adult story employs adultery to make a rather telling argument in behalf of the permanency, if not the sanctity, of marriage. And employing gifted people as its instruments, it sustains an air of beloved comedy for most of its length that will keep audiences in good humor and send them away feeling glad they had come. And that, of course,

Jack Diamond, Universal Pictures studio publicity director, has arrived in New York from Hollywood.

Berton E. Robbins, president of National Screen Service, has arrived in Los Angeles from New York.

Joseph I. Breen, former Production Code administrator, is in Huntington Memorial Hospital, Pasadena, Calif.

Sylvia P. Skouras, president of 20th Century-Fox, has become a grandmother for the 13th time with the birth of a boy to her daughter-in-law, Miss Platou Skouras, at St. John's Hospital, Hollywood.

Howard Strickling, MGM vice-president in charge of advertising and publicity, and William Golden, of the MGM publicity department, are in Oklahoma City from Hollywood.

Harvey Matosky, publicity coordinator for Joseph Levine’s “The Wonders of Aladalin,” has left New York for Rome, enroute to Tunis, where the picture will be shot.

B. J. “Hap” Barnes, president of ABC Theatre Corp., Atlanta, has left there for New Orleans.

Jay Weston, public relations counsel, will leave here tomorrow for the Coast.

Charles King, of Exhibitors Service, Jacksonville, has returned there from Atlanta.

Richard Moeck, booker for M-G-M in Minneapolis, was married there on Saturday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • 314-6040
WILLIAM HOLDEN
THE WORLD OF SUSIE WONG
Co-Starring
NANCY KWAN
SYLVIA SYMS • MICHAEL WILDEING
A Paramount Release in TECHNIRAMA™
ON THE GREAT STATE "TOWN AND COUNTRY"

EDITORIAL

(Continued from page 1)

around the world, “Ben-Hur” already has cleared its negative costs, and that “Spartacus” is only now beginning its box office career, Crosby’s references to them are so patently uninformed and unfounded as to be, perhaps, better left ignored.

But if that is a sample of the malicious gossip currently being circulated in Hollywood, as Crosby suggests, it makes one wonder what has come over that community.

Or was it his old television contacts Crosby was communicating with out there?

Heavy Demand Holds ‘Ben-Hur’ in Cleveland

Special to THE DAILY

CLEVELAND, Nov. 28. — “Ben-Hur,” now in its 44th week in Loew’s, was tentatively scheduled at the Tower starting Dec. 18. But the past two weeks have been sell-outs. The announced closing finds would-be patrons trying to buy tickets a month or more in advance. So, it now looks as if “The Alamo,” slated for the Ohio Dec. 23 or 25 on a continuous-run performance, would be delayed.

M-G-M has the Ohio on a solid rental basis, which gives the film company first call on the length of “Ben-Hur’s” stay here.

Sealsman, Lynley to Wed

Carol Lynley, motion picture and stage actress, and Michael Sealsman, a public relations executive for 20th Century-Fox Film Corp., have announced their engagement and forthcoming marriage.

Miss Lynley, who was signed over the weekend for a starring role in Jerry Wald’s “Return to Peyton Place,” will leave New York today for Hollywood to begin her part in the film. The couple’s marriage will take place in a civil ceremony immediately upon completion of her role.

Cite Pickus’ Warning

ALBANY, Nov. 28.—The National Catholic Welfare Conference News Service sent member papers a story quoting from the recent address by Albert M. Pickus, president of Theatres Owners of America, at Raleigh, N. C., in which he warned of “inestimable long range harm” to the industry as a result of “objectionable pictures.”

‘Dammed’ on Circuits


Hope for New Start On ‘Cleopatra’ Soon

From THE DAILY Bureau

LONDON, Nov. 28.—Following an announcement from Elizabeth Taylor’s doctor that “having virtually recovered from her long drawn out virus infection she should now have a stay in warm climate for a few weeks,” notices went out to all actors concerned in the shooting and production of “Cleopatra” here. Earlier in the week Walter Wanger, producer of the film, issued notices to technicians working on the picture of getting ready to leave Paris for California today.

Russof Vice President

Alta Vista Productions

From THE DAILY Bureau

HOLLYWOOD, Nov. 28. — Lou Russof, co-producer and writer of 22 pictures for American International Pictures, has been named vice-president in charge of production for Alta Vista Productions, it was announced today by owners James Nicholson and Samuel Arkoff, all of whom are vice-presidents of American International Pictures. Russof is the second production chief for Columbia, Sessions, who is vice-president of “Underworld, U.S.A.” will be released in February.

‘Land’ for Fuller

HOLLYWOOD, Nov. 28.—“No Man’s Land” will be Samuel Fuller’s third production for his independent company, Globe Enterprises, under his Columbia Pictures contract. His second production for Columbia, “Underworld, U.S.A.” will be released in February.

Set ‘Glory’ Premiere

“Tunes of Glory,” starring Alec Guinness and John Mills, will have its world premiere at the Little Carnegie Theatre here Dec. 20.

Lewis Unveil

(Continued from page 1)

club type residence for girls film opportunities, was faced with a motion picture which showed Distinctive during 39 days of construction, lightening, feature highlights of the exterior, setting, which will save a total of millions in costs on a $25,000 lighting, projection of hidden lights, and a battery of hidden microphones which will dispense with need for sound booths and will allow for greater fluidity of camera movement to relieve the problem of dubbing. Lewis points out.

Another innovation is the use of closed circuit tv monitors, with video camera in parallel to the projection picture camera to direct Lewis an opportunity to see the set he wants and tape record rushes immediately playback.

Slated for His Next Film

Lewis indicated he would reuse and utilize the set which is on location in a steel mill for his next movie toward reducing costs. “We must utilize sets not gouge the public for higher prices even if it cost in dollars. We should utilize the set of ‘Spartacus’ in one location, return to Hollywood,” Lewis stated.

‘Producer’ Lewis also sounded on current wave of films with a mitigated sense of violence and sex in degrees of family type of films which “prove themselves better office attractions in the long run.”

To Re-Model Mpls. Pa.

For Roadshow Policy

Special to THE DAILY

MINNEAPOLIS, Nov. 28.—Pa to make the RKO Pan Theatre, form RKO budget area added to the Mann Circuit here, a roadshow has now underway, with complete of refurbishing expected for the scheduled opening of “Spartacus” in February.

Present plans call for complete re-vamping of the interior, installation 70mm equipment, new rocker-tou lounge seats and rows inches apse, infra-red lights in the marquees, winter will keep sidewalks warm at dry. The theatre will also be named.

Wright Here On Film

Tony Wright, European screen star whose “The Amazing M Callaghan” will be released national early next year by Atlantafilms, a release in New York from London today for the weekes publicity and promotion on the picture. He will confes with Harold L. Spero, Atlantis general sales manager, on plans for the picture.
Dear American Airlines:

As a mechanical engineer, I must say that your 707 Jet is a masterpiece of design, combining speed, power and simplicity for maximum comfort. My compliments to you.

Paul J. McCarthy

Unsolicited in-flight letter from Mr. P. J. McCarthy, Great Neck, N.Y.

Our 707 Jet Flagships, Mr. McCarthy, are another reason why American Airlines is first choice of experienced travelers. To date, American’s 707’s have carried more than 2,000,000 passengers—far more than have flown on any other jetliner. The 707 is the most experienced, most proven jet airliner flying anywhere today.

American Airlines
America’s Leading Airline
Thanksgiving

(Continued from page 1)
out of town. For the four-day period, "Butterfield 8," playing at the Capitol here, is expected to have grossed $64,000, while "Beau-Hot," which the State played to a box-office take of $34,600. The figure for "Butterfield 8" is said to be the largest for any MGM attraction in the Capitol since that company's "Guys and Dolls" in 1955.

The Alamo Strong

"The Alamo," playing at the Bijoli Theatre, is reported by the United Artists to have netted $27,406, with Saturday the best day. The company's "Inherit the Wind," playing at the Astor Theatre, racked up $11,654 for the same period.

RKO Theatres, with "Esther and the King" playing at the Palace here, and "Let's Make Love," with Marilyn Monroe, showing at the neighborhood houses, did "better than average business."

Grosses for "Girl of the Night" at the Criterion Theatre were moderately good, the manager disclosed.

Paramount Theatres, with "Hell to Eternity" playing at the Brooklyn Paramount and "North to Alaska" at the Times Square house, reported business "somewhat better than usual for the period."

"Spartacus" Widely Popular

"Spartacus," the attraction at the DeMille Theatre here, is reported by Universal Pictures to have taken $30,000 for the period, a strong figure, with business out of town reported as "very good in six current road show engagements."

Cinderella's Sets House Record

At the Woods Theatre in Chicago

CHICAGO, Nov. 28.—Jerry Lewis' "Cinderella" has set an all-time box-office record. No previous release at the Woods Theatre, Chicago, in the first five days of its world premiere engagement. A gross of $39,169 was registered in the five days ending Sunday. The figure tops the entire first week of Alfred Hitchcock's "Psycho" at the same theatre by almost $8,000.

Thomas E. Lucy Dies

ATLANTA, Nov. 28.—Funeral services were held here today for Thomas E. Lucy, owner of the Exhibitors Service Co, booking agency, who died at a local hospital. Formerly Atlanta manager for M-G-M, he suffered a heart attack two weeks ago at the Georgia Tech-Alabama football game. He is survived by his wife, his mother, a son and a brother.

UK Exhibitors Urged to Get Into CTV As Prelude to Pay-TV Connection

LONDON, Nov. 28.—The British Broadcasting Corporation announced a demonstration of its community tv system this week to sell independent exhibitors, in particular, the idea that "cash-ining" on toll tv.

Addressing the 150 theatremen who had travelled from various parts of the British Isles to view E.M.I.'s equipment, D.I.C. Lodge of E.M.I. advocated the installation of this wired tv system to "ensure that exhibitors have a foot in the door" and when toll tv is permitted here.

"I would advise you," he added, "to apply to your local authority for permission to erect a mast receiving and operating this relay system in any given town. Quite honestly, I think you are many years late in being here. Instead of divorcing yourself for trying to oppose tv as a competitor, I think you prove it has been much better if you had joined up with it."

Calls It 'Brother' to Cinema

"Tv-relay could become a 'brother' to the cinema but," he warned, "it was no use postposing a decision or exhibitors would find themselves out on a limb. I am fully convinced this is going to happen — the fellow who controls networks will have the ace up his sleeve when it comes to toll tv."

The E.M.I. equipment provides for as many as 13 channels including alternative channels for BBC (British Broadcasting Corporation) and ITA (Independent Television Authority) networks and VHF radio, Colour tv, both live and film, telecast equipment and a simple and small-to-the-slot box were also demonstrated.

Cost of the installation ranges between £5 ($14) to £10 ($28) which means for 2,500 houses a minimum of $35,000. Until the advent of toll tv the "selling" points of tv-relay, it is stated, are quality reception — free from fading in fringe areas, "flutter" from aircraft, interference in built-up areas.

Cost Is A Factor

Questioned on the Telemeter operation, an E.M.I. spokesman said that while he was sure with low power but he was worried whether the main in the street would be prepared to pay five shillings (70 cents) or £1 (72.50). "Conditions in England," he added, "are vastly different from those in North America."

He described Telemeter as a "most wonderful box and a most wonderful system but we believe this is rather expensive and we believe it is advisable to produce a device which will permit coin-in-the-slot operation done much more cheaply."

Recently E.M.I. Electronics completed an agreement with airdbirds Whitney, whereby the latter organization will market most of the E.M.I. range of electronic equipment in the United States.

Rank Theatres Zoned Into Seven Regions

From THE DAILY Bureau

LONDON, Nov. 28.—An important geographical readjustment of Rank theatres is announced by assistant managing director Kenneth Winckles. The changes, which take effect Jan. 8, 1961, involve the reorganization of theatres into seven regions, as opposed to the present 10. Details are given by Winckles in a letter to all managers, in which he recalls the speech by John Davis, managing director of the Rank Organisation, to the 1957 Cinematograph Exhibitors Association conference outlining the industry's need for rationalisation, and added that steps taken since then have necessitated the geographical re- adjustment of regions.

Regional Heads Named


TV Code Head

(Continued from page 1)
ackt advertisers are solved or are on their way to being solved. But he warned broadcasters strongly against pot- danger in film trailers and in the for features.

While broadcasters have and no control over what theatres are in their own areas, they, said, they are "generally careful in accepting film clips that would be unsuitable for the air. So this stuff in the past has been exceptionally violent or overly sexy or best, quite suggestive," he said.

"There is a lot of fear of libel and hearings over 'adult' programs, he told the broadcasters you can't do it yourself, be responsible staff member does. If I am in doubt, ask your closest office for an opinion."

He also advised the broadcast- screen post-1948 feature films, of which have been released to the South.

"This is not to credit the broadcasters for certain acts. A very great percentage of it is accept- television fare, but, remember, of it a raised a few eyebrows who was exhibited in theatres."

MGM Host

(Continued from page 1)
join the press junket, one of the event ever undertaken for a motion picture premiere.

With the West Coast group will be three of the stars of "Cimarron"—Van Heflin, Betty Baxter and MacCumber.

Both groups are expected to see in Oklahoma City at noon Wednesday. The premiere will be held Thursday night.

Rank to Distribute

(Continued from page 1)
Western Hemisphere will be by AIP, Artists, in Spain by Filmyum, and in Italy by D.E.A.R. Films.

Bronston, in signing the contract, said, "The development of the 'Cid' for a London premiere in December, 1961, adding the met- split distribution is an experiment he is trying which certainly is costly than a major company, quelling worldwide distribution, and the same time guarantees specialists local handling. Bronston will return to New York on Wednesday.

Eulogy by Skouras

(Continued from page 1)
place tomorrow at 10 a.m. in a Church of Jesus Christ of Latter Ties Saints, 142 West 81st Street.

Mr. Harrison's family has request that in lieu of flowers, contribute be made to the Foster Parents E. New York.

Television Today

Sees New Freedom for Broadcasting In Lessening of 'Archaic' Controls

A veteran broadcaster has predicted that the radio-television industry during the next decade will grow in freedom and influence, less hampered by "unnecessary and archaic" legislative restraints.

Clair R. McCollough, chairman of the policy committee of the National Association of Broadcasters, told an NAB Fall Conference at the Biltmore Hotel that legislators and regulators now place "a higher degree of faith" in the broadcaster's industry. McCollough, who also is president of the Steiman Stations, Lancaster, Pa., said this improvement in the broadcasters' lot stems in part from their failure to adequately handle this year's political debates without any legislative restraints.

Hails FCC Trend

He said another bright spot — "a major breakthrough for broadcasting" — if achieved — is the present inclination of the Federal Communications Commission to permit plan their overall programming on the basis of specific community needs rather than to offer programs according to fixed percentages.

Calling on broadcasters to act with "creative and energetic" vigor, both individually and together in the NAB, McCollough laid down these "touchstones for the future":

A determined, organized effort to bolster the economy through ethical advertising.

A "dedication, within our capacities, to the cause of better education.

A "self-imposed, organized effort to portray our industry to the public for what it is and as it becomes.

McCollough said the future "most certainly will hold the broadcaster in even greater obligation to the American public." Broadcasters' success in meeting this obligation, he added, will depend in no small measure upon their mutual and future efforts broadcasters undertake together.

Sees 'Insistent Hunger'

"There has never been a more insistent hunger for understanding of great issues and there has never been a more powerful force for bringing about that understanding than free broadcasting," he continued.

McCollough also said broadcasters have a responsibility to "encourage young people to undertake broadcasting careers." He added that these could be increased through endowments, or through promotion of "wider and better educational facilities for our young people."

Finally, he said, broadcasting must improve its "public image . . . what we look like as an industry to those who are exposed to our product."

As for advertising, McCollough said, the state of broadcasters and advertisers in the NAB Radio and Television Codes is inexpressible. Their form, he said, is to "develop patterns for the finest kind of advertising on radio and television — the selling, convincing kind of advertising — with our advertising ethics and good taste in and in full knowledge of the powerful impact of broadcasting on family life."

Interstate Offering

Prize Cartoon Series

Lloyd Lind, general sales manager of Interstate Television Corporation, today announced the acquisition of two new international festival award-winning cartoon series, Snap and Snap, and Foo Foo, both created by Halas and Batchelor.

Both series represent new techniques in animation. The first, Snap and Snap, has been devised from a paper cut-out technique perfected by Halas and Batchelor and utilizes stop action photography to animate the figures. The second series, Foo Foo, introduces the cell-graph technique used exclusively by Halas and Batchelor. The technique permits the artist greater freedom of expression and eliminates the costly inking of cells method now in use.

Top Dogs, one of the 26 minute segments now available, have been awarded first prize in the children's film section of the 1960 International Film Festival at Venice.

Miami Station Begins

Non-Network Status

Special to THE DAILY

MIAMI, Nov. 27.—A review of the old and preview of its new program format, called "The Sound of Music," was broadcast this afternoon by WGBS, launching an entire overhauled, non-network operation. Broadcasters can now program air- Exercising their freedom and independence, WGBS elected to abandon the published networks and programs and their personalities for many years back. It was followed by a full-hour preview of some of the station's own programs and the sound of the future.

WGBS completely revised its format after parting company with Columbia Broadcasting System. The CBS affiliation has been switched to WKAT at Miami Beach.

Urges TV Industry To Defend Rights

An official of the National Association of Broadcasters warned yesterday that the radio and television industry may have to fight to defend its rights to editorial freedom.

Howard H. Bell, NAB vice-president for industry affairs, made the statement in a speech at the NAB Full Conference session on "Broadcasters and Politics" at the Biltmore Hotel.

John Meagher Heard

Bell and John F. Meagher, NAB vice-president for radio, also urged broadcasters to establish wider contacts and "mutual understanding" among public officials at local, state, and national levels as the best way to preserve their freedom to operate.

"Protection of your freedom," Bell said, "makes it possible for you to put your best ideas before the public and the public's interest in its government."

He said more and more stations are exercising their right to editorialize a right which was affirmed by the Federal Communications Commission in 1949, and broadcasters now must combat "misconceptions" about the policy in some government circles.

Current Policy, He Says

The NAB official pointed out that broadcasters are free to express opinions in editorials so long as they "aid and encourage" opposing opinions by responsible people. He noted that this was the policy of the FCC rather than a previous FCC position that broadcasters had an "affirmative duty to seek out" opposing opinions. Bell said this would encourage more broadcasters to editize.

At the same session Vincent T. Wasilewski, NAB vice-president for government affairs said that radio and television, unlike the press, have never been "branded with the brush of partisanship."

He also said many of the industry's problems stem from a fear among legislators that broadcasters will become "more like the press and not from anything individual stations and networks actually have done.

Legislation Reviewed

Wasilewski and two other NAB executives — Meagher, and Charles H. Tower, vice-president for television relations, said public policy and government regulations which grew out of the congressional investigation of isolated cases of payola and rigged quiz shows.

The legislators said that the legislation which resulted from the last Congress is 95 per cent acceptable, or even desirable" so far as broadcasting is concerned.
The Grass Is Greener
CONTINUED FROM PAGE 1

Sperie P. Perakos, general manager of Perakos Theatre Associates, has inaugurated a series of four Tuesday opera film programs at the Elmo Theatre, West Hartford, charging three dollars for a series ticket, or one dollar for a single performance. A full hour of concert music precedes the screening.

Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, was guest lecturer yesterday at the New School here yesterday. He spoke on "The Individual in Show Business."

Mrs. Charles Delgado, booker's clerk at the Wometco office of MGM, is resigning to give all her time to her home.

Sonny Shepherd, vice-president of Wometco Enterprises, Miami, has been elected to the Legion of Honor of the Kiwanis organization. It's an honor accorded him for his 25 years of service to Kiwanis.

Mary Kelly, assistant manager at the Saint-West, Woonsocket, Conn., has been promoted to a similar post at the S-W deluxe Strand, Hartford.

Robert Tyminski, student assistant manager, Loew's Poli, Springfield, Mass., has resigned to become assistant manager of the Arcade Theatre, of that city.

William Finkel, Pioneer Pitt. Showman, Is Dead

Special to THE DAILY

PITTSBURGH, Nov. 28.—Funeral services were held here last week for William Finkel, pioneer exhibitor, who died Wednesday. He operated the Arcade and Colonial Theatres before retiring several years ago to Saratoga, Fla. He returned to Pittsburgh a few years ago and at the time of his death was assistant to the president of radio station WEDO, McKeesport, Pa.

Finkel, a past chief banker of Variety Club, Ten Number One, was a graduate of Carnegie Tech in 1918. His wife, Esther, survives; also two daughters, and a son, Robert S. Finkel, director of the Dinah Shore tv show in Hollywood; and two brothers, A. F. and Morris, the latter also a film exhibitor.

‘Hiroshima’ Moveover

After 27 weeks, a record for any foreign language item at the Fine Arts Theatre here, Zenith International’s “Hiroshima Mon Amour” has moved over to the Art Theatre for an indefinite run.

is the kind of picture they will talk about for long and often, and will be urging others to see, the while.

If these bare highlights don’t add up to long runs and strong box office, then the remainder of the picture’s assets, and they are many, do.

Grant and Miss Kerr are a happily married couple, parents of two youngsters. Their family manse has been opened to tourists at a half crown each to see certain public rooms. It should be mentioned at this point that art director Paul Sheriff and set director Vernon Dixon, with Felix Harbord’s consultation, have provided sets of such attractiveness and taste that theatre audiences will be as captivated by what they see as any tourist possibly could be.

Into this happy family circle from among a seeing-sighting group, and by way of a door marked Private that gave onto a family room occupied by Miss Kerr, comes Mitchum, an American oil millionaire, divorced and on the hunt for something where the grass is greener. He is greatly smitten, as they say, by the lady of the manse, and the brief encounter not only is enough to arouse Miss Kerr’s interest to the point where she arranges a needless visit to her London hairdresser but also leaves her in such a tizzy that Grant immediately recognizes the symptoms as of romantic origin, and begins to plan his counter-campaign to avert divorce and keep his marriage on the same satisfactory romantic basis that it had been before.

After several days in London, during which Miss Kerr has surrendered to Mitchum’s blandishments, and Grant has been informed of most of the details by Miss Simmons, a pert and amorous friend of the family who ran out to him from London on learning that he was alone in the country manse, Grant phones Mitchum and invites him to spend a weekend at the country estate. He adds that his wife is in London (she is at Mitchum’s side when the call is put through) and asks him to drive her out with him.

On the return to the country estate, Grant puts his campaign in motion, the highlight of which is a revolver duel in which Grant receives a flesh wound administered by his butcher, Moray Watson, after Mitchum has deliberately wound him. In the ensuing excitement, Miss Kerr becomes convinced that the Mitchum grass wasn’t any greener, after all; while Mitchum and Miss Simmons discover each other while on a late night hunt for a doctor for the wounded Grant.

Bright and brittle dialogue marks the screenplay by Hugh and Margaret Williams, based on their London stage play of the same title. Donen directed for pointed humor in an atmosphere of sophistication. There is some incidental music by Noel Coward and there is a considerable amount of eye-catching feminine wear, Miss Kerr’s by Hardy Amies, and Miss Simmons’ by Christian Dior, all guaranteed to add to the enjoyment of the ladies in the audiences.

Title frames designed by Maurice Binder are deserving of special mention. Comprised of shots of unusually personable and well adapted infants, dressed and undressed, they not only illustrate credit lines in a fresh, original and highly amusing manner, but also serve to put the audience in the best possible frame of mind for enjoying an enjoyable motion picture.

All these assets, as you will see, are destined to make busy places of theatre box offices in the months ahead.

Running time, 105 minutes. Release, in December.

SHERWIN KANE

Reopen Pitt. Theatre

PITTSBURGH, Nov. 28.—The Melrose Theatre in the Carrick section of Pittsburgh, a 1,000-seat house, which had been shuttered for seven years, re-opened last Thursday under the supervision of the Warren Drive-In Corp.

‘Exodus’ Pitt. Booking

PITTSBURGH, Nov. 28.—“Exodus” has been booked into the War ner here on a continual run basis. It will follow “Alamo,” which begins

U.A. Film Hailed at Acapulco Film Fete

Special to THE DAILY

ACAPULCO, Mexico, Nov. 28.—Stanley Kramer’s “Inherit the Wind,” was enthusiastically received by capacity audience at the Third World Film Festival held at Acapulco, Mexico, at the weekend. The film was one of United Artists’ unprecedented five entries at the event.

The presentation of “Inherit the Wind” was hailed by an American film industry reception for Mexico government officials and foreign Legislation honoring Eric Johnston, Mexican Film Picture Association of America president, and a star of “One Armed Man,” which is another of U. entries, and Jack Kruschen, who also appears in “The Apartment.”

Following the screening, festivities authorities transported the American contingent and costumed local beaux via horse-and-buggy to an open air celebration.

Robertson to Pen Them

For CAIR Benefit Hem

Milton Robertson, director of special events for WOR, will write a dramatic presentation for the 19th "Health for Peace" dinner, it was announced by Maxwell Rubb, chairman.

The dinner will be held Dec. 14 at the Starlight Roof of the Hotel Waverly, site of the Childrencher’s Asthma Institute for Research and will honor Louis Nizer, prominent New York attorney and author.

The dramatic presentation will feature Mike Wallace and two other top notch theatrical personalities, to be announced later.

Youngstein is Chairman

Max E. Youngstein, United Artists vice-president is honorary chairman of the dinner. Youngstein has been leader and founder of the Institute and is a member of its national board of trustees.

Nizer is being cited both for his pioneer scientific endeavors on behalf of the Institute and his work in support of the health of peace ideal.

The theme of the dinner has been taken from a statement by Nizer, “If on the peoples of the world will work together for health—they will live together in peace.”

British Film Selected

For Argentine Festival

From THE DAILY Buenos Aires

LONDON, Nov. 28.—The Wolf Hall production “Saturday Night at Sunday Morning,” produced by Har Saltzman and Tony Richardson, has been selected as the committee’s choice of the members of the British Film Producers Association and the Federatio of British Film Makers as the film British entries at the Mar del Pla festival from Jan. 8-17.

Directed by Karel Reisz, the film, narrated by Michael Atkins, Shirley Airfield, Roberta gorgeous and Hylda Bait, is a British co-production in association with British Lion,
Fox 39 Week
Net $3,732,729

Twenty-first Century-Fox Film Corporation yesterday reported consolidated earnings of $3,732,729 for the 39 weeks ended Sept. 24, 1960. No earnings from the studio land sale contract are included in this figure. This amounted to $1.37 per share of the 2,383,286 shares of common stock in the hands of the public, as compared with earnings for the 39

Johnston Anniversary
Dinner April 10, Here

The dinner being sponsored by the Council of Motion Picture Organizations in observance of Eric Johnston’s 15th anniversary as president of the Motion Picture Association of America will be held April 10 in the Waldorf-Astoria Hotel here, it was announced yesterday by Russell Downing, chairman of the general dinner committee. The announcement followed a meeting of the dinner’s arrangements committee in Downing’s office. Further preliminary plans for the affair were discussed by the committee, which consists of Mort Sunshine,

20th-Fox Sets Four
Releases for December

20th Century-Fox will release four CinemaScope films on December, the company announced yesterday. They are: "Esther and the King"; "Flaming Star," which will be the Christmas attraction at the Paramount Theatre; "The Wizard of Baghdad," and "Legions of the Nile."

Says Transistorized Cinerama Sound System Achieves New Fidelity Level

By SIDNEY RECHETNIK

An “important new movement in the history of Cinerama”—the development of a completely transistorized Cinerama sound system and the accompanying “added plus” of a “new sound” that is “different in manner and better than anything ever heard before,” was announced yesterday by Nicolas Reisini, president of Cinerama, Inc.

Reisini, who spoke at a press luncheon at the Savoy-Hilton Hotel here, said that the aim of Cinerama when it was introduced in 1952 was to “bring to the human being a sound as near as possible to nature.” The company has never rested on its achieved success of eight years ago, but continued its experiments to produce a better sound system, claimed Reisini.

The Cinerama head likened the ef-
**personal mention**

MARTIN RACKIN, executive in charge of production at the Paramount studios, has returned to Hollywood from New York.

Bob Goodfied, Columbia Pictures studio publicity manager, has returned to Hollywood from Tokyo, where he spent 10 days coordinating the advertising and publicity campaign for the Asian premiere of “Pepe.”

LEX BENTON and W. B. Langston, of Benton Bros. Film Express and Film Forwarding Co., Atlanta, have returned there from New York.

ARTHUR FREED, producer, and Mrs. Freed have arrived in New York from the Coast.

MELVIN A. BROWN, operator of the Peachtree Art Theatre, Atlanta, has returned there from Elizabeth, N. J., where he attended the funeral of his father.

MILTON YOUNG, Columbia Pictures exploitation representative in the Philadelphia area, has become a grandfather for the second time, with the birth of a son to his daughter, Mrs. Milton Goldestyer.

JOHN HOUSEMAN, producer-director-writer, has arrived in New York from the Coast.

FRANK and MAURICE KING, producers, have arrived in New York from Hollywood.

J. H. THOMPSON, president of Martin & Thompson Theatres and head of Georgia Theatre Owners, has returned to Hawkinsville, Ga., from Atlanta.

RICHARD D. ZANUCK has arrived in New York from Hollywood.

**MGM’S Board**

(Continued from page 1)

MGM’s Board meeting on the new basis of 40 cents per share per quarter. The first payment at the increased rate was made on Oct. 14.

Four quarterly dividends at the rate of 90 cents were paid after the reorganization of dividend payments in October, 1959.

**Tri-State Refreshments Operates As ABC Branch**

Special to THE DAILY

ALBANY, N. Y.—Tri-State Refreshments, Inc., has been formed to operate as a branch of ABC Vending Company. It continues the activities formerly conducted by Tri-State Automatic Candy Corporation, in which ABC recently acquired a 100 per cent interest. ABC formerly held a 50 per cent interest in Tri-State, which maintains headquarters in Buffalo.

Berman Officer, Director

Mel Berman, who headed the candy-concession corporation, is now a vice-president and director of ABC. Berman guides the refreshment operations. In the new setup, Berlo Vend-ing’s operations here were merged with Tri-State’s. A single manager, George H. Schenck, was given direction of both.

Two theatre towns, Catskill and Rosendale (near Kingston), have been added to the Albany territory. The four formerly were serviced from New York.

**Disney Loss**

(Continued from page 1)

of the company’s film library against its income account by nearly $5,000,000. The write-offs cover all product in process or now in release, completed films having already been fully amortized.

Disney said that before the write-downs the company would have reported a net profit of $1,100,000 for the year.

The company is filing for a tax refund which will return approximately $1,800,000 in cash, Disney said.

Sees ‘Softened’ Market

The write-down, the letter said, was influenced by “a general softening in the theatrical motion-picture market in most countries,” and by a “considerable leaning on the part of the public towards pictures involving violence, sex, and other such subjects.”

Disney added: “Our last year’s product was a good line-up of pictures, but it disappointed us in its performance at the box office. For example ‘Pollyanna’ returned a fair profit but not nearly what we expected.”

**para. sees ‘g.i. blues’**

**heading for record**

Current indications are that “G.I. Blues,” Elvis Presley’s first film, will run well ahead of Presley’s previous record grosser for Hall Wallis, “Loving You,” which has registered approximately $3,500,000 domestically, Paramount Pictures, the distributor, said yesterday.

Typical of the “G.I. Blues” grosses are: $26,428, first five days, Metropolitan Theatre, Boston; $11,743, first five days, Stanley, Columbus; $10,000, first five days, Paramount, New Haven; $21,157, first five days, Ambassador and Metropolitan, Washington; $8,159, first four days, Strand, Lowell, Mass.; $8,526, first five days, Brockton, Brockton, Mass.; $7,265, first five days, State, Waterbury, Conn.

Also, $16,538, first five days, Towne, Milwaukee; $16,683, first five days, Orpheum, Minneapolis; $4,342, opening day, Utah, Salt Lake City; $7,676, first two days, Majestic, Dallas; $3,850, first five days, Oklahoma City; $4,433, opening day, Paramount, Kansas City; $7,719, first two days, St. Louis, St. Louis; $3,983, opening day, Omaha, Omaha; $10,606, first three days, Denver, Denver.

‘journey’ to open Dec. 7

American International Pictures’ “Journey to the Lost City” on Dec. 7 will open a multiple first run engagement in the New York metropolitan area. The film is booked for the RKO circuit, Skouras, Court, Randolf. Brandt and other neighborhood theatres. Continental’s Michael Strofog will be the co-feature.

$18,531 for ‘rover’

Roberto Rosselini’s “General della Rovere,” which opened on Nov. 21 at the Paris Theatre here, has registered a first week gross of $18,531, it has been reported by Continental Distributing, Inc., which stated that the figure tops the first-week gross of any Italian film which has played at the Park.

**TENT TALK **

**Variety Club News**

DETROIT—Variety Club of Detroit, Tent No. 5 has inaugurated a campaign to populate the club’s headquarters each day from 5 P.M. onward. Each day from now until Christmas, seven bankers and banker-ettes have been assigned to act as hostesses and hosts at Liberty Monday, Tipsy Tuesday, Wobbly Wednesday, Tiny Thursday or Fractured Friday.

**Columbia Sales Head to Meet Fri. on ‘Pep’**

A top-level sales meeting of major distributors and sales managers tomorrow morning will be held on Friday at the Ritz-Carlton Hotel in Chicago. Representing their companies at the meeting will be Jack Thrulley, Milt Gerson, assistant general sales manager; Jerome Safron, “Pep” coordinator; Vincent M. Borrelli, vice-president and assistant executive; Joseph Freiberg, administrative assistant to the general manager; and Dan Rothenberg, assistant to Safron.

**Regional Heads to Attend**

Division managers present will be: Ch. R. Ingram, Southeast; H. F. Perry, New England; Ben Los, Chicago; Jack Judel, Southwest; Shalit, Central; Ben Marcus, Midwest; Norman Jackman, Southern California and Rocky Mountains; Harry Well, Western; Fried-Kurth and Son, New Jersey, L. E. Tillman, Northern; San Galancy, Midwest; and Nat C. New York.

**Jet to Britain aboard BOAC’s daily monach rolls royce intercontinental 707 (fastest of all big jets) with ‘golden service’**

B.O.A.C. reservations through your Travel Agent

British Overseas Airways Corporation jet and/or jet-prop flights from New York, Boston, Chicago, Detroit, Honolu, San Francisco, Montreal, Toronto.
New Cinerama Sound System

'Cimarron' Bow in Okla. Tomorrow

(Continued from page 1)

Hart Cohn the Chairman
Producers Guild Dinner

From THE DAILY Bureau
OLLYWOOD, Nov. 29.—Robert a today was named chairman of Screen Producers Guild’s Mills Award dinner, Presid- ter Mirisch. The dinner will be held, March 5, at the grand ballroom of the Beverly on Hotel, and all honor Adolph chairman of the board of mount Pictures.

ara. Studio

(Continued from page 1)

lly "The Ladies’ Man," and re-Shepherd’s "Love in a Gold- Bowl," Paramount’s sound stages jampacked with five pictures sets, the lot and one in Africa.

current production will be aug- mended in two weeks by the opening production on Hal Wallis’ "Summer" and "Take Home," starring Lawrence and Geraldine Page, with er Glenview directing.

cluded in the heavy shooting while are Perlsberg-Skouras’ "The an-able," a Dena and Capri Pro- tions comedy starring Danny Kaye "Breakfast at Tiffany’s," Juro- spheric production. Prods. achieving the record production is Howard Hawks’ "Hattar," will film in Tanganyika, Africa, John Wayne in the starring role.

Village of Damned’
et for Saturation

Following its highly successful run in the Ohio-Indiana-Kentucky- est Virginia and last month, "Vil- of Damned" has been set for or area saturations early in Decem- it was announced today by bert Mohlie, Metro-Goldwyn- gan’s general manager.

Sixty Los Angeles area theatres and New York theatres will open the usual science-fiction release Dec. 7.

That same week, in the between 175 and 30 theatres in the area centered around Charlotte, N. C., will open as all other 190 in Texas.

wo Reopen in Michigan

DETROIT, Nov. 29.—The Kres- centre, Canton Springs, Mich., has been reopened by its owner, Dale rks. At the same time, the Kears- th Theatre, Flint, has been take- ver and re-lighted by a new leasing ization headed by George Dal president and manager. Both uses are serviced by Clark Theatre tice of this city.

Fire in Nebraska House

SCOTTSLBLUFF Nebr., Nov. 29.— The Biggers Drive-in Theatre, owned y Floyd Biggers, suffered $4,000 age recently when a fire destroyed the concession stand. The ad- plant and projection units were not affected.

The New Cinerama Sound System

In terms of space and weight over the previous bulkier sound systems, which will mean lower transportation costs to Cinerama installations all over the world.

2. Reduced to a minimum the amount of power loss ordinarily dissip- ated by the vacuum tubes, and also reduces maintenance and in- creases reliability.

3. A vastly improved audio system. The equipment accomplishes the task of handling high peak power levels without over-loading.

The "heart of the system," explained Fling, is the all-transistor power amplifier which will deliver the same total audio power to the theatre speakers (about 450 watts) as was previously realized from the vacuum tube amplifiers.

Dr. Hare Introduced

Fling introduced Dr. Hare, who have "a tremendous satisfaction in what we have done achieving the initial objective of a compact sound system, and at the same time effecting a vastly improved sound."

Reisini said that in addition to us- ing the "new sound" with Cinerama’s regular pictures, five in all, it will be used in forthcoming Cinerama productions. He said the new sound will be used in the forthcoming Ciner- Everach with Metro-Goldwyn- Mayer, with details to be announced jointly a later date.

50 Cinerama Theatres to Get New Speaker Systems

As part of a national expansion program, Cinerama, Inc., has purchased 650 Altex Lansing speaker systems to be installed in 50 new Cinerama theatres, according to Alex A. Ward reported this week. Each theatre will house a set of 13 speaker systems. Total cost of the equipment is approximately $200,000.

Sidney Reams of Atlanta

ATLANTA, Nov. 29.—Sidney B. Reams, Atlanta businessman and civic leader, died at his home here. Born in Terrell, Tex., Reams came to Atlanta in 1926 and began the Theatrical Printing Co. and the Printer Press, which he sold in 1942. He then became associated with Republic Pictures until he retired following a heart attack six years ago. He was a member of the board of directors of the local Variety Club. Surviving are his wife; two daughters; a son; a sis- ter and a brother.

Rites for Mrs. Simms

ROCHESTER, N. Y., Nov. 29.— Services have been held here for Mrs. Al (June) Simms, wife of American International Records’ general man- ager, who died Saturday. Also sur- viving are daughter, singer Lu Ann Simms, and two sons.

Sardou Heads Ad-Pub.

For U.A. in Europe

Roger V. Sardou has been named United Artists’ director of advertising, publicity and exploitation for Continental Europe and the Middle East, Arnold M. Piker, vice-president in charge of European distribution, announced yesterday.

Sardou, who will make his head- quarters at the company’s offices in Paris, succeeds Giulio Acerreli, re- signed.

He served variously as drama, ra- dio, film editor and editor-in-chief for important French newspapers and magazines. His association with the film industry started in 1945 when he was named assistant publicity man-ager in France for Metro-Goldwyn- Mayer. Subsequently he held the posts of publicity manager for Selznick Films from 1947-49 and of advertis- ing-publicity director for Continental Europe and the Middle East with Co- humber Pictures during the years from 1950-57.

Hunter Theatre Opened

ALBANY, N. Y., Nov. 29.—Morris and Raphael Klein, who conduct four drive-ins and a conventional theatre, have opened the latter—the Hunter in Buffalo—for three weekends during the last season. The 250-seater, normally a summer situation, was lighted for three days the first week- end; five—Wednesday through Fri- day; the second (a holiday week) will be operated Friday through Sunday this week.
People

Benjamin Sherman, chairman of the board, ABC Vending Corp., will receive the 1960 Human Relations Award given by the amusement industry in behalf of the Joint Defense Appeal. Presentation will be made at a dinner to be held at the Waldorf-Astoria here on Dec. 12.

June Faircloth, booker for the Lake Forest Drive-In Theatre, Jacksonville, has been honored by the local chapter of Women of the Motion Picture Industry as Florida’s “WOMPI of the Year” for her outstanding work in helping the organization to win a 1960 first prize from radio station WMBR for community club efforts exceeding those of 29 other local women’s non-profit organizations.

Mannie A. Brown, formerly manager of the Buffalo exchange of Fowle Bros., a well-known booker and distributor in the area, has taken over distribution of Citation Pictures in the Buffalo and Alabama territories under the title of Mannie A. Brown and Associates.

Johnston Dinner

(Continued from page 1)

Al Floersheimer, C. Elmer Nolte, Jr., of Baltimore, Martin Onigley, Jr., D. John Flaherty, Kenneth Clark and Charles E. McCarthy, withDowning chairman. Herman Schleifer and Charles Hacker were added to the committee.

It is expected that high officials of the Federal government, the States of California and New York, and the cities of Los Angeles and New York will be present, in addition to leaders of the motion picture industry from all over the country, Hollywood personalities and representatives of civic groups interested in motion pictures.

$150,000 Remodelling

Set for Texas House

Special to THE DAILY

EL PASO, Nov. 29.—Trans-Texas Theatres has announced plans to remodel the Ellanay theatre here at a reported cost of about $150,000. Earl Petchnick, president of the circuit, which has its headquarters in Dallas, said that the theatre will be closed for remodeling in January and be opened about Feb. 1 as the Capri.

Plans call for complete modernization of the front and interior, and installation of new projection equipment, seating and furnishings. The new seating plan, in providing more liberal row spacing and better visual relation to the screen, will reduce the capacity from 900 to 800. A larger screen will be installed.

The Ellanay was built in 1919 and remodeled about 20 years ago. Trans-Texas acquired it in 1954.

Bishops Ask Protest Vs. Offensive Film

(Continued from page 1)

jumped from 14.59 per cent of total Hollywood production in 1959 to 24.33 per cent in 1960, Monsignor Thomas F. Little is executive secretary of the Legion of Decency.

"Of deeper concern," the bishops said, in a change in type of objectionable films from "cheap and tawdry teenage social dramas" and "sensational exploitation films" in 1959 to "major Hollywood quality productions in 1960.

Five Prelates Sign

The call for action was made in a statement by the Council of Bishops in a meeting in the month of Pictures, radio and Television. It was signed by Bishops McNulty of Paterson, N.J.; John King Mossio of Steubenville, Ohio; Lawrence J. Schiff of Bridgeport, Conn.; James V. Casey of Lincoln, Neb.; and Alden J. Bell, auxiliary to James Francis Cardinal McIntyre of Los Angeles.

The statement was issued in anticipation of Sunday, December 11, when an opportunity will be given to Catholics in all churches in the United States to tell the Legion of Decency pledge. The bishops promise to promote "morally and artistically" good motion picture entertainment, and to deny patronage to "indecent, immoral and unhealthy" pictures.

"Re-examination" Urged

The bishops called upon motion picture leaders and administrators in the Production Code to "re-examine their responsibility to the American people" and especially to youth, "the principal audience for Hollywood films.

"The clamoring shillbooth about 'freedom of expression' will no longer satisfy a public which has lost confidence in the self regulation of a Code which has been compromised and rendered ineffective by the con-"所说的 "morally and artistically" good motion picture entertainment, and to deny patronage to "indecent, immoral and unhealthy" pictures.

"That adult oriented production—"a necessary maturation of the modern picture medium"—"conforms to the spirit of the production code."

"That the industry effect a "radical reformation of its excesses in exploiting films, Particularly reprehensible are not only many of the usual posters and ads but also that "cleaning attractions" shown in the few that exhibit," limit program films being the seal of approval from the Production Code authority.

The bishops asked pastors, priests and educators to instruct their pupils about the meaning of the annual pledge of the Legion of Decency to make films "only morally and artistically sound, and to also convince them of the necessity of consulting Le ratings.

No Films Identified

The bishops did not mention films by name. In its annual pledge to the bishops early this month the Legion cited the following films:

"Adultery," the Legion said, "glamorizes and "Belled Infidel, Or Strangers When We Meet.' The captivity of free love is the un"philosophy of "Five B Clare Wild River," and 'Rat R Happy Anniversary' makes a did joke of premarital relations through the eyes and ears of child. "From the Terraces" not only alproblem of divorce and remarriage but in its development is one long emotional argument for and rationalization of same.

Sees Religion Compromised

"The Christian religion is seri"ly compromised by the sensationalism. "Exotic and Pornographic stories also "perverts" into the thematic developments "Suddenly, Last Summer," and 'Die in the Dust'." The Legion noted a rising influence of independent American film productions, made outside the Production Code’s authority, and also foreign films.

"The Production Code fails to take hold of this type of exhibitors the Legion report said, "then the good industry must honestly form the American public that its "growth of self-inflation is not adequate to the situation."

Catholic Paper’s Editorial "Judge the Personal Action"

ALBANY, Nov. 29. "Persons Responsibility," — the theme of statement issued by the Catholic Bishops of the United States at the recent annual meeting in Washin- ton, D.C. applies in the field of a motion pictures, their moral tone in their advertising in newspapers. TI commented The Evangelist, offshore of the Albany Catholic Diocese. In a leading editorial "the alarming increase in the number of morally offensive motion pictures and the outrageous disregard for decency: for example, of the advertisement of movies that appear in the daily newspapers should rightfully arouse the concern and ire of decent individuals and parents," declared the or- dinator. "The tendency of the press is to look on these abuses as somehow the Legion of Decency should a busy about or the Catholic news papers should protest."

MPA Answers Bishops’ Views

(Continued from page 1)

moral standards. We do not agree that "inexplicable films" have created a "national crisis." We do not agree that the Production Code Administration is "presently ineffectual. The facts do not support any such conclusions. We are, of course, interested in the Legion’s annual report, as we are every year. The ratings of such organizations are useful to both the industry and the public.

Legion Statement Cited

"And we are most gratified that even the stringent standards of the Legion, which include religious pre-cepts as well as moral considerations, find that three of every four Holly-wood films made in the past year were rated acceptable, that two-thirds of the family films were considered suitable for young persons, and that not one American film was condemned.

"Hollywood film production has for some time been in a period of evolution—a process which the Bishops’ statement refers to as "adult oriented production, a necessary maturation of the motion picture medium." That evolution has brought about a change in the subject matter of films, a change which was dictated by the American public.

"There has been, however, a change in the moral code under which the subject matter is treated, and we disagree with the Legion’s analysis of a number of films specifically mentioned in its annual report. "The Code Administration has met effectively the increased problems resulting from the change subject matter, and the spirit of the Code continues to be maintained."

Culliver’ Here Dec. 16

Charles H. Culliver’s "The 3 Worlds of Gulliver," a Columbia Pictures release, will premiere at the Forum Theatre here on Dec. 16. The film has been produced in color and stereo sound, and is the first previously uti- lized for Columbia’s "The Seventh Voyage of Sinbad."
Metro-Goldwyn-Mayer presents

Edna Ferber’s immortal story

of a woman’s love
and a man’s loves

...of a raw land,
ripe for the taking

...of those who plundered it and
those who built it, and two who

made its glory their own..............
METRO-GOLDwyn-MAYER presents Edna Ferber's

CIMARRON

GLENN FORD • MARIA SCHELL • ANNE BAXTER • ARTHUR O'CONNELL
RUSS TAMBLYN • MERCEDES McCAMBRIDGE • VIC MORROW • ROBERT KEITH • CHARLES McGRAW
HENRY (HARRY) MORGAN • DAVID Opatoshu • ALINE MacMAHON • LILI DARVAS • EDGAR BUCHANAN

Screen Play by
Based on the Novel by
Directed by
Produced by

ARNOLD SCHULMAN • Edna Ferber • ANTHONY MANN • EDMUND GRAINGER

In CinemaScope And METROCOLOR
**REVIEW:**

**Where The Boys Are**

**Euterpe—Metro-Goldwyn-Mayer**

CinemaScope

When college boy meets college girl, our screenplay under examination herein presupposes, his first concern is whether or not she is a "good" girl. And so when college girl meets college boy she has to ask herself "will she?" or "won't she?" to accede to the boy's persistent demands for an affair. That the American college youth is predominantly interested in sex as against attaining a higher education is the premise of this light, frothy, romantic comedy, marred somewhat by a corny, melodramatic climax, and elegantly produced by Joe Pasternak with a bevy of attractive young players.

The story concerns itself with the adventures and misadventures of four students from a northern girls' college who decide to follow the college crowd and spend their Easter vacation in Fort Lauderdale, Fla., because that's where the boys are. The girls are Dolores Hart, possessor of probably the most captivating smile in films; Yvette Mimieux, a lovely blonde who gives a sensitive performance as the sexually promiscuous member of the quartet; Paula Prentiss, who makes a resounding film debut as a wisecracking, tall, bruntine, and Connie Francis, joke box favorite of the teenagers who also makes her film debut and shows natural and pleasing talent as a comedienne, in addition to her singing chores.

The resort city is flooded with college boys and girls all anxious for romantic interludes of one sort or another. Miss Hart, despite her mouthings of sexual freedom for the modern girl, seeks love and not sex when she meets George Hamilton, a wealthy student from Brown University. Miss Prentiss finds romance with Jim Hutton, a poor but ardent student whose advances she holds in check with wisecrack. Miss Francis finds her male idol in the person of Frank Gorshin, a myopic musician who heads a quartet which plays "dialectic jazz." Miss Mimieux is the one who finds it difficult to cope with the college boys she meets, and has affairs with two of them.

The tale is replete with sophisticated dialogue, much of it calculated to draw solid laughs, as the girls handle their respective problems with the sex-driven male students. Miss Mimieux' second experience with sex leads to a near fatal tragedy as she wanders dizzily from a motel and is hit by an automobile. This undoubtedly is to prove that sex per se don't pay.

The other girls, it is indicated, are destined to marry their respective companions and live happily ever after.

**Henry Levin**

Henry Levin did a capable job of directing, getting the most out of the comedy situations, from a slick screenplay by George Wells based on the novel by Glendon Swarthout.

A lipstick sequence in which nearly everybody winds up in a night club water tank wherein Barbara Nichols displays her physical charms drew much laughter from a sneak preview audience. All the young members of the cast acquitted themselves admirably, but outstanding are the performances of newcomer Miss Prentiss, who handles her comedy lines brilliantly, and Jim Hutton, the gangling student who makes a fine foil for Miss Prentiss' humor. Chill Wills also draws laughs as the harassed chief of police.

Miss Francis sings the title song behind the credits, and "Turn on the Sunshine," both tunes by Howard Greenfield and Neil Sedaka, with the "dialectic jazz" quintet. She should please her many fans, and win new ones with both her singing and her acting performance. Miss Nichols delivers a novelty song, "Have you met Miss Fandango?" by Stella Unger and Victor Young, for comic effect.

The use of Metrocolor greatly enhances the film with its splashy, lively color effects. Music by George Stoll is in fine tune with the action on the screen, and special mention is due Pete Rugolo for his original jazzy film sequences.

Exhibitors seeking new faces will find them here in abundance, and all of them personable and talented. The undue emphasis on sex, however, makes this unsuitable for younger patronage.

Running time, 99 minutes. Release, in December.

**Syréd Rechtelnik**

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**Fox Anniversary Bookings High**

20th Century-Fox's 45th anniversary week, which ended with Thanksgiving, was the biggest week in bookings in seven years, general sales manager C. Glenn Norris announced yesterday.

Headlined by 428 first-run engagements of "North to Alaska" in as many key cities, 29th releases were the attractions at 11,112 theaters across the country and Canada last week, 971 bookings ahead of last year's anniversary week, and 1,088 ahead of 1958.

Bookings at city-key first-run theatres totaled 2,017 against 1,633 in the 1959 anniversary week. Among the attractions contributing to the record bookings, in addition to "North to Alaska," are "Esther and the King," which had 75 bookings, "Legend of the North," which had 63, and "Tess of the Storm Country," which had 45.

Total second and subsequent run bookings were the largest in five years, Norris said.

**Fox 39-Week Net**

(Continued from page 1)

weeks of 1959 of $2,930,532 or $1.25 per share on 2,338,536 shares.

Total income for the period ended Sept. 24, 1960, $247,089 compared with $85,933,864 for the comparable 1959 period. Expenses for 1960 were $85,649,921 compared with $83,003,332 for 1959.

**To Pay 40-Cent Dividend**

Directors of 20th Century-Fox have declared a quarterly cash dividend of 40 cents per share on the outstanding common stock, payable Dec. 30 to holders of record on Dec. 16.

**Gratis Distribution of Film on Handicapped**

"Employees Only," a motion picture designed to increase the rate of employment of physically-handicapped persons, will be distributed free to theatres throughout the nation, it was announced yesterday by Bernard Goodman, vice-president of Warner Bros. Pictures Distributing Corp., and Major General Melvin Maxx Ret., chairman of the President's Committee on Employment of the Physically Handicapped.

The announcement followed a meeting, at which it was arranged for Warner Bros., to have the seven-minute film distributed as a public service through the shipping facilities of National Film Service. Theatre circuits expressing a desire and willingness to play the short-subject include the Stanley Warner Corp., RKO, United-Paramount and Pacific Drive-Ins. The first booking will be on the RKO circuit in New York, beginning Jan. 4.

Hughes Aircraft is the producer of "Employees Only" and actor Bob Cummings is the narrator.
Moss Hart, on advice of his medicos, has withdrawn as Host on "G. E. Theatre" presentation of "The Gershwin Years," CBS-keded for Jan. 15. The dramatization of life in the 1920-35 era with Gershwin music as background, co-ehls Eshel Merman, Elleen Farrell, Florence Henderson and Ron Husmann. The N.Y. Police Honor Legion's "Night of Stars," to be held Dec. 23 at the Hotel Astor, will be emceed by Jerry MgMarshall for the sixth year. Roy Huggins, former Warner Bros. Producer-writer who created the sucessful "Maverick" and "77 Sunset Strip" programs, is currently associated with 50th Century-Fox Television and preparing 2 new series, both of which may go to ABC-TV. In fact it's a safe bet that one of them will replace "Walt Disney Time" in the 1961-62 season. Max C. Freedman (co-ehler with Jimmy Myers of the sensational "Rock Around The Clock" ditty) bade farewell to his Philadelphia pals Red Benson, (WEP) Dick Beuods (VIP) and Dick Clark (WFIL) and is now winter-vacationing in Miami Beach. NBC recently created a series to rival ABC's "The Un-touchables." So all it did was sign up Ed Sullivan, who wrote and produced that series, to come out with another such program. He's currently working on and "Cain's Hundred," will be co-produced by MGM-TV and NBC at the MGM Studios in Culver City next month. Prexy Martin Poll of the Gold Medal Studios in the Bronx, hosted a cocktail party yesterday at the Orchard Hotel, during which a new animation process was demonstrated. Crown-Cadet Records will soon market an LP, titled, "Is This Your Rudy Vallee?" under the Crown label, which will prove sensational in national sales. We heard the master several weeks ago in Hollywood and believe it is one of the funniest routines we've ever heard. Beloved at. . . . Owned and operated by RKO General, WNAC-TV, as of January 1, 1961 becomes a primary affiliate of the ABC chain, and has been telecasting since 1948.

Urges 'Local Outlook' for TV Broadcasters

Stressing the fact that the strength of the newspaper in America has been the fact that it is not national or even regional, but is always local," Arthur H. "Red" Motley, publisher of "Parade" magazine and president of the U.S. Chamber of Commerce, said that while "there is no question about the contribution made by the broadcasting networks," television "cannot hope to be as important or as influential as the newspaper until, like the newspaper, it began to think, act and publish" like a local medium.

Motley, who spoke at luncheon meeting of the National Association of Broadcasters here yesterday, also told his listeners that "It is even more difficult in the printed press than over the air to clearly differentiate between what is purely private and profit-making and what is frequently called 'in the public interest.'

Sees Obligation, Regardless

"Despite this confusion and lack of clear definition, newspapers and broadcasters have the obligation to clearly justify their right to freedom by proper performance of the obligations of a free press to the public.

Admitting that news has become a very important part of both radio and TV, prolonged newspaper strikes in large metropolitan areas, Motley pointed out, "proved the inability of electronic media to provide an adequate substitute for the daily newspapers."
Now in preparation—the 1961 Editions of MOTION PICTURE ALMANAC ... TELEVISION ALMANAC

In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies, organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who's-Who of these interrelated industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There's a convenient coupon below.

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NAME

ADDRESS
CINDERFELLA TREMENDOUS IN CHICAGO PREMIERE!
JERRY LEWIS HIT BIGGEST PARAMOUNT GROSSER IN WOODS THEATRE HISTORY!
TOPS PSYCHO, VERTIGO, TEACHER'S PET!

Call that PARAMOUNT FELLA NOW!
British Censors Seek To End Conflicts

From THE DAILY Bureau

LONDON, Nov. 30. (By Cable)—As an outcome of talks between the British Board of Film Censors and local licensing authorities, representatives of the latter will attend a one day study course on how the BBFC examiners reach their decisions and on what grounds films are placed in particular categories. It is hoped that this will cut the number of cases on which the BBFC and local authorities give differing verdicts on films, particularly those placed in the "X" category.

Miss Taylor, Fisher File Libel Actions

In what is termed the first major action by motion picture artists against national "fan" magazines, actress Elizabeth Taylor and her singer-husband Eddie Fisher yesterday initiated libel suits amounting to $750,000, each against six sets of publishers and editors of the movie publications. The actions were filed in New York (Continued on page 6)

$250,000 Remodeling Plan Set for Criterion

Charles B. Moss, president of the B. S. Moss Theatres, yesterday announced that the Criterion Theatre, newest of the Broadway showplaces to be remodelled and refurbished at a cost of $250,000. The theatre will close Sunday at midnight, and will reopen Wednesday evening, Dec. 21, for the reserved seat" (Continued on page 6)

Beattie Asst. Sales Head For 20th-Fox in Canada

Special to THE DAILY
TORONTO, Nov. 30.—Victor J. Beattie was made assistant general sales manager of 20th Century-Fox in Canada. He was promoted from the position of Toronto branch manager; (Continued on page 3)

Rackmil, Aboaf Report To European Offices

Special to THE DAILY
ROME, Nov. 30.—Universal Pictures president Milton R. Rackmil told Italian company executives here that U-1 was in its most favorable financial and operational position (Continued on page 6)

Sunday Show Question Splits Canadian Theatre Three Ways — Geographically

Special to THE DAILY
TORONTO, Nov. 30.—With Sunday movies a burning question here, the Odeon Humber finds itself in a confusing position.

By a fluke of location, the land on which the Toronto theatre is located, is divided among three municipalities. In one municipality, there is a request to permit Sunday movies. A second municipality has refused to take action on the question. And the third has not discussed the matter.

The whole location including building, land and equipment has an estimated value of $600,000 or more and taxes are paid in proportion to each of the municipalities where the theatre is located.

The doors and the auditorium are located where the municipality has refused to discuss the question. The foyer and display in front are in an area which has taken up the Sunday movie question. The parking lot and one corner comprising a single concrete pile are in the municipality which hasn’t taken up the Sunday movie question.

Sees Danger ‘Anticipates’ Classification Bill for N. Y.

Fitzpatrick Cites Criticism Of Trend to Sex, Violence

Special to THE DAILY
ALBANY, Nov. 30.—James A. Fitzpatrick, of Plattsburgh, counsel to the joint legislative committee on offensive and obscene material, “anticipates” a film classification bill will be introduced at the coming session of the legislature.

He believes “If the public realizes the inherent danger in the exhibition of motion pictures morally undesirable and objectionable, and abstains from patronizing them, the production of this type will be curtailed. So long as the boxoffice tinkles, such pictures will continue to be made.”

Dissatisfied with the current situation relating to “obscenity” in literature and on the screen, Fitzpatrick thinks it is increasing in the latter medium. He likewise is critical of television’s “undue stress” on violence, brutality and crime.

The former chairman of the joint (Continued on page 3)

McLean Is Named to Canadian Film Post

Special to THE DAILY
TORONTO, Nov. 30.—Grant McLean, director of production, National Film Board, has been appointed as one of two senior assistants to the government film commissioner, Guy Roberge. His new title will be senior assistant and director of production. Pierre Jouveau, the Board’s executive director, will continue to be the (Continued on page 6)

Selig and Thedford In New N. T. Posts

From THE DAILY Bureau

HOLLYWOOD, Nov. 30. — The appointments of Robert Selig as executive vice president and William Thedford as a vice-president of National Theatres, a division of National (Continued on page 6)

Television Today — page 6
Public Must Share Blame for Off-Beat Films, Atlanta 'Journal' Editorial Asserts

Special to THE DAILY

ATLANTA, Nov. 30—Commenting on the National Legion of Decency's recent report which showed a sharp drop in motion picture themes in the past year, "The Atlanta Journal" said editorially that the public must share responsibility with film producers for the situation. The editorial said:

"The public surely must be aware, as is the Legion of Decency, that Hollywood is showing an increasing tendency to cater to the baser tastes in its production of films."

The departure from previously accepted and respected standards has been especially noticeable in the past year, according to the organization's report. Domestic films have slumped from 14.30 per cent of Hollywood's total production in 1959 to 24.33 per cent this year.

"Apparently the movie-makers, in an effort to keep themselves financially solvent, are content to concentrate on whatever might pull a few more paid admissions to the box office."

"And in this the movie-goers themselves have accepted their share of the blame."

"As long as they show a preference for films of questionable taste, and support them with their money, you can rest assured the producers are going to keep playing to that desire."

Saturation in Carolinas For 'Callaghan,' 'Congo' Dominant Pictures of the Carolinas, Inc., headed by Harry Kerr, has been appointed Charlotte exchange territory representative for Atlantis Films' soon-to-be-released double bill, "Prisoners of the Congo" and "The Amazing Mr. Callaghan," it was announced by Harold L. Spero, general sales manager of Atlantis.

Dominant has booked over 300 theatres in its North and South Carolina territory for a multiple saturation run, beginning the first week in January. Atlantis will supply 50 prints of each film to be used during a six-week play period.

Will introduce Tony Wright

Atlantis, outlet for Laurel Films Corp., is setting up full national distribution of "The Amazing Mr. Callaghan" double bill which will introduce to American audiences the English star, Tony Wright.

Wackiest Holiday Dates Fred Kohlmar's "The Wackiest Ship in the Army" has been booked into key market areas all over the country as a holiday attraction commencing the last week in December. The Columbia release which stars Jack Lemmon and Ricky Nelson, has been booked into the Oriental in Chicago, the St. Francis in San Francisco, the Trans Lux in Washington, the J. P. Harris in Pittsburgh and the Orpheum in Minneapolis among others.

'CinderFella' to Victoria Jerry Lewis's "CinderFella" will start its New York premiere engagement Dec. 18 at the Victoria Theatre.

Embassy Renovation Is Nearing Completion Renovation of the Embassy Theatre at Broadway and 40th Street is nearing completion; it is announced by Norman Elson, president of Guild Enterprises, which operates the house.

"We plan to re-christen our theatre the New Embassy," Elson stated, "because everything in it will be new from the ultramodern screen to the service. At present, we have full crews working round the clock to get everything in shape in time for the holiday-time world premiere of Walt Disney's 'Swiss Family Robinson.' By that time we will have installed new seats, new carpeting, a completely modernized lobby and a new front, we will have made an investment of between $75,000 and $100,000."

Rothacker to Diversify Rothacker, Inc., distributors, now planning diversification, shortly will be the distributors for Allied Artists, announced yesterday by Frank Rothacker, president, who added that the company's distribution organization in the U. S. and Canada would not be affected. The company recently moved into new offices in the Time and Life Building here.

MGM Promotes Sculli Frank Sculli has been promoted to the newly-created position of assistant branch manager for MGM in Philadelphia, it was announced yesterday by Robert Mochrie, MGM general sales manager. Sculli, who joined MGM in 1928, was formerly a salesman in the Philadelphia territory.

20th-Fox Settles Suit Against Gottlieb, Phil. The suit recently instituted by 20th-Century-Fox Film Corp. in Philadelphia Municipal Court against Saul Gottlieb, trading as Tri-State Theatre Service, has been settled for an undisclosed amount, it was learned yesterday.

Film Rentals the Issue Twentieth Century - Fox brought the action to recover $538 from Gottlieb for unpaid film rentals due in the closed Grand Theatre in Bristol, Pa., contending that the film buy service obligated itself for pictures bought by signing exhibition contracts for the Grand Theatre.

Service for Harrison Sylphos P. Skouras, 20th Century Fox president, delivered the eulogy for Alex Harrison at the memorial services held yesterday at the Church of Jesus Christ of Latter Day Saints in New York. The chapel was crowded with many of the top executives of the industry whom the late longtime studio sales manager counted among his friends.

Harrison, who retired last spring, died of a heart attack at his Callifor ranch Nov. 23. He was 45.

Zugsmith Talk Slated HOLLYWOOD, Nov. 30—Producer-director Albert Zugsmith will be guest speaker at a meeting of the North Hollywood Coordinating Community Council in North Hollywood High School on Dec. 9, to discuss "The Lowering Moral Standards of the Motion Picture Industry." He will point out current efforts to lift those standards.
Classification Bill Expected

(Continued from page 1)

that "the mere existence of a New York State licensing statute and of the Motion Picture Division has a restraining influence on film producers ... is certainly a force for good."

Parents' assumption of "personal responsibility"—a theme stressed by the Catholic bishops of the United States at their recent annual meeting in Washington—applies in the matter of motion pictures they permit their children to see, Fitzpatrick points out. "This is true and always has been true."

The bishops yesterday urged a "national protest" by Catholics, in view of the "national crisis" created by objectionable films, and called for reform of the "ineffectively" Hollywood Production Code Administra

Fitzpatrick, who drafted the joint committee's "positive" film classification bill provisionally approved by the Assembly last March, but held in the Senate Rules Committee until adjournment, emphasized that the committee is currently without a chair

Donnelly Defeated

Assemblyman Harry Donnelly, Brooklyn Republican, appointed last June to succeed Assemblyman Joseph R. Younglove, co-sponsor of the classification act, was defeated by a close vote in the Nov. 8 election. Donnelly, a New York State Senator. was defeated, according to Fitzpatrick, as chairman of the joint committee, can appoint a new chairman at any time. The legislature will convene Jan. 4. Bills are now being "pre-filed."
Everywhere in the world...

...because it’s on film!

Parlez-vous français? Sprechen sie Deutsch? Habla español? Try your audiences in Brooklynese, Tagalog, what have you! Actually, it makes no difference: Movies know no language barrier. If they’re good pictures—exciting—well done, they’ll go everywhere—when they’re on film!

But this universality—this world-wide acceptance—is both a reward and a responsibility... good reasons why good production is so important—why the Eastman Technical Service for Motion Picture Film is constantly on the alert—ready and willing to help the industry solve questions of production, processing, and projection.

Branches at strategic centers. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

For the purchase of film, W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional
Status of CA-TV
In Canada Up

Special to THE DAILY
TORONTO, Nov. 30 — Are community antenna television stations subject to the same regulations that have been applied to tv stations by the Board of Broadcast Governors? The Canadian Association of Radio and TV Broadcasters say they should and will submit a brief on the question to a Parliamentary House Committee on Broadcasting. The National Community Antenna Television Association of Canada claims that a CA-TV setup is not a broadcasting station, but a receiver.

The Canadian Broadcasting Corporation is expected to back up the broadcasters. The Board of Broadcast Governors has already indicated its position. It commented that at one time Parliament has the right to legislate for this type of telecasting.

Tent No. 1 Names Stern
Its ‘Man of the Year’

Special to THE DAILY
PITTSBURGH, Nov. 30 — Ernie Stern, head of Associated Theatres Pittsburgh, who recently announced his intention of building the first drive-in theatre in Tel Aviv, Israel, was named “Showman of the Year” at the banquet of Tent Number One, Variety Club, in the Penn-Sheraton Hotel here.

Stern, who took over the four Pittsburgh houses owned by the Harris Amusement Co., several months ago, now controls 13 drive-in and eight hardtop houses in the Tri-State area. His proposed partner in Tel Aviv, where he was a recent visitor, is Danny Angel, a Tel Aviv businessman.

Rackmil, Aboaf
(Continued from page 1)

throughout the world since its founding 48 years ago.

Rackmil with vice-president and foreign general manager America Aboaf, is conducting a series of sales conferences in Europe. From here, the two went to Frankfurt to preside at a sales conference there before departing for London and the first overseas premiere of “Spartacus” at the Metropolie Theatre Dec. 7, at which Princess Margaret will be present.

McLean Named
(Continued from page 1)

other assistant to the commissioner. His title will be assistant and executive director.

The position of director of planning will be filled by Michael Spencer of Ottawa. He has been chief of the Board in London and head of NFB’s Ottawa office.

The changes were occasioned by the death last August of Donald Muholland, director of planning and operations.

1961 TV Programs Loaded with New Films, ‘WOR’ Has 200 Scheduled

A new emphasis on the Hollywood color attraction, available to be sparked by the announcement Tuesday that Screen Gems has leased a

Libel Actions
(Continued from page 1)

County’s Supreme Court by Miss Taylor’s lawyer, Louis Nizer, of the Phillips, Nizer, Benjamin, Krim & Ballon law firm.

In a joint communiqué from Paris, Miss Taylor and Fisher stated that they started a suit action only after appeals to the magazine had gone unheeded and when the articles “began effecting the children’s lives as well as our own.”

Defendants Listed

The subpoenas issued yesterday went to Dell Publishing Co., Inc. (Modern Screen); Official Magazine Corp. (Screen Story); Interstate Publishing Corp. (Movie World); Countrywide Publications, Inc. (Movie T.V. Secrets); Sterling Group, Inc. (Movie Stars—T.V. Close-Ups); and Fawcett Publications, Inc. A seventh complaint, for an additional $500,000, was filed against Bessical Publications, Inc. (T.V. Film Stars), but was not served yesterday because the company’s main office was broken into. Nizer said, however, that this complaint will be pursued.

The attorney further declared that the film couple was seeking “punitive damages” as a result of articles that appeared in the above mentioned magazines with “libelous headlines containing innuendos that were pure sensationalism.” He added that the content of the stories in most cases, were not objected to because they failed to carry out the “lewd promises” of the headlines.

‘Crass Commercial Purpose’

The complaint states that the “defendants acted maliciously, irresponsibly and wickedly, for the crass commercial purpose of stimulating the circulation of the motion picture ‘fan’ magazines, in flagrant disregard of the truth and of the resulting injury and distress inflicted on the plaintiffs and their infant children.”

Nizer concluded that the case should reach the courtroom within six months to one year.

$250,000 Remodeling
(Continued from page 1)

world premiere of Cantinflas as “Pepu.”

John J. McNamara, theatre architect, has completed plans for the extensive alterations to the lobby, front and foyers. These will include installation of new entrance doors, a specially designed lobby ceiling, mirrored and marble walls, marble and mosaic floor in the entrance lobbies, new lighting equipment and fixtures, two new boxoffices, one to handle the sale of reserved seat tickets exclusively, new refreshment area, new carpets, and a 15-ton air-conditioning system to service the lobby area only.

Luxurious foam rubber seats will be installed in the auditorium, seats will be staggered to prevent an unobstructed view of the screen. New and larger screen will also be installed.

Wald Seeking ‘Young Man’ Stories, Write

By SAMUEL D. BERNs
HOLLYWOOD, Nov. 30 — studio is behind me in going top properties and writing to Jerry Wald stated in a press view today during which he announced 30th Century-Fox’s plan for him of a group of Ernest Havers’ famed “Nick Adams” to be drafted into one motion picture about “Young Man.” The project will progress of an adventurous boy, mankind, through maturity, and bring him back home to Am after World War I.

Hothchner to Do Script

Ed Hothchner has signed write the screenplay for the story which will be bought at an undis-

“Buying a literary masterpiece” Hemingway, D. H. Lawrence, William Faulkner and James Joyce, is no problem for Bembo Wald said in highlighting the portance of the writer.

Good Pictures Make Stars

“The public has become aware of writers, while in H. wood are guilty of having put them down. We have to forget about big screens and get back to small ones. I’m not going to worry about big stars to make my pictures; they’re not available. Good picture make stars,” Wald added, referring “Payton Place” and “The Long Summer” to illustrate his point.

Selig, Thedford
(Continued from page 1)

Theatres and Television, Inc. was announced today by M. Spencer I., president of the division. Selig continue as president of Fox In mountains Theatres.

Thedford will continue to head Pacific coast division of Fox In Coastal Theatres.

N. T. Flea for Drive-ins
To Be Heard Dec. 8-9

Washington, D. C.
WASHINGTON, Nov. 30. — Hearings on acquisition of two drive-in theatres by National Theatres scheduled early in December, but Palmieri on Dec. 8, will hear the posed acquisition of a drive-in Phoenix, Ariz., and on Dec. 9 a drive-in Littleton, Colo., a suburb Denver, will be discussed.

new tags on the transpired by the on one of the announced plans to service the area only.

Luxurious foam rubber seats will be installed in the auditorium, seats will be staggered to prevent an unobstructed view of the screen. New and larger screen will also be installed.
**FCC Unit Favors OK to Phonevision**

**By E. H. KAHN**

WASHINGTON, Dec. 1.—The Federal Communications Commission has been urged by its Broadcast Bureau to grant a three-year pay-tv license to Hartford Phonevision, Inc. At the same time a brief filed with FCC by Marcus Colm, attorney for the Connecticut Committee Against Pay TV and five local exhibitors, urged rejection of the license application.

Phonevision's lawyer asked that permission to engage in subscription tv be granted to WHTC, a UHF station in Hartford, owned by RKO General.

The Broadcast Bureau's brief—which is supposed to have no greater

(Continued on page 2)

**CEA to Back Officers In Suit by Chas. Woolf**

From THE DAILY BUREAU

LONDON, Dec. 1.—Officers of the Cinematograph Exhibitors Ass'n, named in a suit by James Woolf, managing director of Ronofil Films, will have full support of CEA with solicitors of the organization instruct.

(Continued on page 6)

**CEA Reverses Original Stand**

**U.K. Opposition to Pay-TV 'Unqualified'**

Exhibitors Make Decision After Long Debate; Davis Report Strong Influence

LONDON, Dec. 1.—The "unqualified opposition" of exhibitors to toll-television was expressed today by the general council of the Cinematograph Exhibitors Ass'n. In a report of its views on the subject requested by the government's Pilkington committee.

Contrary to expectations, the CEA council did not include in its recommendations that exhibitors should be given the opportunity to participate if the government decides to introduce pay-tv here. This clause had been contained in an early draft of the CEA report submitted to the council early in November.

Amendment of the original recommendations was approved by a "very large majority" of the CEA delegates. They made their decision after a lengthy debate, which was obviously influenced by a report made by Alfred Davis, CEA president, on his survey of toll-tv in the United States and Canada.

In a 5,000-word document on the subject Davis called toll-tv "possibly the most insidious and severe form

(Continued on page 2)

**ABC Representatives On 'Oscar' Show Set**

Jerry Zipound, recently appointed ABC director of promotional activities for the Academy Awards' "Oscar" presentation; Elliott W. Henry, Jr., director of tv network press information, Western division; and Carroll Nye, publicist of the tv network press information staff, will be ABC's representatives on the Academy of Motion Picture Arts and Sciences' public relations coordinating committee for the 33rd annual "Oscar" presentation. This was announced yesterday by Mi-
AMP A Yule Party Slated for Dec. 20

Associated Motion Picture Advertisers will have its 44th annual Christmas luncheon party on Tuesday, Dec. 20, at the Hotel Piccadilly here. Guests of honor will be stars of stage, screen, radio and television. Door prizes will be distributed as a feature of the festivities.

U.K. Opposition (Continued from page 1)

of competition ever encountered by exhibitors." In particular it would hurt subsequent-run theatres, he declares.

Davis says there is little doubt that pay-TV would have made progress in the U.S. if the companies concerned had not been prevented to accept considerable losses during the experimental period.

However, he says, it is "very questionable whether these promoters can secure a regular flow of outstanding pictures."

Davis concludes that producers and distributors are "sitting on the fence," that the Pay-TV plan today is a possible means of a 25 per cent increase in their market which will enable them to raise the number of films they make available to exhibitors. If that happens, he adds, they "appreciate the necessity of protecting their exhibitor customers, which form the bulk of their revenue."


tent Talk

Variety Club News

MINNEAPOLIS—Jay W. MacFarland, who retired recently as branch manager for National Screen Service here, will be guest of honor on Monday at a dinner tendered him by Variety Club No. 12. Charles Winchell, head of Minnesota Management Co., will serve as chairman and toastmaster.

The club also has announced that its Toyland Party, sponsored by Ladies Auxiliary for the purpose of collecting toys for the organization’s Heart Hospital, children’s department, will be held on Dec. 17 at the Hotel Pick-Nicollet.

FCC Unit Favors (Continued from page 1)

standing with FCC than the views of any other counsel—asserts that the record of the week-long hearings held by the commission on pay-TV is "a small matter, of substan- tial reason why the public interest would not be served by a grant of the pending application."

It says, however, that this should be conditioned by the FCC through its license and the terms of the pay-TV experiment. They would also have to clear all advertising and publicity with RKO in advance. RKO would also have to "safeguard against misleading representations to the public."

Would Require Detailed Data

All of the companies would have to furnish FCC detailed information concerning their operations and copies of all their contracts for programming. RKO General would be required to keep an eye on the impact of pay-TV on free-tv in Hartford.

Though the Broadcast Bureau finds it is not an insuperable obstacle to recommending that the application be granted, it notes that the FCC’s "hearing" in which information supplied by Hartford Phoneline is "less complete than might be desired as the basis for the applicant’s programming proposals." It notes that as of Oct. 25, "not a single commitment had been obtained from the producers of or the holders of proprietary rights in the "box-office" type of programs considered suitable for pay-tv."

The Bureau adds, however, that Phoneline "has persuasively shown that it is practicable, in advance of an actual authorization, to conduct limited trials, to bring negotiations with any potential pay-tv suppliers to the point of commitment as to program, availability, price, release dates and other factors pertinent to a scription programming." The Bureau states that Phoneline’s application "concludes in all important respects with the basic FCC criteria for a pay-tv system."

In a supplementary note, the Bureau asserts that there is no foundation for Marcus Cohn’s efforts to shirk FCC that the Paramount anti-trust suit should apply to the pay-tv application.

Cohn’s brief, in conclusion, requests FCC to grant additional time for arguments.

Some observers think FCC may be upon the pay-tv application with the next two weeks.

Lewis, Marguelles Will Tour for ‘Spartacus’

Edward Lewis, producer of Bryna Productions’ ‘Spartacus,’ and Stanley Marguelles, advertising and publicity director of Bryna, have been set for advance promotional tours on behalf of 12 Christmas openings of the Universal picture.

Lewis will start his tour in Houston and then go to Miami, Atlanta, Pittsburgh, and Cincinnati. Marguelles will start his tour in Toronto and then go to Montreal, Cleveland, St. Louis and Chicago.

They will both participate in television and radio promotional appearances and do press interviews.


daily Industry Heads To Be on V.C. Day

Leading figures from all branches of the entertainment industry with on the dais at the annual installation luncheon of the Variety Club of Los Angeles on Dec. 35 at the Astor Hotel. Largeness is indicated by the luncheon to be held at Charles A. Alicecone, incoming head, and Harry Brandt, retiring head, bankers.


‘Hur’ Into Subsequent

BUFFALO, Dec. 1—The Gran- norh Buffalo deluxe Schrime conduc- tion operation, will show "Song With- out End" Dec. 8, when the he will close for two weeks for the subsequent run of "Ben Hur" which recently closed a nine-month engagement at She’s Teek.

Manager John Garvey says M-G-M production will open D 23 at the Granada.

and other factors pertinent to a scription programming.” The Bureau dates that Phoneline’s application “concludes in all important respects with the basic FCC criteria for a pay-tv system.”

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NEW YORK THEATRE
`Bandstand Idol' Filming at Miami Beach;
Budget: $25,000; Shooting Time: One Week

MIAMI, Dec. 1.—InterAmerican Films is shooting “Bandstand Idol,” a “quickie” film here and doing it the hard way, financially and technically. The company’s announced capitalization is only $22,000, so there can be no stalling with expensive retakes.

Joe Rodero, president of InterAmerican, has kept his word that he would stay current with expenses. Salaries are paid at the end of each day. Filming started little more than a week ago and should be completed today, before Wark Yolk is directing.

Bill Wyler is playing the leads. Malone is being saved by use of ready-made sets such as International Airport, Moulin Rouge, motel, etc. Candi Scott has the female lead.

Rodero will make two pictures with his own money. If they have commercial possibilities, New York producers will finance him for 24 more, he said.

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`Cimarron’

(Carried forward from page 1)

morning with a downtown “Premieres” parade with the stars, Indians, floats, bands and covered wagons in the lineup. The 50-unit parade, which included 10 separate bands, drew the crowds of onlookers, Units No. 8 and rare 16 block route. The press also participated in the gala parade. Riding in sleek, white convertibles.

Following the parade, the picture casting company’s guests were entertained at a barbecue at the Kerns ranch, north of the city.

Two Showings of Film

Climaxing the two-day screening were two showings of “Cimarron” tonight, one at Governor J. Howard Edmondson’s invitation at the Midway Theatre, the other sponsored by the Junior Chamber of Commerce at the Warner Theatre. The picture will begin its scheduled hard-ticket engagement at the Midwest Theatre Dec. 22.

Other selected hard-ticket openings of “Cimarron” will also take place about that time in Kansas, Texas, New Orleans, Philadelphia, Cincinnati, Denver and Des Moines. MGM executives participating in the events include Robert Mochrie, Howard Strickling, Dan Terrell, Emory Aushin, in addition to Edmund Grainger, the film’s producer. Also here for the events is Harry Kalmine, vice-president of Stanley Warner.

Senators Attend

Dignitaries attending the premiere included, besides the governor, the city’s mayor, Jim Norick, Ed L. Gayford, president of the Chamber of Commerce, and Max Genet, state director of industry and commerce, and Senators Robert S. Kerr and Mike Monroney.

Following the premiere, Governor Edmondson hosted a reception for the senatorial and press at the executive mansion.

Highlights of yesterday’s special celebration events included the rededication of the Oklahoma City Chamber of Commerce building, which was previously the government building.

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‘Cimarron’

Premeiner Meets with Press in Boston

SPECIAL TO THE DAILY

BOSTON, Dec. 1.—Otto Preminger, in Boston for the opening of his new production, “Cimarron’s Choice” at the Shubert, which got mixed reviews from the Boston critics, three yes and three no, held a press conference, arranged by Joe Mansfield, agent for the Ritz Carlton to which he detailed the making of “Exodus” for Boston film writers, and presented some views on film making. “Exodus” opens at Ben Sack’s Savon Theatre here on Dec. 21.

Preminger said he wasn’t considering making a film out of “Critic’s Choice,” which stars Henry Fonda. “I did the play, and I think someone else should do the picture,” he stated.

Preminger arrived in Boston, Monday, Nov. 28, for the pre-Broadway tryout of his play: held a press conference the next day, and left for New York for a premiere of “Exodus” at the United Nations. He will be in Boston all week working on the Broadway-bound comedy. Film rights for the play have not yet been sold, he said, asserting that he felt the play had “very good picture possibilities.”

Looks Ahead to 4 Films


Of Israel, where he shot “Exodus,” he said: “They have the biggest motion picture audience in the world in proportion to population.”

And he felt that “Pictures have become more adult since the advent of television.”

———

Goldenson Predicts Record AB-PT Net

SPECIAL TO THE DAILY

CHICAGO, Dec. 1.—Net earnings for 1960 for American Broadcasting-Paramount Theatres, Inc. will be at a record level and substantially ahead of last year. Net earnings for 1960 were $7,922,000 or $1.58 a share, close to the net earnings for the same year 1959 of $7,967,000 or $1.87 a share.

Goldenson stated that television is providing the major source of income and earnings toward the improvement of their balance sheets and the continuing expansion of the ABC Television Network, which this week reported that it had achieved, for the first time, the largest share of the American audience of the three major networks.

He noted the network’s predominant position in entertainment and sports programming and stated that it is becoming a leader in news and public affairs programming as well.

Points to Growth Abroad

Goldenson predicted that international television will be in operation in several years. Foreign television, he added, is growing much faster than television in the United States. He pointed to the company’s active participation in this field, with interests in stations in Australia, Venezuela, Ecuador, Lebanon and five countries in Central America.

Goldenson reported that the company’s theatre business to date in the fourth quarter is running approximately equal to last year. Good quality motion pictures, he said, continue to do extremely well at the box-office.

N.Y. Film Classification

Bill Is Reintroduced

SPECIAL TO THE DAILY

ALBANY, Dec. 1.—Assemblyman Joseph J. Weiser, New York City Democrat, has pre-filed for the second consecutive year a film classification bill. It would permit the director of the State Education department’s motion picture division, when acting for the board of Regents, to classify films as unsuitable for children.

The measure is virtually identical to one passed last December by Assemblyman Joseph R. Younglove. Formal introduction of the Weiser measure is slated for Jan. 4, 1961, when the Legislature convenes.
SHOWMEN THE WORLD OVER
JOIN
METRO-GOLDWYN-MAYER
IN CELEBRATING
THE
First Anniversary
OF
"BEN-HUR"
THE FACTS FOR THE FIRST YEAR OF THE CONTINUING SUCCESS OF THE WORLD'S MOST HONORED PICTURE...

SEEN BY . . . . 16,943,257
THEATRES PLAYED IN . . . 286
SHOWINGS . . . 35,345

*IN ADDITION TO CONTINUING ITS LONG RUN ENGAGEMENTS IN NEW YORK, PHILADELPHIA, CHICAGO, BOSTON, LOS ANGELES, SAN FRANCISCO, TORONTO, AND IN MANY OTHER KEY CITIES THROUGHOUT AMERICA, "BEN-HUR" IS ALSO CURRENTLY AN INTERNATIONAL TRIUMPH IN SUCH CITIES AS LONDON, ROME, PARIS, BRUSSELS, AMSTERDAM, BOGOTA, HIROSHIMA, ANTWERP, TOKYO, BERLIN, CARACAS, SYDNEY, MELBOURNE, BOMBAY, BUENOS AIRES, SANTIAGO, LIMA, MANILA, LISBON, JOHANNESBURG, GENEVA and many others.
Hollywood Studios Have 35 in Work

From THE DAILY Bureau

HOLLYWOOD, Dec. 1.—With four new pictures started this week, the total number of productions currently shooting remains at 35. Three were completed.

Starring were: "Gidget Goes Hawaiian," Jerry Breiler production for Columbia Pictures release; "The Ladies Man," Jerry Lewis Production for Paramount; "By Love Possessed," Mirisch Company in association with Seven Arts Productions, for United Artists release, and "Cause of Death," an independent film being produced by Arlington Productions, Inc.

Trio Finished


Changes Reported on Detroit's Film Row
Special to THE DAILY

DETROIT, Dec. 1.—Following the elevation of Carl Bruss to advertising and publicity manager for M-G-M here, he was replaced as salesman by Jack McMahon, who left the United Artists exchange where he was similarly employed, to accept the post.

John Dombek, for many years buyer and booker for Cooperative Theatres of Michigan, left there to take McMahon's place.

Henry Zapp, Pinch-Hitting

Earl England, buyer and booker for Cooperative Theatres, was hospitalized, and his place is being taken by Henry Zapp, formerly with Co-Op, but who left a short time ago to engage in another line of business.

'Ben-Hur' in Ohio

CLEVELAND, Dec. 1.—"Ben-Hur" in Northern Ohio: 44th week in Loew's Ohio gross soars to second best week of entire run. Opening in Madison Theatre, Mansfield, "terrific." Moves from Robbins Theatre to Daniel in Warren because big business warranted it. It opens Dec. 22 in the State Theatre, Cuyahoga Falls (Akron) with a big tie-up with the "Akron Beacon Journal" and the "Frisco". There will be a press, radio, tv-preview, invitation and proceeds will go to the newspaper's charities.

Mailings on 'Assisi'

Some 400 Catholic publications, virtually all in the U. S. and Canada, are now receiving daily mailings from 20th-Century-Fox of stills and production material from the Assisi location of Plato Skounas' "Francis of Assisi," which stars Bradford Dillman and Dolores Hart. Sent directly in many cases from Italy, the material has the "on-the-spot" news quality of events as they are happening.

Pine-Thomas Deal

(Continued from page 1)


'Scandal' Bows Dec. 23

"A Breath of Scandal," Paramount Technicolor release, starring Sophia Loren, Maurice Chevalier and John Gavin, will have its New York premiere Dec. 23 at the Ziegfeld 55th St. Theatre.

Blowitz-Maskel Engaged

Continental Distributing, Inc., has engaged the public relations firm of Blowitz-Maskel to handle publicity and promotion for the American engagements of "The Long and the Short and the Tall" and "The Mask."
Zanuck to Film 'Longest Day'

By JAMES D. IVERS

Screen rights to "The Longest Day," minute by minute story of June 6, 1944—D-Day for the Allied forces — have been acquired by Darryl F. Zanuck and is now in preparation as "the most ambitious under taking since 'Gone with the Wind,' or 'Birth of a Nation.'"

Darryl F. Zanuck announced his purchase of the book, written by Cornelius Ryan after almost 10 years research, at a full dress press conference Friday at the UA's New York office.

Turner Appointed UA N.Y. Branch Manager

John Turner has been appointed branch manager of United Artists' New York exchange, it was announced by James R. Velde, UA president in charge of domestic sales.

Turner, a former branch manager (Continued on page 3)

Warned in Selling Post-1948s

'Block-Booking' Films To Television Enjoined

But Court Denies U.S. Move to Force Distributors to Renegotiate Contracts

Defendants in the Department of Justice suit charging "block-booking" in the sale of feature films to television were enjoined from the practice at the weekend in a decision handed down by New York Federal Judge Archie O. Dawson.

Judge Dawson held that the defendants—six film and television companies—had violated Section I of the Sherman Anti-Trust Act, as charged. At the same time, while granting an injunction, the court refused the motion of the government to force the defendants to renegotiate their past contracts with tv stations on a picture-by-picture basis. He

Byrne in Independent Distribution Project

J. P. (Jack) Byrne, former Metro-Goldwyn-Mayer general sales manager, will resume business activities in the independent distribution field in the near future, he said at the weekend. Discussions concerning the new business are in an advanced stage but have not been concluded yet.

Byrne resigned his M-G-M post early in the year following an attack of hepatitis, from which he has fully recovered.

A veteran distribution executive, Byrne had been with M-G-M since 1929, filling posts in many parts of the country. He was named general sales manager in 1957 and was elected a vice-president of the company in 1959.

TELEVISION TODAY—page 5

The Wackiest Ship in the Army

Fred Kohlmar Production—Columbia—CinemaScope

Hollywood, Dec. 4

JACK LEMMON scores again in another delightful comedy role. This is a fitting successor to an earlier one he played in Naval uniform which earned him an "Oscar" for his work in "Mr. Roberts." Lemmon's name has become a boon to the box office with recent hits like "The Apartment" and "Some Like It Hot," and this one is likewise destined to make the industry happier.

Producer Fred Kohlmar has insured a box office appetite for this nutty Naval frothcake with cast names like Rick Nelson for support by his millions of teenage fans, and Chips Rafferty, the popular Australian film star. Nelson also finds a spot to display his singing talent, and is a likely prospect for more and important film roles.

Based on a true story of World War II, which was brought to light in a magazine article by Herbert Carlson, the screen story, by Herbert (Continued on page 4)

REVIEW:

J. P. Byrne

J. P. Byrne

Cal. Survey

Theatres Down Number, Up $ Volume

In Growth More Than sets Decline in Gross

From THE DAILY Bureau

LOS ANGELES, Dec. 4—A 10-

Theatrical decline in standard

tres in the Los Angeles area was

by a substantial increase in the

age annual volume of business of

surviving theatres, a survey under-

for the Citizens National Bank

ital city reveals. The survey covers

decade from 1948 to 1958.

Star theatres in the area de-

(Continued on page 2)

Columbia 13-Week Net

ported $510,000

Columbia Pictures at the weekend

$1,817,000 representing profit

a week earlier of undeveloped land on

West Coast. Net profit for the

quarter last year included

(Continued on page 3)

New 'Popeye' Cartoon

ries Is Planned

From THE DAILY Bureau

LONDON, Dec. 4—Halas and Batchelor, the British cartoon com-

pany, has been commissioned by the

anese company, Rembrandt Films, to

produce a new series of Popeye

toons. Six cartoons in colour have been

ered. Each cartoon will be six

utes in length, and is intended for the

American television and cin-

markets. The first is already in production

of Halas and Batchelor expects to

iver it to New York before the end of

this year.
'Life' Editorial Suggests Private Censorship Of 'Adult' Films - Opposes the Public Method

"Private" censorship of motion pictures as opposed to "public" censorship is advocated in an editorial in the current issue of "Life" magazine commenting on rising complaints against the motion picture industry."

"If movies are bluer than ever," the editorial says, "there is little doubt about the reason. The Supreme Court, the Hollywood Production Code, and general public sentiment (including that of the Legion of Decency) have combined to relax the old Hays Office taboos in favor of more 'mature' and lifelike screen standards. In law time, there are less parochial nations than we were five or 10 years ago. The chief result has been production of more venturous and generally better movies—but also a wave of smut."

As to what should be done, the editorial finds "public" censorship a "poor answer to this problem." Instead, it suggests citizens do their own censoring—especially parents. The latter are advised to read ads, reviews, and guidance lists, such as that in "Life.""

On the Legion, the editorial says, "It's list is not coercive and its methods since 1937 have been less censorious than promotional of what is morally and artistically good," as the new pledge puts it. . . . The 1960 rise in its 'objec
tionable' category reflects a change in Hollywood, not a relapse by the Legion."

Denver Post's Says Public Will Get What It Wants, Even Censors

DENVER, Dec. 4—The public will get what it wants, even if the end is censorship, says "Denver Post" drama editor, Larry Tajiri, in a column of comment on current adult film development. "Some film producers have mistaken license for liberty," he asserts. "Now the reaction is setting in and a new age of Victorian prudery threatens."

The point is that the movies, an amalgam of various arts—writing, acting and photography—need freedom to develop. The history of repression is that it results with freedom. Generally, the problem is one of responsibility and taste. There is hardly a dramatic situation . . . which could not be handled with taste.

"If sex and violence can be translated into big profits, the fast-back boys, and Hollywood has its share of them, will be ready to supply these ingredients, while worthier films with nobler themes will die of apathy. Let's face it. The public will get what it wants even if the end is censorship."

Zanuck to Film 'Longest Day'

(Continued from page 1)

20th-Fox home office. The picture, as did the book, will go behind the major historical facts of the massive invasion of Europe and tell the story of D-Day from the point of view of everyone concerned from generals to privates and in all the forces involved, as well as American, British and French."

"The story in essence," Zanuck said, "is of the astonishing mistakes on both sides. We made every possible military error but the Germans made the biggest of all in refusing to believe that this was the invasion. We couldn't have won unless God had been on our side."

To keep the purpose of the book in exploring all events of that day from every possible viewpoint, Zanuck said he planned to use four directors—German, French, English and American—each handling the se-

Reopenings in Florida

JACKSONVILLE, Dec. 4—Three of Florida's shuttered theaters were reopened under new names on Thanksgiving Day. They are: Cecil Cohen's local house, formerly the Dixie; M-G-M's Theatres' Tropical, which was previously known as the Fain, and William B. Cornell's B and B Drive-in, Kissimee—the old name was the Kissimee Drive-in.

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Powell Extends Contract with Fox

From THE DAILY Bureau

HOLLYWOOD, Dec. 4.—Dick Powell's producer-director contract at 20th Century-Fox has been suspended and extended by executive producer Robert Goldstein.

Powell, whose duties as president of Four Star Television carry extremely heavy commitments for the coming year, asked to be released from the remainder of his five-year contract.

Four properties that were in various stages of preparation, "Salo," "Big River-Big Man," "Bachelors Baby" and "Cassino," will be assigned to other producers.

Extension of Powell's 20th-Fox contract calls for him to produce and direct one picture in 1962 and another in 1963.

To See 'Spartacus'

School editors representing colleges and high schools in New York, New Jersey and Connecticut will attend special "school reviewers' performances of 'Spartacus' at the DeMille Theatre here during this week. More than 100 representatives of their school newspapers will be included in the group of young critics.

Columbia Net

(Continued from page 1)

81,302,000, of which $1,100,000 represented foreign prints and advertising capitalized and written off on an amortization basis instead of being charged as current operating expenses as heretofore. Balance of $692,000 represents the sale of undeveloped West Coast property.

The report noted that no federal income tax provision was required for the quarter based on the loss carry-forward available to the company from previous years.

Turner Named

(Continued from page 1)

and district manager for UA, will begin his new assignment on Dec. 19, under the supervision of D. J. Eddie, Southern division manager. Turner was previously associated with UA for seven years, before going into private business.

Extra Common Stock Dividend Set for RCA

In addition to the regular quarterly cash dividend of 25 cents per share on the common stock of the Radio Corporation of America, a 2 per cent common stock dividend was announced at the weekend by chairman David Sarnoff and president John L. Baras, following a regular meeting of the board of directors.

These dividends are payable to holders of record at the close of business on Dec. 16, 1960, the cash dividend on Jan. 23, 1961, and the stock dividend on Jan. 30, 1961.

At the same time, a dividend of 87 1/2 cents per share was declared on the preferred stock of the Radio Corporation of America, for the period Jan. 1, 1961, to March 31, 1961, payable April 1, 1961, to holders of record of such stock at the close of business on March 6, 1961.

On the basis of Thursday's closing price of RCA common stock on the New York Stock Exchange, the 2 per cent stock dividend would be equivalent to approximately $1.10 per share. A 2 per cent stock dividend was also declared last year.
**A.A. Stock Deals Pace SEC Activity**

From THE DAILY Bureau

WASHINGTON, Dec. 4. — Sales of common stock in Allied Artists pictures stand out in the Securities and Exchange Commission report of “insider” transactions reported from Oct. 11 to Nov. 10, 1960. George D. Burrows, an officer and director, sold 2,000 shares in October, retaining 41,775 Sherill C. the director, sold 3,000 shares, keeping 23,400. Robert W. Harlock, a director, acquired 300 shares, holding his holdings to 20,500. Herman Riffkin, also a director, sold 4,000 shares in September and 1,000 shares in October, retaining 14,261. Riffkin management holds 13,007. Sam Wolf, an officer, disposed of 1,550 shares, keeping 22,000.

**Robin Buys Cinerama**

Robin International, Inc., a corporation listed under names of Nicolas Resini, officer and director of Cinerama, Inc., acquired 41,300 shares of Cinerama common in October, bringing the firm’s holding to 87,650 shares. Resini holds 350,000 shares.

Samuel J. Briskin, an officer and director of Columbia Pictures, exercised an option and acquired 16,971 common shares in October, bringing his holdings to 19,232. S. J. Briskin Pictures and Fico Corp., listed under his name, holds 564 and 117,763 shares, respectively.

**Cowen Acquires Filmways**

William Cowen, an officer of Filmways, Inc., received 1,000 shares of common in August from the issuer for services rendered, his entire holdings.

Martin Ransohoff, an officer and director of Filmways, Inc., disposed of 1,000 shares in October, retaining 10,367. His children hold 15,936 shares.

Shifts in holdings in Glen Alden Corp., theatre circuit organized in 1948, made in October by two directors, Albert List and Vera G. List. Albert List disposed of 6,000 shares, retaining 76,814. Vera List, as trustee, acquired 6,000 shares and disposed of 6,000 shares, keeping 52,853.

**Transaction by Hofman**

Herbert A. Hofman, a director of Loew’s Theatres, Inc., as trustee, acquired 100 shares in September, bringing the trustee holdings to 1,100 shares. Hofman is listed as holding 1,000 shares.

Charles F. McKann, a director of Stanley Warner Corp., disposed of 100 shares of common in October, retaining 600.

Harry Brandt, a director of Trans-Lux Corp., acquired 800 shares of common in September and holds 162,900. Foundations under Brandt acquired 1,100 shares and disposed of 2,300 shares, retaining 31,180. Jay Emmanuel, a director, acquired 600 shares in October, bringing him up to 13,900 shares. Another director, Milton C. Weissman, said, instead, the distributors should be "offered renegotiation" to negotiate their contracts.

The **Wackiest Ship in the Army**

Margolis and William Raynor, which was put into screenplay and directed by Richard Murphy, registers as pure escapist entertainment for the entire family.

Leommen receives a very capable assist in building laugh situations through the selection of a loyal, though inexperienced crew for the antiquated vessel enlisted for a special mission. Mike Kellin is the chief mate who screws his commands at Joby Baker, Warren Berlinger, Joe Gallison and Abe Lou." The story deals with Lemmon’s being tricked into accepting command of the derelict ship by his peace-time buddy, John Lund, now a Lt. Commander, with the aid of Ensign Ricky Nelson and LuPone’s attractive secretary, Patricia Driscoll. Lemmon trains his crew to handle the sailing vessel, and its unpredictable swinging boom, and reaches New Guinea through a raging storm and the mined entrance to Port Moresby. He learns from Tom Fury that Richard Anderson has been assigned to take over the crew and the ship with Chips Rafferty aboard as an Australian scout to guide them to Japanese infested Cape Glouster where they can report on Japanese ship maneuvers. Common resents Anderson’s attitude and takes off on the mission with himself and his crew. The wacky ship glides over dangerous reefs and the crew dress as natives to fool Japanese scouting planes. Once ashore they discover the Japanese Navy preparing for an assault. They are able to send information through in time to Port Moresby which results in the defeat of the Japanese in the Battle of the Bismark Sea; but not before they have an encounter with Japanese captors whom they outwit with the aid of the swinging boom.

The Wacky U.S.S. Echo is blown up off the Cape, but Lemmon and his crew are rescued by U.S. Naval planes; and Lemmon and Nelson are each rewarded with promotions to command of their own ships.

Running time, 100 minutes. Release, in January.

Samuel D. Berns

**Music Hall Christmas Show Starts Thursday**

Radio City Music Hall’s Christmas presentation, a three-part screen stage program, will open on Thursday. Screen attraction, will be world premiere of Warner’s "Submarine." It will be accompanied by the Music Hall’s traditional cant of "The Nativity," "The Beasts," "The Little Drummer Boy," "Helen Wishes," a new revue staged by sell Markett featuring the Rocke Corps de Ballet, Symphony orchestra and Grand Organ director by Raymond Paige and special guest artists.

**TV ‘Block-Booking’ Enjoined**

(Continued from page 1)

When it comes to selling post-1948 films in the future, however, Judge Dawson issued a warning to the defendants, "Certainly," he said, "we would not want the defendants to follow certain of the procedures which they followed in reference to the pre-1948 films and which are found in this opinion to be in violation of anti-trust laws."

Defendants in the suit were Loew’s, Inc. C & C Super Corp., Screen Gems, Associated Artists, United Artists, and National Telefilm Associates. The suit was originally filed in the spring of 1957. It finally came to trial in March of this year and lasted 36 days. Louis Nizer was chief counsel for the defendants.

In supporting the government by issuing an injunction against “block bookings,” Judge Dawson said the decision was dictated by the “facts of the case—the present state of licencing feature films to tv. "Any appearance from screen finding of facts relating to the particular defendants," he said, "the defendants have been appropriately disposed of his entire holdings of 1,000 shares in September. Robert S. Benjamin, a director of United Artists Corp., disposed of 400 shares of common in October, keeping 300. have each, from time to time and to the extent set forth in the specific finding of facts, in the specific finding of facts, licensed to license one or more feature films to television stations on condition that the licensee also licenses one or more other film feature films. They (defendants) have from time to time and to the extent set forth in the specific finding of facts, refused expressly or impliedly, to license feature films to television stations unless one or more feature films were accepted by the licensees."

Calls Language Too Broad

In denying the government request that past contracts be renegotiated, the judge said there was no legal foundation for it. "The language set forth in the (government) complaint is too broad. The anti-trust laws do not require that every owner of a product must be ready to offer such product for sale to anyone interested in purchasing it. Nor do the anti-trust laws prevent an owner of television films from offering them in groups or blocks. The law simply requires that a person may not condition the sale of one product upon the purchase of another product; or the licensing of one television film on another."

Any injunction to the latter effect would be appropriate, the judge declared, as “the language of any injunction should be determined by the settlement of the decree.”

The judge also pointed out that there are other activities in seek re-negotiation of existing contracts provided for in the Sherman Act. Joint parties injured in anti-trust violations, he noted, may sue for injunctions and for damages and recover treble damages. Referred to sales of films to future, Judge Dawson observed that “news stories indicate the called post-1948 films are about be made available for licensing the television industry,” he the making the warning against follow the terms used in selling pre-1994 pictures in regard to the newer proct.
MOTION PICTURE DAILY

Who's Where

NICHOLAS C. GILES, formerly NBC director of business affairs, operations engineering, has been named director of business affairs, NBC-TV work.

RALPH PETTI, operations manager at KTV, Sacramento, Calif., has taken an additional post as assistant to Randal, president of T. B. Productions, of San Francisco and Las Vegas.

ack Winters, formerly of the publicity department at WTVJ-TV, Miami, is reported by Wometco Enterprises, leaving that post to join WCKT in the same city.

Kenneth C. Market, formerly a television producer and group head at Benton & Bowles and McCann-Erickson, has joined the staff of On Inc., Philadelphia, N. J., as a producer-director.

GM-TV Signs for Two Series with NBC

GM-MTV has completed arrangements with the National Broadcasting company for the co-production of a series of programs, each one hour in length, scheduled for the Fall 81 season. The announcement was made by John B. Burns, general sales manager for GM-TV and David M., vice-president in charge of programs for NBC-TV.

The first, "Cain's 100," conceived by Paul Monash, centers around a woman as a motivating force in each crime in crime or venture. It was developed by Monash, based upon the book by Edgar Rice. Monash will be executive producer of both series.

GM-MTV currently has "Nationalews" as a Saturday night feature on BC and has "The Islanders" as an air-long feature on ABC-TV, also Sunday nights.

IRS Permits Producers of TV Films To Use the Income-Forecast Method

By E. H. KAHN

WASHINGTON, Dec. 4. -- The Internal Revenue Service has ruled that producers of television films may use the income-forecast method for deprecating rental films. It does not mean, however, that television films shall not be depreciated below a reasonable salvage value.

The IRS ruling notes that customary depreciation methods "are inapplicable when applied to television films, resulting in a distortion of income" on tax returns. The distortion is attributed to "a strikingly uneven flow of income earned by programs within the series, resulting from contract restrictions, methods of distribution and audience appeal." It notes that returns of successful programs may provide additional income over a period of years, whereas unsuccessful films may produce little or no income after the first exhibition.

Stresses Flow of Income

The business usefulness of assets like a television film series, IRS says, "is measurable over the income it produces, which cannot be adequately measured by the passage of time alone. Therefore, in order to avoid distortion, depreciation must follow the 'flow of income'."

IRS observes that some producers of television films have used the so-called "cost recovery" method in reporting their income. Under this method, no taxable income is reported until the income from films exceeds their cost. "Such 'cost recovery' method is not acceptable for federal income tax purposes," IRS asserts.

Called 'Readily Adaptable'

After "an extensive study and consideration of the matter," IRS has decided that the "income forecast" method is "readily adaptable in computing depreciation of the cost of television films without producing any serious distortion of income."

The federal tax experts give the following summary of this method: It requires the application of a fraction, the numerator of which is the income from the films for the taxable year, and the denominator of which is the forecasted or estimated total income to be derived from the films during their useful life, including estimated income from foreign exhibition or other exploitation of such films.

Adjustment Permitted

"The term 'income' for purposes of computing this fraction means income from the films less the expense of producing the films, not including depreciation. This fraction is multiplied by the cost of films which produces income during the taxable year, after appropriate adjustment for estimated salvage. IRS adds that if the estimated income from the television films should be less than their cost, resulting in a loss, the use of the income-forecast method for computing depreciation will reflect such loss in the proper taxable year based on the amount of income the films derived in each taxable year."

Adjustments can be made, IRS states, if in subsequent years it is found that the income forecast was substantively different from reality. In this case, an adjustment can be made in forecasting income for subsequent years.

In these circumstances, "the formula for computing depreciation would be as follows: income for the taxable year divided by the revised estimated income (the current year's income and estimated future income, multiplied by the unrecovered depreciable film cost remaining as of the beginning of the taxable year."

IRS observes that "the total foreseeable estimated income to be derived from the films should be based on the conditions known to exist at the end of the period for which the return is made. This estimate can be revised upward or downward as conditions change."

Warning on Depreciation

The tax authorities warn that television films may not be depreciable below a reasonable salvage value, "such value being the amount which it is estimated will be realizable upon sale or other disposition of such films when they are no longer useful in the taxpayer's business, etc., may vary according to his policy with respect to the use thereof. If the taxpayer's policy is to charge off the initial showing, the salvage value may represent a relatively large proportion of the original cost of such films."

"However, if the taxpayer's policy is to carry the films after the initial showing for re-runs, syndication, foreign exhibition, or other exploitation thereof, the salvage value may represent a relatively small proportion of the original cost."

IRS points out that the principle of income forecast as set forth in Revenue Ruling 60-358 "is limited in its application to television films, taxable shows for reproduction and other property of a similar character."

FCC Says Church Unit Must Note Sponsorship

From THE DAILY Bureau

WASHINGTON, Dec. 4. -- The Federal Communications Commission has denied a request by the Broadcasting and Film Commission of the National Council of Churches of Christ to omit the normally required sponsorship identification on films and tapes that it distributes.

Performers, Nets in Agreement

An agreement in principle "in all substantive areas" has been reached for a new contract between the Screen Actors Guild and American Federation of Television and Radio Artists and the network producers and advertising agencies.

A joint statement to that effect was issued by the groups at the weekend.

Guild and Federation negotiators will take the proposed agreements, details of which were not disclosed, before their respective national boards for approval and subsequent membership ratification.

Further Talks to Be Held

Subject to these approvals, the announcement said, further meetings between the parties will be held in New York and in Hollywood to draft agreements embodying all the new terms and conditions.

The performers' contract with the networks expired Nov. 15 without an agreement on important issues having been reached. In the meantime, regional boards and members of the performers' unions had authorized a strike call if and when union officials had deemed one necessary.

Cory Oliva Replaces Daly

For ABC on NAB Unit

From THE DAILY Bureau

WASHINGTON, Dec. 4. -- The National Association of Broadcasters has appointed Thomas Velotta, vice-president, American Broadcasting Co., as a member of the NAB Freedom of Information Committee, representing ABC.

Velotta, ABC vice-president in charge of special projects, replaces John Charles Daly on the committee. Daly recently resigned as ABC vice-president for news, special events and operations.

The 17-member NAB Freedom of Information Committee represents radio and television broadcasters in seeking free access to the news and its dissemination without restriction or discrimination.

Telet answering TON COY

Is Set for Hawaii

Special to THE DAILY

HONOLULU, Dec. 4. -- TeletPrompTer Corp. and industrialist Henry J. Kaiser have announced plans for a jointly-owned corporation to provide a community antenna tv system making possible educational programming and improved television reception in the state of Hawaii.

Kaiser and TeletPrompTer chairman and president Irving B. Kahn said the new company will install and operate community antenna facilities in the beginning with the Kaiser organization's development of the new resort city of Hawaii Kai for 75,000 people at Honolulu.
SELL 'EM YOUR NEW YEAR'S EVE SHOW

with National Screen's fully-animated cartoon trailer... Packed with ACTION! Loaded with SELL!... and cute as a bug’s ear!

GNY-60 (N)... $3.75

Then...

Begin the countdown to 1961 with National's new, fully-animated

NEW YEAR'S EVE CLOCK TRAILER

A joyous introduction to the New Year... with a riot of FUN... delightful SUSPENSE... and a friendly NEW YEAR GREETING...

NYC-60 (N)... $3.75

with "AULD LANG SYNE" sequence NYA-60 (N)... $6.95

Followed by

THE AULD LANG SYNE TRAILER

The traditional New Year's Eve "Community Sing"... that puts your patrons in a festive mood for a happy, happy New Year that will endure throughout 1961!

ALS 60 (N)... $5.50

TITLE: LET'S EVERYBODY SING!

Should Auld Acquaintance be forgot and never brought to mind
Should Auld Acquaintance be forgot And days of Auld Land Syne.

For Auld Lang Syne My Dear
For Auld Lang Syne
We'll take a cup of kindness yet
For Auld Lang Syne

It's your big chance to throw a party... to convince your patrons that the real FUN they've been searching for is available at your theatre 365 days each year! TELL 'em... and SELL 'em... with

National Screen SHOWMANSHIP!
MOTION PICTURE DAILY

New York, U.S.A., Tuesday, December 6, 1960

TEN CENTS

Special to THE DAILY

ALBANY, Dec. 5—Censorship of television programs—specifically of "play by play" telecasts of sporting events or pictorial news of the day, but excluding those portraying "sports, art, finance, or excerpts from the public press"—is again proposed in a bill "pre-filed" by Assemblyman Bruce Manley, Chautauqua County Republican. This is the second year Manley has pre-filed such a measure, the third year he has introduced it. The proposal was "killed" by the Assembly Ways and Means Committee in 1959 and 1960

Manley has made television a field of study. At the last session, he also pushed hard for the enactment of a bill "controlling" TV surveys and polls. The pre-filed 5-page act states that "there shall continue to be in the

Rehabilitation of Theatres Is Cited

The large number of roadshow attractions in 70mm during the past year and in the offing has a salutary effect upon the physical condition of theatres throughout the United States and Canada. These are the recent findings of F. J. A. McCarthy, Universal Pictures sales head for "Spartacus," and Jeff-Livingstone, executive coordinator of sales and advertising, who have inspected theatres in most key cities in connection with "Spartacus" bookings. Rehabilitation of theatres in order to compete for roadshow product has ranged from the mere projection and

Censorship of TV Shows Provided for in Bill 'Pre-Filed' in N. Y. Legislature

NT&T Seeking A. L. Franchise

From THE DAILY Bureau

HOLLYWOOD, Dec. 5—National Theatres and Television, Inc., is reported in contention for obtaining the American League franchise for Los Angeles R. B. Gerald Cantor, board chairman, left yesterday for St. Louis to make his bid with the Major League owners.

Cantor views the possible acquisition as a boon to the company's diversification program, which would utilize 65 theatres in the L.A. area as ticket booths for ball games, and future pay-television via present

Rites Held for Le Boss, Cinema Circuit Official

Funeral services were held at The Riverside here yesterday for Murray Le Boss, executive of the Cinema Circuit Corp., and director of the Independent Theatre Owners Association, who died Sunday at the age of 55.

A brother-in-law of Max A. Cohen, president of Cinema Circuit Corp., he is survived by his widow, Pearl, and two children, Cary and Andrea, also three sisters, Patty Minnick, Anne Cohen and Mildred Silverman.

REVIEW:

Cimarron

Metro-Goldwyn-Mayer—CinemaScope

In 1931 RKO's filmization of Edna Ferber's sweeping novel of the building of Oklahoma was one of the truly great pictures of the year, and is still considered on the lists of most motion picture experts as one of the outstanding Westerns of all time. The earlier version co-starred Richard Dix and Irene Dunne.

The current adaptation of the Ferber book has been made into a fine, slick production effort by producer Edward Grainger, who has updated the original with new dialogue and situations. Anthony Mann directed in deft fashion from a fine screen play by Arnold Shulman.

Glenn Ford as Yanqué Cravat, the restless adventurer known as Cimarron

(Continued on page 4)

Hit Film Shortage

S.-W Gross at New High, Net Down for 1960

The gross revenues of Stanley Warner Corp. and subsidiaries reached a new high in the fiscal year ended Aug. 27 last, it was announced yesterday by S. H. Fabian, president of Theatre admissions, stock and insurance

Profit Was $3,513,800 Against $4,812,000 in '59

Net operating income, although lower than the

(Continued on page 5)

Industry Leaders to Be At MMPTA Inaugural

Leaders from all branches of the industry will be among the guests who will witness the induction of the new slate of officers of the Metropolitan Motion Picture Theatres Ass'n, at a luncheon meeting at the Hotel Astor here today.

Leslie R. Schwartz, president of

(Continued on page 4)

Seattle Enjoying Big Theatre Business Boom

Special to THE DAILY

SEATTLE, Wash., Dec. 5—Theatre business is on the rise here again following a big drop that started last spring.

The pick-up in attendance has been so good some theatre operators call it "phenomenal." S.R.O. signs have also been put up for "legitimate" attractions as well as for motion pictures.
**Rackmil Carries Optimistic Report to U.K.; Says Company Has No Bank Loans for 1st Time**

By WILLIAM PAY

LONDON, Dec. 5—For the first time in Universal Picture's history—and possibly in the history of the industry—the company carries no bank loans, Milton Rackmil, president, told the trade press here today. Rackmil pointed to the company's 19 pictures for release in the coming year and its dollar inventory properties which "are the highest on record.

The universal head said he is convinced business is getting better with the opportunities greater than ever before for the company's worldwide organization. He said the latter has been "streamlined" and mentioned also the switch in production policy from "quantity to quality."

Universal will make pictures wherever the locale lends itself to the story, Rackmil said, recalling that "The Green Is Greener" was shot here as was Hammer's "Curse of the Werewolf." He added the company has just completed two films in Italy.

While here Rackmil will talk with James Carreras, director of Hammer Films, and F. I. Thomas, managing director of Rank Film Distributors, on provincial road-showings of "Spartacus." Rackmil said "Spartacus" is building tremendously by word-of-mouth, "proving my confidence in its success." He added he is not concerned whether the film takes two or four years for its play-off.

Rackmil will return to New York from Sunday.

**Dismiss One Anti-Trust Suit; Second Is Started**

Special to the DAILY

PHILADELPHIA, Dec. 5—One anti-trust action was dismissed and another started in this area recently. Judge Francis L. Van Dusen, in the U.S. District Court here, dismissed with prejudice the anti-trust action of Main Line Theatres, Inc., and 309 Drive-In Corporations, operating in the suburban areas, against Paramount Film Distributing Corp. and the other majors.

A new action was filed here in U.S. District Court by Elizabeth Elliott, Isidore Segall and Jack Y. Broidy as trustees for the Fern Rock, local neighborhood house, against Paramount, Universal, United Artists, Columbia, M-G-M and the William Goldsmith Theatres. A key run is asked with no damage amount specified.

**Franklin Acquires House**

PHILADELPHIA, Dec. 5. — The Narbeth Theatre, in suburban Narberth, Philadelphia, will be taken over by Franklin Enterprises, consisting of Milton Kansler and Warren Wheelan. Ann Phillips will continue as manager of the house.

**Name Winikus**

F. M. Winikus

(Continued from page 1)

In his first position with the company was that of advertising copy writer. He was subsequently named copy writer and later a merchandising manager in 1947. Four years later, when the new management headed by Arthur B. Krin, president, and Robert S. Benjamin, chairman of the board, took over the reins, Winikus was promoted to the position of national director of advertising and publicity and expotation. He held this post 1951 through 1955, when he was transferred to Paris as Youngstein's executive assistant.

Winikus has been with United Artists since 1946, following his discharge from the Navy as lieutenant, S.G.

**Hur' Extended in Pitt.**

PITTSBURGH, Dec. 5.—The run of "Benn-Hur" at the Warner Theatre, which was to end Saturday night, has been extended to Dec. 22. "The Alamo" will begin a continuous run at the theatre on Dec. 23.
GREAT! IN ITS SWEEPING SPECTACLE AND COLOSSAL EXCITEMENT!

In its powerful biblical drama of love and hate!

HEROD THE GREAT

GREAT! TV CAMPAIGN!
Impressive TV-Trailers
Tops in Showmanship!

GREAT! RADIO CAMPAIGN!
Exciting Spots
Packed with want-to-see thrills!

EDMUND PURDOM • SYLVIA LOPEZ
with MASSIMO GIROTTI as OCTAVIAN • CAST OF THOUSANDS
A Film of W. TOURIANSKY • Directed by ARNALDO GENOINO • Screenplay by DAMIANO DAMIANI FREDERICO ZARDI • FERNANDO CERCHIO • W. TOURIANSKY • A SAMUEL SCHNEIDER Presentation
An ALLIED ARTISTS Release

GREAT!... with everything that means BOXOFFICE... from ALLIED ARTISTS!
Disney TV Shows Slated for NBC

Walt Disney, who has been associated with the American Broadcasting Co. since 1954, will switch his tv activities to the National Broadcasting Co. in a deal jointly announced here by Roy O. Disney, president of Walt Disney Productions and Robert E. Kintner, president of NBC. Disney will produce and be the host of a weekly one-hour color program, create special programs in color and participate in a variety of special projects to be announced later. The NBC series is expected to begin late in the fall of next year.

ABG has a commitment to continue "Walt Disney Presents," which it telecasts on Sundays at 6:30 p.m., until next September.

Censorship of TV

(Continued from page 1)

(State) Education Department a television division. The Regents may assign to the division the functions, powers and duties of other divisions, but not to the extent that the director of the department. The Regents, upon the recommendation of the Commissioner of Education, shall appoint such officers and employees as may be needed and prescribe the powers and duties, and within the limits of the appropriations made therefor, fix the compensation of such directors, officers and employees.

The Regents "may authorize the establishment and maintenance of offices and bureaus for the reception and examination of play rehearsals, television scripts and films and for the transaction of the division in such places as efficiency, economy and the public interests require."

A section on "Licenses and Permits" states that the director of the television division or the "officers of a local office or bureau" (when authorized by the Regents) shall "cause to be promptly examined the script, rehearsal or film of every television program submitted to them as herein required."

"Unless such program or a part of it..."

Exhibitors Ask Write in S.C. 'Blue Law' Hearing

From THE DAILY Bureau

WASHINGTON, Dec. 5. — This week the Supreme Court is hearing arguments on four cases involving retail merchants doing business on Sundays in Massachusetts, Pennsylvania and Maryland. A group of South Carolina theatre exhibitors, protesting a bill passed by the state's "blue laws," have asked the high court to take jurisdiction of its case.

So far no writ has been granted. The outcome of the cases now being argued are of interest to theatres insofar as they may establish useful precedents.

S.W. To Lease New Theatre in Philadelphia, First for Circuit There in Almost 25 Years

PHILADELPHIA, Dec. 5. — A 1,200-seat indoor theatre will be built at the new Cheltenham Shopping Center for lease to the Stanley Warner Corp., the building will be one of the new multi-million dollar dollar center. It will mark the first Stanley Warner theatre to be built in this area for almost 25 years. Negotiations were concluded with the circuit for a long term lease at an aggregate rental in excess of $500,000.

The new theatre will be known as the Cheltenham. Construction will begin immediately and completion is expected in about nine months. It will comprise 16,000 square feet on one level and was designed by architect Donald Johnson.

The house will be equipped for wide screen and stereophonic sound. The Cheltenham Shopping Center is located in the Cheltenham suburban area bordering the city proper.

See SAG, AFTRA Pacts OK'd Today

From THE DAILY Bureau

HOLLYWOOD, Dec. 5. — Details of the new agreement between the Screen Actors Guild, the networks and producers of taped and filmed commercials will be reviewed at the annual meeting of the SAG national board here tonight. Approval is fully expected, according to SAG spokesman, with details to be announced later.

TV and Radio Included

The western section of the American Federation of Television and Radio Artists board is also meeting tonight to voice its approval of its agreement with commercial producers, which would embrace live and radio phases as well.

NT&T Seeking (Continued from page 1)

booster systems, such as its own installation in Williamsport, Pa.

Gantor saw the likelihood of using the equipment for games, although Walter O'Malley, and the day agreed to use the Rose Bowl in Pasadena for American League games, of course is obscure, indistinct, immoral, insidious, sacrosanct, or is of such a character that its exhibition would tend to corrupt morals or invite to crime, the division shall issue a license therefor . . . the Manley act provides.

This language is identical with that of Section 122, Education Law, under which motion pictures (except news reels) are licensed. The one exception is the word "sacrosanct." This has been deleted from the film licensing statute— as a result of the U.S. Supreme Court decision, the Regents' ban on "The Miracle."

The Manley bill fixes a fee of $50 for each 30 minutes of a television program, or fraction thereof, licensed by the television division. It outlines an appeal system: a review by the regents, which, in the case of licensure refusal, can be carried to the courts for determination under Article 78 of the Civil Practice Act.

MMPTA Inaugural (Continued from page 1)

Century Theatre, will be inaugurated as the eighth pittsburgh MMPTA, succeeding Sol A. Schwartz, president of RKO Theatres, who will be chairman of the board.

Ed Johnston, president of the Motion Picture Ass'n, will be the guest speaker at the luncheon. Russell V. Downing, president of Radio City Music Hall, will welcome the guests and make the announcement of the inauguration luncheon committee.


Italy Advances Bill (Continued from page 1)

screen plays of all films to be made in Italy, whether by outsiders or as co-productions.

Controversy over film censorship has been on the increase here lately as a result of a purported increase in films of sex and violence. The censor has ordered major deletions from at least two major productions in recent months, with the result that producers have been increasingly fearful that excisions may ruin their completed productions and further costly re-shooting of some scenes.

The new measure, if approved by Parliament, would obviate this situation by effecting the censorship before the camera begins to turn, its proponents assert.

Patho-Alpha Change (Continued from page 1)

a 12-picture annual schedule which will make under exhibitor sponsorship. A joint exhibitor and the American committee will approve all production packages presented by the independent producers and the distributing company will provide the financing.

Filming starts in early January. Patho-America's first feature, "The Deadly Companions."

'Pepe' Advance Big

HOLLYWOOD, Dec. 5. — With the box office opening today at Stank Warner's Beverly Hills Theatre for the sale of tickets to "Pepe," the reserves for seat engagement has already hit tot sales of $15,060 from advance reservations, according to Pat Notaro, Stanley Warner Theaters zone manager. The roadshow engagement of the Columbia release begins Dec. 28 with an invitational premiere scheduled to Dec. 27.

C. R. McFadden Dead

PORTLAND, Ore., Dec. 5.—C. R. McFadden, 68, veteran exhibitor of this area, died at his home here of heart attack. He was 68 years old and had been associated with the industry, the Oregon, Crest, Academy and Liberty theatre was the owner of the Laurelhurst and at the time of his death, the Oswego.

His two sons, John and Dennis, will continue operation of the latter house.

MILWAUKEE—Bernie Strach of Radio Station WTM, has been elected chief barber of Wisconsin Variety, Tent No. 14. Other officiers are: Harry A. Ziddins, attorney, first assistant; Harold Peterson, Allied (box office) second assistant; Jerry Price, Cinema, Inc., dough boy, and 1 Rothman, of WRIT, property master. Crew members are: Glen Kalka, Roy Strother, Herbert Coplan, Ed E. Johnson, Mitton Hamman and Morris Dudseline. International delegae include Harry Mintz, Strachota a Hugh R. Vogel.

ATLANTA—Variety Club of Atlanta has installed as chief barber for L. Dodd, Jr., of WLW, succeeded Ken Other. Former exhibitors are Euge Skinner, of Dixie Drive-in Theatre, first assistant; H. Mayer, National Carbon Co., second assistant and Guy Willard Kohorn, of Native Screen Service, dough boy. Sid Reed, veteran shoemaker of this area, has been elected second barber, but failed to hold last week. His post will be filled at next meeting of the board of directors. New members of the board are Fm's C. Reid, Robert J. Arno, George Jones, George Kegreer, W. Ingram, Jr., and Sam Goodman.

TENT TALK

Variety Club News

Tuesday, December 6, 1969

 detail of this document as if you were reading it naturally. 

Motion Picture Daily

Television Today

S.}
S-W Gross at New High, Net Down for ’60

(Continued from page 1)

previous fiscal year, was the third highest in the history of Stanley Warner. The consolidated net income, after taxes, was $3,513,800, equivalent to $1.73 per share. This compares with net for the previous year of $4,312,000, equal to $2.38 per share.

Certain unusual operating expenses were incurred in the 1960 fiscal year arising from the introduction of new styles of foundation garments and larger-than-normal expenses for the Playtex, Isodine and Betadine products. Fabian noted the operating profit for the last half of the year was lower than had been anticipated owing to a decline in theatre receipts occasioned, in part, by the reduction in the number of releases of motion pictures. Production by the studios was materially curtailed by a 21-week strike of the writers and by a six-week strike of actors.

In commenting on the prospects for the current year, Fabian said, "We expect our earnings to be materially better than those for 1960."

Fabian also pointed out that Stanley Warner was in a strong financial position. "Current assets minus current liabilities, were $7,000,000 greater than the total indebtedness of the company, represented by current liabilities, long term debt and all other long term obligations. The sales of properties and the termination of leases in the 1960 fiscal year resulted in a loss of $653,700 whereas the sale of Cinemart assets brought $105,000. The net extraordinary non-operating loss was $305,700, of which $175,000, equivalent to the saving in federal income taxes which would have been payable except for picture loss, was charged to net income for the year and the balance of $130,700 was charged to earned surplus. In the prior year the non-operating loss was $3,701,100, of which $2,150,000, equivalent to the saving in federal income taxes, was charged to net income and $1,641,100 was charged to earned surplus, Fabian reported.

Box office receipts of comparable Stanley Warner theatres were higher during the first six months of the 1960 year than for the same period during the prior year. The year from the middle of March until the end of July, box office receipts declined, cited the reduction in the number and the lethargy of motion pictures released. Conditions subsequently improved and box office receipts increased in August and September. In October and November box office receipts have been approximately the same as those for one year earlier.

"Exhibitors are hurt by Hollywood’s policy of producing fewer pictures than it did before the divorce of theatres from production, as we have been unable to produce as many films as in the past, sponsored by exhibitors, large and small, have been formulated. We are confident that all exhibitors including Stanley Warner will benefit directly through the pictures to be produced by the new company but also as a result of the stimulus this will give to the production plans of existing producers."

Points to Modernization

Fabian described the theatre modernization program which has resulted in major improvements completed during the past few months at the Stanley, Philadelphia; Catham State College, Pa., and the Warner, Beverly Hills, Calif. Work will commence shortly on extensive improvements to the Strand, Albany, N. Y. He added: "In the last 15 months, three changes have taken place in the diversified activities of Stanley Warner. Its Cinemart assets were sold in September, 1959. We acquired Sarong, Inc., a manufacturer and distributor of women’s underwear and bras in February, 1960. And in September, 1960, after the close of the fiscal year, we purchased Southern Latex Corp., a company engaged in the business of compounding synthetic latexes and similar chemicals for the carpet and textile industries."

The company operates 15 factories located in the United States, Canada, Venezuela, West German and Mexico and Venezuela.

Has Upstate TV Station

In the leisure industries field, Stanley Warner operates, in addition to more than 200 motion picture theatres, Station WAST-TV covering the marketing area of Albany, Schenectady and Troy. In the consumer goods field the company is represented by the Playtex and Sarong divisions. Pharmaceuticals are divided into the proprietary division, with Isodine as its basic product and Tailby-Nason ethical division which markets principally a group of Betadine products.

The industrial chemicals division produces precursors and markets synthetic latex polymers, under the Tydal name, and its Southern latex division, compounds latexes and similar chemicals for use by the carpet and textile industries.

Imposter’ Available for New Year’s Dates

Universal-International is accepting social New Year’s Eve dates on “The Great Imposter,” its comedy-drama starring Tony Curtis. The New Year’s Eve dates which will be backed by specially prepared newspaper ads, are being tied in with universal’s advance word-of-mouth campaign on the picture. “The Great Imposter” will have its world premiere mid-February.

WASHINGTON, Dec. 5.—Linda Ho, daughter of a millionaire Hong Kong banker, has been signed by producer-director Albert Zugsmith for a starring role in “Confession of an Allied Artist” production.

Hollywood, Dec. 5.—Linda Ho, daughter of a millionaire Hong Kong banker, has been signed by producer-director Albert Zugsmith for a starring role in "Confession of an Allied Artist."
Catskill to Have Two Theatres

Special to THE DAILY
ALBANY, Dec. 5—Catskill, where only one theatre, the Community, has been in operation for several years, will return to a two-house status, in the spring.

Samuel E. Rosenblatt, former booker of the Albany Variety Club and head of two theatre corporations, said here at the weekend that he will relight the New Catskill. The 600-seater, built in the late 1940's, on the outskirts but within the village limits of Catskill, and having parking space, was leased for 10 years by the Greene County Amusement Company (a Farley affiliate). After conducting it for about seven years, Green County Amusement closed the doors.

Seeking First-Run Films

The theatre building, containing four stores (three rented) is in a district where food store-bowling alley-automobile-agency construction has recently been taking place. Rosenblatt will start refurbishing the house in January and will reopen it in April, employing a manager. He will shoot for first-run product.

The Village Community, the village's older theatre, was recently acquired by George Thornton's wife, from Greene County Amusement Company. Thornton, veteran Catskill Mt. exhibitor, is serving as its general manager.

Catskill's normal population of 5,400 is swollen through summer vacationists.

"Scandal" Here Dec. 16

"A Breath of Scandal," Technicolor comedy starring Sophia Loren, Maurice Chevalier and John Gavin, will open at the Trans-Lux 85th Street Theatre here on Friday, Dec. 16, a week earlier than previously announced.

New Haven Theatre Is Set for Remodeling Job

Special to THE DAILY
HARTFORD, Dec. 5—Charles E. Kurtzman, in charge of Loew's Theatres, Inc. operations, has disclosed start of a $100,000 remodeling project at the College Theater, New Haven, one of the four remaining first-run in the downtown area of Connecticut's second largest city.

The move, first of its kind in many months in any major city in this region, will encompass a major overhaul. The theatre's 1,410 seats are being ripped out, to be replaced by 1,250 new ones, with some 40 inches spacing from back to back. Other alterations include new ladies' and men's lounges, a new boxoffice, to be shifted from the center of the College St. lobby to the side. A new floor, new stage drapes, new lighting and improved air conditioning.

The start of the great land rush of 1889; a scene in "Cimarron."

Cimarron

CONTINUED FROM PAGE 1

rom, gives an earnest, straightforward performance. With Ford disparring so much during the action of the story, the stronger acting burden is placed upon the capable shoulders of Maria Schell, as the loving bride who follows her husband to take part in the great Oklahoma land rush of 1889.

Also participating in the land rush, which has been magnificently and spectacularly photographed on the wide screen in vivid MetroColor, are Arthur O'Connell and his wife. Mercedes McCambridge and their 10 children, Ford's friends Robert Keith, a crusading newspaper editor and his wife, Alene MacMahon and their printer, Henry (Harr) Mortan, peddler, David Opatoshu, in addition to a sinister renegade, Charles McGraw.

During the furious exciting race for land, O'Connell is pushed from a stagecoach and his wife, bitterly sets up a stake on barren land near the starting line; Keith is hurled from his wagon and killed. Ford is tricked out of the land he seeks by Anne Baxter, a former sweetheart who resents his having married Miss Schell.

Ford decides to settle in the village that shapes up practically overnight and takes over the publishing of the newspaper as the late Keith had hoped he would. When McGraw willfully haves an Indian homesteader, Ford kills him in a gun fight. He takes the widowed Indian, Dawn Little Sky, and her child, home with him.

Ford settles down as an honest and crusading newspaper publisher to the bane of many of the ambitious townspersons. Miss Schell, too, tries to get him to compromise his views, to no avail.

Another exciting highlight of the film's action is a holdup in town engineered by Ross Tamblyn, a wild youth and his two cohorts. Ford gets involved in the killings of the young outlaws, but refuses to accept the reward money.

When Miss Schell refuses to join him in another land rush, in Missouri, Ford up and leaves her and their young son, and is not heard of for five years, when he returns as a hero of the Spanish-American War. Meanwhile, Miss Schell, with the aid of Opatoshu, has continued running the paper, and the O'Connells have struck oil on their land.

Foro rejects a governorship of the territory when he discovers that O'Connell, wealthy and powerful and an Indian oil swindler, is behind the offer.

Again Ford leaves his family, and this time is gone 11 years. On the 25th anniversary of the paper, Miss Schell is honored by the townspersons for her contributions to the state. She receives a letter from Ford who has joined the British army at the outbreak of World War I, and also, at the same time, a cable from the British War Ministry, advising her he has been killed in action.

Anne Baxter contributes her usual, capable performance as the onetime girl friend of Ford who tries to explain to Miss Schell why Ford left her. This doesn't come across to the audience, as the motivations for Ford's abandoning his family are never quite clear. Also giving fine performances are O'Connell, Miss McCambridge, Opatoshu, Tamblyn, McGraw, Miss MacMahon and Morgan.

Title song with lyrics by Paul Francis Webster and music by Franz Waxman is sung by the Roger Wagner Choral.

Running time, 147 minutes. Release, Special engagements.

SIDNEY RECHETKI

5th 'Land of Liberty' Presented to Archives

From THE DAILY
WASHINGTON, Dec. 5.—Johnston, president of the Motion Picture Association of America, presented to the National Archives Part V of "Land of Liberty," a motion picture history of the United States ranging back to earliest colonial days.

The first four parts of the already in the National Archives brought U. S. history up to 1809. They were prepared largely by working together sequences from motion pictures produced by American film industry. The fifth part, which takes America from 1869 through 1938, is composed documentary newsreel footage.

Rehabilitation

(Continued from page 1)

sound equipment and new screens; the complete refurbishing of the theatre, generally long overdue, use including the remodelling in the main of seats and modernizing of the look of the house and lobby.

For "Spartacus" 70mm shown alone, more than a third of the theatre which will be playing picture by Christmas will have refurbished and remodeled. These include the DeMille Theatre in New York and the RKO Pentagons in Hollywood and the Madison in Detroit where "Spartacus" is already playing the newly-constructed Wometz 163rd Street Theatre in Miami which was built with 70mm showing mind, the Delman in Houston, Lou, Uptown in Toronto and the Music in Seattle which stars roadshow engagements of "Spartacus" on Dec.

School Editors to See 'Marriage-Go-Round'

A national series of special showings of "The Marriage-Go-Round" has been set by 20th Century-Fox college professors of both sexes, as editors of their respective school newspapers, starting with screening at City College of New York, New York University, Columbia, Barnard, Hunter, Queens and Brooklyn College.

Twentieth's regional fieldmen in other cities in the U.S. and Canada are setting up similar showings in their localities.

The educators and editors will be interviewed after the showings by newspaper reporters and radio television commentators. Their comments on the attraction, which deals with a love triangle in a college setting, will be used in the local exploitation of the production, which opens around the country in January "Marriage-Go-Round" introduced by Julie Newmar and stars James Mason and Susan Hayward in the adaptation of the Broadway play.
MMPTA Leaders Urge Industry to Unite In Planning Its Future Course

Cooperation among all branches of the industry in planning for its future was urged by both the incoming and the outgoing presidents of Metropolitan Motion Picture Theatres Association at its inaugural luncheon at the Hotel Astor here yesterday.

Leslie R. Schwartz, the incoming president, told a large gathering of leaders from all branches of the industry that "It is very important that all segments of the industry cooperate among themselves."

He said in his new capacity as MMPTA president he pledges that he will do his share in all such cooperative endeavors.

"We've done it before," Schwartz noted, adding that after 25 years in the industry he has the utmost confidence.

Poling Asks Inter-Faith 'Immoral' Films Drive

A call for an inter-faith religious program to combat "objectionable" motion pictures is issued by Dr. Daniel Poling, editor of Christian Herald, in that inter-denominational Protestant publication's current issue.

"It is high time," Dr. Poling states, "that Protestants, Catholics, and Jews—indeed all men and women of good will—should join hands in the cause of righteousness."

Robert Benjamin

UA's 9-Month Net Up to $2,987,000

Net earnings for the first nine months of 1960 of United Artists Corporation were $2,987,000 compared with $2,885,000 for the comparable period of the previous year, it was announced yesterday by Robert S. Benjamin, chairman of the board. The figure this year is after provision for taxes of $1,893,000.

It was concurrently reported that the board of directors yesterday declared a regular quarterly dividend of $2,987,000 on the company's capital stock.

Johnston Fears Effect Of Mexican Takeover

The taking over by the Mexican government of the two largest theatre chains in that country was described by Eric Johnston, president of the Motion Picture Ass'n of America, yesterday as a development that "could have a profound effect on the industry all around the world."

Johnston, who has just returned from Mexico, said yesterday that he has already met with the incoming Mexican president, Mr. Obregón, and that after the Mexican government's purchase of the remaining shares of their common stock, the motion picture industry in Mexico will be nationalized.

New MPEA Assignments For Hochstetter, Beers

New assignments in the European area for the Motion Picture Export Ass'n were announced for Lee D. Hochstetter and Stephen Beers yesterday by Eric Johnston, MPEA president.

Hochstetter moves to Rome from London and Beers takes over the Paris office.
**Personal Mention**

HENRY H. "HI" MARTIN, Universal Pictures vice-president and general sales manager, will return to New York on Friday from Dallas.

CHARLES A. SMARKEITZ, Stanley Warner zone manager, and LOU DENNIS, contact manager, have returned to their Newark, N. J., headquarters from Albany and Utica, N. Y.

MILTON BROCKETT, of Crescent Amusement Co., Nashville, Tenn., has returned there with Mrs. Brockett from Memphis, where the latter had been hospitalized.

GEORGE SINEDY, producer of "Pepe" for Columbia Pictures, has returned to Hollywood from Mexico City.

KIM NOVAK has arrived in New York from the Coast.

SAMUEL BROCKETT, producer of "King of Kings" for M-G-M, has returned to Hollywood from Spain.

RED SKELTON has entered Cedars of Lebanon Hospital in Hollywood for a checkup.

**Kim Novak, Bernstein**

To Attend 'Exodus' Bow

Kim Novak and Leonard Bernstein will attend the world premiere of Otto Preminger's "Exodus" Thursday evening, Dec. 15, at the Warner Theatre here. The audience will also include social and civic leaders, stars of screen and stage, diplomats and dignitaries from all fields of endeavor.

Among those attending will be Mr. and Mrs. Preminger, and Evan Marie Saint, Sal Mineo and Jill Haworth, who star in the film. The world premiere starts an unlimited reserved seat engagement for "Exodus" at the Warner. Advance discount has topped $600,000 at the theatre.

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**Paramount Gets Loew's Holiday Booking Time**

Paramount Pictures has captured all of Loew's Theatres' prime playing time during the year-end holidays, with two of the company's major releases booked as the New York circuit's Christmas and New Year's attractions, Hal Wallis' "GI Blues" will be the Christmas show at Loew's, opening Friday, December 23rd. The companion feature will also be a Paramount release, "Boy's Own Story - Million." Opening Friday, December 30th, as Loew's New Year's show will be Ray Stark's "The World of Suzie Wong," starring William Holden and Nancy Kwan. The "Suzie Wong" feature will be single-billed, with the Paramount short subject, "Boats A-Poppin'," as an added attraction.

**Parker Is Exploitation Manager for Embassy**

Judson Parker has been appointed exploitation manager for Embassy Pictures Corp., it was announced yesterday by Edie Solomon, executive vice-president and co-owner of the firm, which Parker, who has held various executive positions with Embassy since joining the firm four years ago, was Embassy's Boston sales manager before transferring to its New York advertising staff.

In his new position Parker will handle all of the film company's cooperative advertising campaigns and exploitation activities in the field commencing with the forthcoming release of "Two Women," "The Fabulous World of Jules Verne" and "Bimbo the Great."

Served with Marine Corps

An industry veteran and native New Englander, Parker, prior to joining Embassy, was assistant to vice-president of the United Artists. He served with the United States Marine Corps in the South Pacific during World War II.

**Decca Dividend 30¢**

Directors of Decca Records yesterday declared a regular quarterly dividend of 30 cents per share on the company's capital stock payable December 29, to stockholders of record on Dec. 19.

"Sunday" Hits $22,618

"Never on Sunday" rolled up a huge gross of $22,618 during its seventh week at the Plaza Theatre here, it was announced by Lopert Pictures.
American Legion in Maryland Urges Its Membership to Boycott Four Pictures

Baltimore, Dec. 6—The American Legion, Department of Maryland, in a newsletter, urges all legionnaires to refuse to patronize any theatre showing "Inherit the Wind," "Chance Meeting," "Spartacus" or "Exodus.

The communication states records of the U.S. Congressional Committee on Un-American Activities show Nedrick Young, script writer for "Inherit the Wind" refused to testify regarding his alleged identification with communism. The Legion states records show Ben Barzman and Millard Lampell, script writers for "Chance Meeting" and Joseph Lozey, his producer, have all been identified with communist sympathizers.

The newsletter further claims Dalton Trumbo, script writer for both "Spartacus" and "Exodus," not only refused to testify concerning his identification with communism, but was convicted of contempt of Congress and as a result, served a year in prison.

However, the Legion states, "Exodus" has a great appeal for all of our people and "a special appeal for those whose hearts go out to the people of Israel."

Col.-Highroad

(Continued from page 1) and writing responsibilities, it was announced yesterday by A. Schneider, president of Columbia.

The past extension followed a series of moves announced by Schneider, executive vice-president A. Montague, first vice-president and treasurer Leo Jaffe and other Columbia home office executives with Charles W. Frankovich, Columbia vice-president in charge of European production activities. Foreman and Frankovich flew from London for discussions which began the past weekend.

The move was undertaken, according to Schneider, as an expression of Columbia's satisfaction with Foreman's "assumed-to-be-completed" "The Guns of Navarone," which Columbia has slated as its top offering for 1961.

Involved is a group of five major productions, the first of which "The Human Factor" will be directed as well as produced by Foreman from his own screenplay based on the Alexander Barson novel, immediately following the release of "Navarone."

To Seek New Producers

Also included in the new arrangement is continuance of the successful pattern established by Foreman with Highroad's "The Mouse That Roared," wherein fledgling producers with unusual properties will be invited to make their films under Highroad auspices and under Foreman's direct supervision. This is in line with a policy formulated by Foreman and Frankovich prior to the making of "Mouse," which has been one of the top grossers among British imports in the past year. Both feel that it is as important to help new producing talent develop as it is to encourage new writers, actors, actresses or directors.

Foreman flew back to London yesterday to resume final editing of "The Guns of Navarone." He was joined by Dimitri Tiomkin who will undertake immediately his composer-conductor chores for the film.

Exclusive Int'l. Will Expand Distribution

Exclusive International Films, Inc., will expand its distribution network to include five major marketing areas in the country through the selection and appointment of territory affiliates in the next two weeks, it was announced by Sanford Wiener, the company's chief representative for sales. Wiener disclosed the appointments, effective immediately, of Ellis Gordon for the New England territory and Herbert Bregman as the West Coast affiliate of Exclusive International.

Wiener will leave here tomorrow on an extensive trip to line up a number of other important affiliates. He will conduct distributor discussions in Philadelphia, Pittsburgh, Washington, Cleveland, Detroit, Chicago, Minneapolis, Dallas, New Orleans, Atlanta, Charlotte and Cincinnati. He will be gone two weeks.

'Sundowners' Contest Set for Exhibitors

A unique record, bringing exhibitors throughout the country "season's greetings" from Warner Bros. and an opportunity to win an RCA-Victor 21-inch Wagner color television set, is contained in the new Warner Bros. pressbook for "The Sundowners."

The record gives exhibitors details of the competition in which they are urged to take part by submitting their exploitation campaigns for "The Sundowners," with emphasis on the national and local contest in which the grand prize will be a jet holiday for two in Australia. The tv set will go to the exhibitor who submits the best all-around exploitation campaign.

Posters for 'Pepe'

"Pepe" subway posters, heralding the George Sidney-Pyas International film for Columbia release, are being printed in 12 colors, including four colors in Day Glow. In order to secure the novel effects of both lithography and silk screen, the processes are being combined.

To Show 'Vendatick' At Loew's 175th Today

"Vendatick," described as "the world's first advertised movie theatre box office will be installed operationally for the first time anywhere at Loew's 175th Street here this morning. Jinx Falkenburg will purchase the first admission to the theatre while the top executives of Universal Controls, Universal Match, and Loew's Theatres, Inc. look on. They include: M. Mac Schwedel and Louis Cherel, president and board chairman respectively of Universal Controls; Lawrence Tish, chairman of the board of Loew's Theatres; and Frank Prince, chairman of the executive committee of Universal Match.

Rejects Counterfeits

The self-service machine takes bills and coins up to $9, scans the bills for genuineness, rejects counterfeits, issues the proper number and denomination of tickets, and gives change in coin and bills.

"Callaghan" to Atlanticis

Rights to all the "Slim Callaghan" novels by the late English detective mystery writer Peter Cheaney have been acquired by Laurence Films Corp., it was announced by Harold L. Sporn, general sales manager of Atlantic Films, U.S. distributor of all Laurent product.
"ONE OF THE BEST COMEDIES IN Y E

CARY GRANT

DEBORAH KERR

ROBERT MITCHUM

JEAN SIMMONS

"THE GRASS IS GREENER"

Produced and Directed by STANLEY DONEN

Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success A GRANDON PRODUCTION - A UNIVERSAL-INTERNATIONAL RELEASE TECHNICOLOR* TECHNIRAMA*

Music and Lyrics by NOEL COWARD from his musical comedy hit
"THE GRASS IS GREENER' IS BRIGHT, SOPHISTICATED COMEDY... THE KIND OF PICTURE THEY WILL TALK ABOUT FOR LONG AND OFTEN, AND WILL BE URGING OTHERS TO SEE...DESTINED TO MAKE BUSY PLACES OF THEATRES IN THE MONTHS AHEAD FOR LONG RUNS AND STRONG BOXOFFICE."

"SOLID ENTERTAINMENT THROUGHOUT WITH CHARM AND HILARITY...COLORFUL, IMPRESSIVE AND PLENTY OF AMUSEMENT FOR EVERYBODY...SHOULD GIVE UNIVERSAL A REVENUE SOURCE ON A PAR WITH 'PILLOW TALK' AND 'OPERATION PETTICOAT.' AND THAT GOES FOR EXHIBITORS TOO."

"A ROLLICKING THOROUGHLY DELIGHTFUL AND FAST-STEPPING COMEDY...WITH CRACKING DIALOGUE WHICH SPARKS AND SPICES THE FILM...VERY LIKELY TO BRING IN VERY LIVELY BUSINESS..."

"BRIGHT, EASY-FLOWING COMEDY WITH TOP FLIGHT MARQUEE CAST, ONE THAT WILL BRING AN INVITING TWINKLE TO ANY SHOWMAN'S MARQUEE...THE STAR PERFORMERS SHINE BRIGHTLY. SOLID BOXOFFICE PROSPECTS."

From UNIVERSAL...for a GREENER CHRISTMAS!
Who's Where

J. Dryton Hasle, a vice-president of Reeves Broadcasting Development Corporation, has been named president of the company's broadcasting division which operates television stations, WUSN-TV, at Charleston, S. C.; KBK-TX, at Bakersfield, Calif.; and subject to FCC approval, WHTN-TV, Huntington, W. Va. Headquarters of the broadcasting division will be in Charleston, S. C.

Chester L. Stewart, a vice-president of Reeves Broadcasting, has been named president of the Reeves Sound Studios division in New York, operating sound and video tape recording and editing services for the advertising, broadcasting and motion picture industries.

Robert J. Galvin, who has been manager, film operations, NBC-TV Network, has been appointed manager, video tape, film and kinescope operations, it was announced by William H. Trevathen, vice-president, operations and engineering, NBC Television Network. Galvin came to NBC in 1946 as an engineer in the field operations of the NBC-TV Network.

William (Bill) McGee has been appointed sales manager of the Western division of Independent Television Corporation effective immediately, William P. Andrews, general sales manager in charge of syndication, announced. McGee joined the FTC sales organization in November of 1958.

Appointment of Ralph H. Daniels, Jr. as an account executive in the New York office of CBS Television Spot Sales was announced by Ted O'Connell, Eastern sales manager, CBS Television Spot Sales. Appointment becomes effective immediately. Daniels transfers from the San Francisco office of CBS Television Spot Sales where he has been an account executive since April, 1959.

Soteros (Buddy) Pappas has been named director of advertising and promotion for the Metropolitan Broadcasting Corporation's Washington, D.C. station, WTTG-TV (Channel 5), effective immediately, it was announced by John A. McArdle, vice-president and general manager of the station. Pappas has been with the television industry since 1949.

Theodore C. Streibert, former director of the U.S. Information Agency, a former president of radio station WOR of New York and a participant in the founding of the Mutual Broadcasting System, has been named vice-president and general manager of WTCN radio and TV station in Minneapolis-St. Paul. Streibert will be successor to Phil C. Hoffman.

AROUND THE TV CIRCUIT

with PINKY HERMAN

FOURTH in this season's NBCComedy specials will be "The Bob Hope Buick Show" to be seen Monday, Dec. 12 (9:30-10:30 P.M.) with guests Polly Bergen and Jimmy Durante. Originating at the NBC Studios in Burbank, the production will be produced by Jack Hope and will feature the music of Dave Rose and his ork. David Cogan, co-producer of "Raisin In The Sun" and "The Midnight Sun," has just purchased the Burgmore Theatre in Gotham. . . . The "Perry NBCComo Show" next week will feature Bette, Brenda Lee, comic Milt Kamen and Perry's two young discoveries, Rene Taylor and Heatherton. . . . Fred Gamble's (he's prey of A.A.A.A.) booklet, "What Advertising Agencies Are" not only is a MUST reading for staffs at agencies but it will now be printed in Finnish, French, Italian, Japanese and Spanish. . . . Is it in the works for an expansion deal involving ABC-Radio and the Interountain Radio Network (latter consists of 54 stations in the Utah-Wyoming-Colorado-Idaho regions)? ABC-veep Robert Panue, who has done the West 66th St. headquarters, may reveal the facts this week. . . . Hal March, former star quizzer of the $64,000 Question, and occasionally seen as sub for Jack by the Older in a Broadway comedy, "Come Blow Your Horn," headed for the boards next March. . . . N.Y. Mirror Columnist Lee Mortimer will guest tomorrow on "Joe Franklin's Memory Lane" TV'er on the WABChannel and will talk about his new tome, "Women Confidential." . . . The "Music From The Movies" book will be shuttered for a week Dec. 18 to allow co-star Theodore Bikel to fly to London for 2 BBCasts. He'll return on Christmas Day. . . . Producer Lewis Freedman, responsible for the NTA-affiliated presentation recently of Eugene O'Neill's "The Ice-Man Cometh," has been getting fan mail, believe it or not . . .

* * *

Florence Henderson, Stephen Douglas and Mindy Carson have been signed by Producer Fred Heider to work on "Music For A Winter Night" Sunday, Dec. 18 TVia ABC. . . . Lush thrush Constance Towers will co-star with Dan Duryea in a Zane Grey telefilm set next month before flying east to START a sing-engagement at the Persian Room of the Plaza Hostelry. . . . The option on the Saul Troll-Paul Killman package "Silents Please," seen last summer on the ABCChannels, was picked up and will be assigned a regular berth at ABC. . . . The title song for "By Love Possessed," currently being co-produced by Seven Arts Productions and United Artists will be elfed by Elmer Bernstein and Sammy Cahn. . . . Richard Boone will finish the 1960-61 "Have Gun, Will Travel" series by the middle of this month and, after a vacation south of the border, will star in "Point Blank," his initial film venture as an indie producer. . . . Her latest Album, "Keely Smith Christmas," for DOT, is a colorful collection of musical gospels, fact, among the selections are "WHITE Christmas," "BLUE Christmas and "Buddhist Red-nosed Reindeer." . . . Goodson-Todman, in conjunction with Andrew Fenady and Bernard Kowalski started shooting next week a new, full-hour adventure series titled "Las Vegas." . . . If Ed CB.Sullivan drops around to the Persian Room this week, he'll want to sign up chumser Ed Wynn for several par's on his TV series . . . Carol Lawrence, who did so well last October on the 'Bing Crosby Show,' has again been signed to do a repeat on the second-hour-long special the Groaner will ABCast Monday, March 13. Sponsored by the United Mobile Division of Gen. Motors, the show will also present as guests Maurice Chevalier and Aldo Monoaco, with Bill Harbach the producer-director. . . . Bob McNemara has been named national sales manager for RKO General stations. Prior to joining RKO General in 1957 Mac was an account exec with Peters, Griffin & Woodward.

"U" Dividend 25¢

The board of directors of Universal Pictures yesterday declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share payable Dec. 28, to stockholders of record at the close of business on Dec. 19.
**Johnston Fears**

(Continued from page 1)

Johnston referred to the announcement this week by Mexican Treasury Secretary Antonio Ortiz Mena that the government had purchased the Gold Chain and the Theatre Operating Co., thus putting 329 theatres under government control.

Inasmuch as Johnston's subject for his MMPTA luncheon talk yesterday was on winning for the screen the same freedom from censorship and other control that is enjoyed by all other media of communication, it appeared that his reference to the Mexican development was concerned with its possible effect on the freedom of the screen in that country and its possible influence on governments of other nations and their film and theatre interests.

**Claims Monopoly**

In announcing the Mexican government's action, Secretary Mena asserted it ended an "exhibition monopoly" and that shares of the two theatre companies would be distributed between film producers and distributors, with the possibility of a general public offering.

His statement also said that the takeover would result in increasing exports by eliminating needless short subjects, and that producers will be expected to turn out quality films for both the Mexican and export markets.

**The 3 Worlds of Gulliver**

(Continued from page 1)

The process by which Arthur Ross and Jack Sher, a romance to the original Swiftian concept—June Thorburn plays Elizabeth, fiancée of Kerwin Mathews who is Dr. Gulliver—and has her shipwrecked along with Gulliver. He meets her in Brodbidgin, after he has fled from the land of the Lilliputians, and their adventures there and a final escape back to England and normalcy form the second half, and most absorbing part of the picture.

While they are in the land of the giants, they are the pats of the King and the Queen—Gregoire Aslan and Mary Ellis—and are taken care of by Glumdalclitch, played by Sherri Alberone. While they are in this strange captivity Gulliver incurs the enmity of Mokovan, the King's sorcerer, and is condemned first to fight a lizard and then to be burned. Glumdalclitch rescues the couple by concealing them in a sewing basket and, when the pursuit gets hot, towing them into a stream from which they ultimately float to the ocean and home.

The story construction is clean and logical, having enough substance and action to appeal to young audiences and yet with enough of the Swiftian satire remaining to intrigue adult audiences. The effect of the live actors in surroundings far out of proportion to their size is overwhelming.

The photography is in Eastman color with prints by Pathé and the projected picture shows little evidence of the trick photography.

Schorer produced and Sher directed.

It is a picture which should appeal to the entire family and particularly as a holiday release should fill theatres.

Running time, 100 minutes. Release date, December.

**James D. Ivers**

**Standardization of Rank Group Names**

London, Dec. 2 (By Air Mail).

To standardize company names throughout the Group, the following changes have been made.

J. Arthur Rank Overseas Film Distributors Ltd., has become Rank Overseas Film Distributors Ltd.

J. Arthur Rank Productions Ltd., has become Rank Productions Ltd.

J. Arthur Rank Organisation (Management) Ltd., has become Rank Organisation (Management) Ltd.

The names on numerous overseas companies have been similarly changed.
Oral Arguments Hit by Phonevision

From THE DAILY Bureau

WASHINGTON, Dec. 6.—Attorneys for Hartford Phonevision, appear-
ent for a pay-TV license in Hartford, Conn., have filed in opposition to a re-
quest for oral argument made by motion picture exhibitor group coun-
sel Marcus Cohn. On behalf of the Connecticut Committee Against Pay TV and five local exhibitors, Cohn had urged the Federal Communica-
tions Commission to hear oral argu-
ment on the national implications of issuance of a pay-TV license and re-
lated issues.

Broadcast Bureau Silent

The FCC’s broadcast bureau has not yet filed any comments on this re-
quest by Cohn. It could take any one of three positions: (1) oppose it, (2) support it, or (3) be neutral and leave the final decision up to the commis-
sion itself. Either support or neutral-
y would be consistent with Cohn’s position. The least, would indicate that the bureau feels that an examination of the national implications of pay-TV would not be a decision prior to the granting of a first license.

In opposing Cohn’s request for oral argument, counsel for Hartford Phone-
vision asserts that further discussion would not fall within the ground rules to which all parties agreed prior to the week-long pay-TV hearings before FCC. These rules provided for oral summation, which was waived by all parties as the hearings drew to a close.

Constitutionally Doubtful

Hartford’s lawyers also say that in the light of court decisions in this field, Cohn has no constitutional right to further argument. They assert, too, that an inquiry into the national implications of pay-TV is not now gen-
eral since the question at issue is whether to grant a license in Hartford. The attorneys also note that such a hearing would postpone even further the start of pay-TV, affording an opportunity for wired pay-TV sys-
tems—except from FCC jurisdiction under present law—to become en-
trenched.

To Plan Global Bows
Of Fox’s ‘Fiercest’

A meeting of 20th Century-Fox in-
ternational department forces in the U.S. and the Southern Hemisphere will plan the concurrent global pre-
mieres of “The Fiercest Heart” in America, South Africa, New Zealand, Australia and throughout the British Commonwealth in four months in ad-

Scottish Magistrates Hit ‘X’ Films; Seek Talks with British Film Censor

LONDON, Dec. 2 (By Air Mail)—So disturbed are the City Magistrates in Glasgow, Scotland, over the showing of certain “X” certificate films (adults only) that they are to seek talks with Britain’s film censor.

Concern is felt that many of these films are “harmful to the morals of the public.” Referring to a several films before them, Bailie George Moore, chairman of the magistrates, said “We want to see all these dubious films before we commit our-

Groups to Meet

As previously reported, a confer-
cence is expected to be held shortly between the British Board of Film Censors and representatives of the Association of Municipal Corporations and the County Councils Associations on “Censorship problems.” The discus-
sions will revolve around the local authorities’ criticism that “there is too much violence in films” and the censor’s concern at recent appeals against censorship by some of the authorities.

Ontario Votes

(Continued from page 1)

ected. The victory is seen as an im-
portant boost to the cause of Sun-
day showing on Sunday programs is only permitted in the province of Quebec.

Approval was given in Toronto, Bradford, Oakville, Cornwall, Wind-

The plebeians accompanied bal-
lots for the municipal elections and only asked the public whether it was in favor of films, plays and concerts on Sundays. No hours were spent in this inquiry. In many communities, Sunday sports between 7:30 P.M. and 6 P.M. has already been approved for; for example, Toronto.

Legislation Necessary

Under the 1950 provincial legisla-
tion, Sunday sports are permitted by local by-law. Monday, however, could not be legal without an enabling act of legislature. Monday’s plebeians were held merely to register election.

The move to obtain approval started with the film projectionists, who realized their jobs were going out the window unless something was done to bolster sagging tickets. A request to the various city councils was forwarded by the vari-

Pejoratively enough, opposition came not only from the church groups in the various communities but from the Film Exchange, Employees, Unions, who saw an end to their present five-day week. The union sent out letters opposing Sunday films.

SAG and AFTRA Approve Pacts

From THE DAILY Bureau

HOLLYWOOD, Dec. 6— national board of directors of Screen Actors Guild last night proved unanimously the new television contracts. The Guild now produces film. A production change was approved and producers will be able to apply for the next season. Details of agreement will be rele-

The majority of the West Coast members of the national board of the American Federation of Television and Radio Artists likewise approved its agreement with networks, agencies and commercial producers.

Preliminary negotiations between major motion picture and television producers, the IATSE and the AFTRA crafts locals are expected to be com-

MMPTA Leaders

(Continued from page 1)

SAG, and trust and faith in Schwartz, who is president of Cen-
tury Circuit, said that this confid-

Sol A. Schwartz, outgoing MMPTA president and chairman of the board, noted that MMPTA has much to work with other industry organizations on a thing that will contribute to the business of the industry.

“I hope for the day,” he said, “when all branches will sit down together and plan for the industry’s future superior and per-

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tury Circuit, said that this confid-

The first was held Dec. 5, 1957. It was the first meeting of the MMPTA and was held in the Commerce Department, Office of Technical Services. Beers served in the U. S. Navy for nine years as a pilot and pilot–four years during World War II and five years beginning with the war in Korea.

U.S. 9-Month Net

(Continued from page 1)

ly dividend of 40 cents per com-

UA’s gross world-wide income for the first nine months of 1960 total-

3.7 million a year for the first nine months of 1959.

6.7 million a year for the first nine months of 1959.

7.4 million a year for the first nine months of 1959.

8.1 million a year for the first nine months of 1959.
Mirisch Schedules 15 Major Pictures For Next 2 Years; Budget $55 Million

By SIDNEY RECHTENIK

The Mirisch Company has scheduled 15 major motion pictures for production during the next two years. They will represent a total budget outlay of from 30 to 55 million dollars, Harold Mirisch, president, revealed at a trade press conference at the Sherry-Netherland Hotel here yesterday.

These pictures, all of which will be financed and released by United Artists, are in addition to three Mirisch Company films now shooting. They are "West Side Story," which has five or six weeks more to go before the cameras; "By Love Possessed," in its second week of production, and "Town Without Pity," currently before the cameras in Munich, with Kirk Douglas starring.

Pointing with pride to the top producers, directors and star personnel associated with his company, Mirisch explained it by saying that "Hollywood is a very exciting place" and that "it offers no objection to a short additional oral argument concerning pay-tv.

The broadcast Bureau pointed out that additional oral proceedings might constitute for filing of reply findings, which were not provided for in the procedure under which the pay-tv case was heard. It also notes that

(Continued on page 3)

MOTION PICTURE DAILY

NEW YORK, U.S.A., THURSDAY, DECEMBER 8, 1960

TEN CENTS

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(Continued on page 3)
Local Commercial Radio System in UK Is Urged by Screen Advertising As’n.

By WILLIAM PAY

LONDON, Dec. 6 (By Air Mail)—The Screen Advertising Association, representing 95 per cent of the cinema advertising turnover in Britain, puts forward a case for a possible local commercial radio system in the U.K., in opposition to the Government’s Pilkington Committees, which has been set up to decide the future of sound and television broadcasting.

The Association believes that a possibility of the air time radio service should be taken up by paid advertising, whose revenue would contribute all, or a major part, of the financial support for each station. Concluding for the appropriation of advertisers, the greater their efforts will be to promote the quality of their work. It is a proposal which will work against monopolistic trends, adds the submission.

Confining its case solely to the financial aspects of local broadcasting, the Association states that its member companies should be given the opportunity of acting as station representatives in respect of such advertising. It is also stressed that—since the cinema, so well suited for radio—advertising must be made up of a combination of local and national clients. The whole structure of cinema advertising is related to this policy, and the Association’s members are geared to meet this dual requirement.

At present, the non-commercial British Broadcasting Corporation (BBC) has a monopoly of radio broadcasting.

Shanahan Named

(Continued from page 1)

Constitution for both the theatres and the industry are established. Shanahan has been named assistant to Emerling in charge of advertising and publicity for Loew’s out-of-town theatres, and Ted Arnold plays a similar role for the New York area, including the State and Capitol, on Broadway.

Al Bontempo, who has been handling publicity and advertising for Loew’s Theatres in New Jersey, has been assigned to hotel promotion.

Roach and Case

(Continued from page 1)

duction, which will be made in January on the Roach lot is “Pirate Women.” Two other features scheduled for production early next year are “The Raptist” and “Mixed Marriage.”

Roach, Jr., and Case were formerly associated in television production with such series as “Racket Squad” and “Public Defender,” and both plan to integrate other television productions in their renewed association.

Special Matinees to ‘Ben-Hur’ in Britain

From THE DAILY Bureau

LONDON, Dec. 6 (By Air Mail)—All theatres playing Metro’s ‘Ben-Hur” here will stage matinee performances every day from Boxing Day Jan. 7 inclusive, which is the greatest demand for the picture during the Christmas season that screenings of the picture have been essential. In London it is already possible to obtain seats for Boxing Day as well as for several days afterwards.

Matinees every day are already at the Empire, Theatre, London, where the picture’s centennial anniversary will be celebrated on Jan. 16. In provincial centres, matinees are staggered weekly at present, but is still difficult to accommodate customers.

Playing in Scotland, Ireland

“Ben-Hur” is now playing to capacity houses in Birmingham, Dublin, Glasgow and Manchester.

Schneider Acquires ‘Last of Vikings’

‘The Last Of The Vikings’, large-scale adventure film in Eastmancolor and TotalScope, starring Cerón Mitchell, Edmund Purdom and Isabelle Corey, has been acquired by United States and Canadian distribs, Metro-Goldwyn-Mayer, Inc. It was announced by Samuel Schneider, president. This is the second Italian-made film acquired by Schneider in recent trip to Rome, the other being “Maciste The Giant.”

The Major Productions head is currently finalizing deals for the acquisition of other foreign films, addition to plans for co-producer deals abroad.

Mexico Reassures

(Continued from page 1)

Co., and the Gold Chain, which gather consist of 329 theatres, confirmed by Mexican government sources, that the major American companies had sent letters to the MPEA president, who visited Mexico City last week, told a Metropolitan M. P. Theatres Ass’n meeting in New York last Tuesday that the development “could have a profound effect on the industry all around the world.”
Five New Films Started This Week; Total Number Now in Production 36

From THE DAILY Bureaus

HOLLYWOOD, Dec. 7—With five new pictures started this week, production continues to climb, the total number shooting is 36. Completed were five.

Started were: "Mutiny On the Bounty" an Arcola Production for Metro-Goldwyn-Mayer. This high budget production is being filmed entirely in and around Tahiti. At Paramount, "Love in a Goldfish Bowl" went into production with Martin Jurov and Richard Shepherd producing. Others are "Return to Peyton Place," Jerry Wald's Company of Artists picture for 20th Century-Fox, "The Last Man I Saw" Air Force comedy being produced by Mark VII, Manzanita A Productions and Talbot Productions for United Artists release; "The Eye of the Needle," an independent production being produced by Gaddet Productions of Arizona.

Completed were: "The Big Wave" for Allied Artists; "Homicidal" William Castle production for Columbia release; "Madison Avenue" a 20th Century-Fox production; "The Naked Edge," Pennebaker-Baroda film for United Artists release, and "Pose From Hell," at Universal-International.

Schulke Seeks to Buy Paramount Television

From THE DAILY Bureau

HOLLYWOOD, Dec. 7—James A. Schulke, vice-president of Paramount Television Productions, has tendered his resignation, effective Jan. 1, to free himself of conflicting interests during his negotiations to purchase the Paramount subsidiaries. Schulke will attempt to acquire all of Paramount's television production holdings, which include local station KTLA, which will continue to operate with no major changes, all negotiations have been resolved.

The assessed valuation of the properties involved in the deal are reported as approximately $10,000,000.

Harman-Kardon Passes To Jerrold Electronics

Stockholders of Harman-Kardon have approved acquisition of their company by Jerrold Electronics Corp.

Under the terms of the acquisition, Harman-Kardon shareholders will receive one share of Jerrold stock for 1.8 shares of Harman-Kardon stock. Harman-Kardon, manufacturers of high-fidelity electronic components, will operate as a subsidiary of Jerrold, manufacturer of electronic amplification equipment for closed circuit television distribution systems, electronic test instruments and electronic consumer products.

Sidney Harman will continue as president of Harman-Kardon and no change in personnel or management is contemplated.

Samuel Wright Dies

(Continued from page 1)

vived by his wife, two sons, and a daughter.

Wright started his film career as a salesman for M-G-M, later joining M. A. Connett Theatres as office manager. At the time of his death he operated the Southern Theatre Service and was owner of the Lakeland, Fox and Algiers drive-in theatres. He had been secretary of the Louisiana Theatre Owners Association.

Mirisch Slate

(Continued from page 1)

wood's creative talent like to work for us because we permit them artistic freedom in the making of our pictures." Also, he said, the important attraction of his company is its record of a "success if important hits, which include 'Some Like It Hot,' 'The Apartment,' 'The Horse Soldiers' and the current, 'The Magnificent Seven.'

"We have all the ingredients that make up the so-called major companies," said Mirisch, "without the problem of studio overhead.


Filming Set for 1962

Six or seven of the above titles will be filmed in 1961, with the remainder to go before the cameras in 1962, said Mirisch.

In answer to a question, the Mirisch Company head said that "hard-ticket engagements should be reserved only for pictures that merit it and that there is an abundance of such releases on the market at the present time."

He revealed that "West Side Story" will be presented on a hard-ticket basis beginning in October of next year. Picture, which will run two hours, 15 minutes, will have no intermission. He also indicated that "Hawaii," the Zinnemann production of the James Michener best-seller, which will be filmed on a "Ben-Hur" scale, will be ready for roadshow engagements in 1963.

Also representing the Mirisch Company at the conference were Marvin

PEOPLE

Bernard Feins, for the past four years head of Paramount's story and writing departments, has resigned, effective Dec. 16. His future connection will be announced early next month.

H. E. McManus, associated with Cooperative Theatres, Cleveland, for more than a score of years, and more recently handling three drive-ins in Toledo, has been engaged by Smith Management Co., Boston, to handle its houses in Cincinnati, Pittsburgh and Indianapolis.

Sydney Box, British writer-producer-director, will write the screenplay for "On My Honor," story of the life of Robert Baden-Powell, it was announced yesterday by Motion Picture Associates. "On My Honor" is the property planned by the late Cecil B. DeMille.

Two Major Films Set For British Studios

From THE DAILY Bureau

LONDON, Dec. 6 (By Air Mail)–Another two major productions are scheduled for British studios.

The screen version of Tennessee Williams' book, "The Roman Spring of Mrs. Stone," will be made at Associated British Elstree studios for world distribution by Warner Brothers. Originally written in 1937—the only novel ever written by Tennessee Williams, "The Roman Spring of Mrs. Stone" stars Vivien Leigh in her first film role for five years. This A.A. production will be shot in color and wide screen, produced by Louis de Rochemont and directed by Joseph L. Mankiewicz.

Will Shoot at MGM Studios

Scheduled for filming at M-G-M's British studios is "Charlie Is My Darling" for Metro-Goldwyn-Mayer release. It will be co-produced by Irving Rechter and Harriet Frank, Jr., who have written the screenplay, and Martin Ritt, Jr., who will direct.

Daniel Swigals, 79

Funeral services have been held here for Daniel Swigals, 79, father of Ed Swigals, vice-president in charge of sales for Trans-Lux Distributing Corp.

Mirisch, vice-president: Leo Roth, vice-president and assistant to the president; David "Skip" Weshner, sales representative, and Gary Biondi, New York advertising and publicity representative. From United Artists were Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation, and Gabe Summer, publicity manager.
Oklahoma City became the capital of the entertainment world November 30-December 1 for the world premiere of Metro-Goldwyn-Mayer's "Cimarron." The stars of the film and producer Edmund Grainger joined a huge international press corps at the premiere of a two-day state celebration sponsored by Oklahoma's Governor J. Howard Edmondson. The state and city gave a roaring welcome to Glenn Ford, Maria Schell, Anne Baxter, and the press contingent which sent news of the premiere to all corners of the world. A distinguished and enthusiastic black-tie audience at the Midwest Theatre witnessed the climactic event, the finale of a celebration that included colorful arrival ceremonies, the "Cimarron Parade," the Chamber of Commerce Banquet, the "Cimarron Ball," and a ranch wagon barbecue. At the conclusion of the Governor's Invitational Premiere performance, the capacity audience broke in sustained, spontaneous applause, bringing the premiere events to an electrifying climax.

Maria Schell gives her autograph to two Indian youths who performed ceremonial dances at the ranch wagon barbecue.

J. A. Willits, 99, who participated in the 1889 land rush, takes a taste of buffalo meat from the "Cimarron Girl," Mary Bishop.

Stanley-Warner executives Paul Townsend, City Manager; Arthur Copeland, District Manager, and Harry Kalmine, Vice President and General Manager, meet MGM's General Sales Manager Robert Mochrie and Southwest Division Manager John S. Allen at the airport on arrival.

Glenn Ford, the star of "Cimarron," expresses his deep appreciation for the warm and enthusiastic welcome that Oklahomans had given him.

Lights, bands, and crowds converge on the Midwest Theatre to greet the stars as they arrive for the world premiere of "Cimarron."
City Into Entertainment Capitol of the World!

Oklahoma's Governor J. Howard Edmondson receives kisses from stars Maria Schell and Anne Baxter.

Thousands lined the streets of Oklahoma City for the "Cimarron Parade," saluting the stars and the history of the state.

Oklahoma's Indian tribes make Glenn Ford an honorary Chief at the ranch-wagon barbecue.

Maria Schell presents a black angus calf to a deserving 4-H Club girl at the Kermac Ranch barbecue.

The Chamber of Commerce banquet gave many distinguished Oklahomans their first opportunity to meet the stars who were introduced from the dais.

To the cheers of Oklahomans, Anne Baxter rides atop a white Cadillac in the "Cimarron Parade."
GET READY FOR 1961's FIRST SMASH HIT WITH 20TH
WHIRLWIND CAMPAIGN

Title Tune Sung by TONY BENNETT on Columbia-Out Now!
Sensational JULIE NEWMAR on CBS-TV's "PERSON TO PERSON"
And on 5 Major Network Shows- MONITOR, DIMENSION, FLAIR,
Mitch Miller, Fred Robbins! Full Color in LIFE!
JULIE NEWMAR scheduled for LOOK!
Special Stories in All MAJOR FAN MAGAZINES!
Show-Stopping Radio Spots Available Now!
Sensational TV Ads Available Now!

"I gave her the run of the house... and now she wants to have a baby—and my husband!"

The Marriage-Go-Round

Starring
Susan Hayward
The Spouse
James Mason
The Boss
Julie Newmar
The Blouse

Produced and Written by
LESLIE STEVENS
Directed by
WALTER LANG
COLOR by DE LUXE
CINEMASCOPE

Play "Marriage" For A Holiday Bonanza!
MOTION PICTURE DAILY

NEW YORK, U.S.A., FRIDAY, DECEMBER 9, 1960

TOA Warns 1961 May Get Less Pictures Than 1960; Puts Total This Year at 226

Decrying the numerical total of Hollywood releases in 1960, the Theatre Owners of America Bulletin warns its members that not only is there unlikely to be any increase in production by major companies in 1961 but there may be even fewer pictures than in 1960.

The situation underlies the importance to exhibitors of impending production starts by the new Pathé American company, whose first picture, "The Deadly Companions," is scheduled to be available to theatres by April or May, and the new (Continued on page 2)

FCC's OK to Telemeter For Coast Pay-TV Test

From THE DAILY Bureaus
WASHINGTON, Dec. 8. - The Federal Communications Commission has granted to International Telemeter Co., a division of Paramount Pictures Corp., a construction permit for a new experimental television station at Los Angeles. The new station will be used for field tests of a new subscription-TV system being developed (Continued on page 7)

Progress Reported in Maryland Tax Drive Special to THE DAILY
BALTIMORE, Md., Dec. 8. - Progress in the campaign of united exhibition in Maryland against coverage of Baltimore theatres in a proposed 5 per cent city sales tax was reported today at a meeting of the board of directors of the Maryland (Continued on page 6)

New Exhibitor Drive for Exemption in Minimum Wage Bill Will Start Soon

A new campaign by exhibitors to win exemption for theatres from new federal minimum wage regulation which is certain to be introduced early in the new session of Congress starting soon, E. LaMar Sarra, Theatre Owners of America's representative on the All-Industry Minimum Wage Committee, reports in the current TOA Bulletin to its members.

Sarra reminds exhibitors that there is no positive assurance that the exemption won for theatres in measures before the last Congress will be continued in the new bills.

"This means," he says, "that exhibitors throughout the country should again ask their senators and congressmen to support exemption of motion picture theatre employees from the provisions of whatever minimum wage legislation is introduced. A campaign to obtain this support will be conducted both by TOA and Compo, which is spearheading the all-industry effort."

Fortunately, we have in being a (Continued on page 3)

Vogel Reports:

MGM 1960 Net Sets 12-Year Firm Record
Profit is $8,595,000; Sees 1961 Even Better

Metro-Goldwyn-Mayer had a net profit of $8,595,000 for the fiscal year ended Aug. 31, establishing a 12-year record high, it was announced yesterday by Joseph R. Vogel, president. The figure was a 25 per cent increase over the $7,699,000 earned during fiscal 1959.

"The 1960 profit," Vogel said, "represents one of the best years in the entire 40-year history of the company and was achieved despite the actors and writers strike in the motion picture industry and even though the earnings of Loew's Theatres, now a separate and independent company, were included during all but the past 3 years."

Vogel said that he was confident (Continued on page 8)

Long Lines for 1st Day Of M.H. Christmas Show

The customary upturn of business at this time of year at Radio City Music Hall got underway with a bang yesterday as long lines formed all day for the opening of the annual Christmas show. As in the past the big upsurge is expected to continue throughout the holidays and beyond the first of the year.

Screen attraction with the Christmas stage show is "The Sundowners." The first day gross was estimated late in the afternoon at $24,000, which would be an all-time opening day record for the theatre's Christmas show, according to Russell Downey, president.
TOA Warns

(Continued from page 1)

ACE Productions company, whose organization is expected to be completed shortly after the first of the year.

The TOA Bulletin says that 10 companies will have released only 200 of the 10,000 of the special "Wizard" coloring books released in 1960. The total was 224 pictures, with 33 originating abroad.

It says "The net figure is 163 American-made films released in 1960, 191 in 1959. This is to be compared with 209 films (of which only a handful were of foreign origin) in 1958, and 425 in 1950. The question is: will more encourage," it continues, "are the Hollywood production figures—the number of pictures put before the cameras by the major studios. These are symptoms of what to expect in the year ahead.

Total 192 to 191

"In 1959 Hollywood put 192 pictures before the cameras, and in 1959 we had 191 films released (this excludes 33 films made by foreign companies and subsequently acquired by the majors). In 1959 Hollywood put 175 pictures before the cameras; we have 163 of them on our screens this year. In 1960 it appears as though we'll have 157, of which this date 143 have either been completed or are underway. The remaining 14 are scheduled to start before the end of the year. By any count, at least, we'll have less pictures made in 1960 than in 1959, which can only mean that our present majors will give us less American films in 1961 than in 1960."

For January and February of 1961, the TOA Bulletin finds the 10 companies scheduling only 31 pictures for release. The companies included in the report are Allied Artists, American International Pictures, Disney Productions, Columbia, Columbia-International Pictures, MGM, 20th Century-Fox, United Artists, Universal and Warner Bros.

Detroit Cooperative Tie-Up for 'Wizard'

A cooperative tie-up on behalf of "The Wizard of Baghdad" has been set in Detroit by the company's regional advertising-publicity manager, Tom McManus. The 250,000 of the special "Wizard" coloring books and 150,000 heralds to be displayed in 62 Kresge Stores in the metropolitan area.

Beginning today and ending the day before Christmas, Kresge will "loan" their Santa Claus to the Fox Theatre from 10:00 A.M. to 4:00 P.M. daily, following which, the 15-minute television show the variety chain sponsors 6 days a week will present the attraction to its large audience via posters and stories from the production as told by Kresge in the theatre.

At the Fox Theatre each day, Santa will give each child a "Wizard" coloring book and a gift certificate which may be exchanged for any of the 62 outlets.

Technicolor Net

(Continued from page 1)

with consolidated net income after taxes of $186,908 and 9 cents per share for the same period of last year on 2,033,702 shares then outstanding.

Earnings for the first 11 months of the company's fiscal year, which ended Nov. 14, reflect an improvement for that year due to temporary suspension of the company's contribution to the employee retirement plan a 1959. Earnings per share for the year to date are stated, and compared with 1959, on the basis of issuance and sale of 175,000 additional shares of the authorized Technicolor, Inc., common stock on Sept. 23, 1960. Consolidated net sales for the 44 weeks ended Oct. 29, 1960, were $23,448,774 as compared with $23,241,493 for the corresponding period of 1959. Earnings before taxes on income were $954,617 compared with earnings before taxes of $450,387 for the corresponding period of 1959, resulting in an improvement of $504,250 in operating results.

To Promote 'Callaggri'

Tony Wright, British stage screen star, will headline in New York and make in-person appearance in Philadelphia, Boston and Buffalo this week in connection with this national release next month of "Callaggri," it was announced by Harold L. Spero, general manager of Atlanta Films distributor for the Laurent Film lease.

NEW YORK THEATRE

VERSIGRADE, Inc.

ADDRESS: 33 Centre St., New York, N. Y.

CHEMILUX CORPORATION

ADDRESS: 545 Madison Ave., New York, N. Y.

RADIO CITY MUSIC HALL

ADDRESS: 72nd Street and 6th Ave., New York, N. Y.

DEBORA ROBERT PETER KERR MITCHUM USTIN

ADDRESS: 121 Broadway, New York, N. Y.

DEBORAH ROBERT PETER KERR MITCHUM USTIN

ADDRESS: 121 Broadway, New York, N. Y.

"THE SUNDOWNERS"

A WARNER BROS. PICTURE IN TECHNICOLOR AND THE WOOL'S GREAT CENTRAL THEATRE.
**Hitchcock Blames Exhibitors for 75% Of What Is Wrong with Industry Today**

**Special to THE DAILY**

DETROIT, Dec. 8.—The exhibitor can shoulder 75 per cent of the blame for what is wrong with the motion picture business today, producer-director Alfred Hitchcock is quoted as saying in an interview in the "Detroit News" this week.

The Hitchcock quote is as follows:

"The maximum run theatres haven't done a thing to sell a picture...the days of the silent. At least before talkies they had to hire a pianist or an orchestra to get their patrons in the proper mood. Since we days are getting a package deal done up in pink ribbons. All they do now is hire a man to put the film through the projector and sit back twiddling their thumbs. These men won't get out and hustle and apply ingenuity. They use the same tired, trite come-ons such as 'terrifying,' 'thrilling,' 'keep your hair on end.' The marques, the lobbies, the newspaper ads are cluttered with them."

Hitchcock is also quoted on his policy for "Psycho," in which he and other theatres refuse to seat anyone after the start of the picture. He said that if he had his way no one would be seated for any picture once it had begun.

"You don't start reading a book in the middle, do you?" he asked. "You're familiar with that chide. This is where I come in. Well, that same thing came to me; the idea of getting to movies smack in the middle. It's just bad timing. After all, those home watching tv don't turn the dial 10 minutes late if they're looking forward to a particular show."

**Merchandisers’ Merger**

Jay Emmett Associates, Inc., Stone Merchandising Associates and Syd Rubin Enterprises, Inc. are being merged to form Licensing Corporation of America. The new company will be one of the largest character merchandising firms in the world.

(Continued from page 1)

**Minimum Pay (Continued from page 1)**

National organization of exhibitor committees in all of the 50 states and in virtually all of the country's 57 Congressional districts. Formed last year, these committees will again swing into action in the campaign that will soon be getting under way," Sarra said.

"In the meantime, I think all exhibitors should get in touch immediately with their senators and congressmen. President Sarra and I have shown them that our industry still needs this exemption. It is of the utmost importance to theatres."

"Statistics show that had theatres been able to present the last minimum wage legislation, and had the bills been enacted into law, the increased cost would have closed thousands of theatres."

The Sarra article begins what is planned as a regular feature of TOA Bulletins, to which key members will contribute articles on subjects and in areas in which they are experts.

**‘Blue Law’ Edict Could Affect S. C. Statute**

By E. H. KAHN

WASHINGTON, Dec. 8.—Argument before the Supreme Court on the validity of so-called blue laws in Pennsylvania and Massachusetts has been concluded. If the court holds those laws to be unenforceable, it will have an effect on similar suits brought by theatres in Spartanburg, S.C., which this court did not accept for argument.

"Upon the course of the attorney's presentation to the Justices, it was asserted that mandatory observance of Sunday as the Sabbath imposed an extra burden on businessmen whose faith required observance of a different day. It was also brought out, for example, that it would be possible for a state to enact a 'day-of-rest law' which would require that business be closed one day a week and that this might be drafted so as to remain within the Constitution."

"The court was also assured by Douglas T. Dillon, solicitor for the City of Philadelphia, that the basis for the laws was primarily sociological, not religious. He noted that department store employees are not strong enough to stand up for the law and that one objective of the law is to assure them a day off."

"Another aspect of the Sunday-closing laws is to hold down the competition of suburban shopping centers and stores which want to stay open on Sunday upon the downtown business area."

**Final Ad in Compo E & P Series Out**

Publication by Compo of a series of advertisements in Editor & Publisher will end tomorrow, for a while at least, with the appearance of the 23rd and finally included motion picture trade magazine, according to Charles E. McCarthy, Compo executive vice-president.

McCarthy said that the regular program of advertising was being ended for economy reasons. In the future, he explained, advertising in Editor & Publisher will be resumed from time to time as special conditions may indicate.

Tomorrow's advertisement is the last in a series devoted to the industry's Production Code. Carrying the caption "Does the Press Need Policemen?" the ad states that the answer was given long ago with free press guarantees in the First and Fourth Amendments to the United States Constitution. The advertisement then points out that in its decisions on motion picture censorship cases the United States Supreme Court has lent its support to freedom of expression.

**Text of Advertisement**

The text of the advertisement follows:

"The nation’s highest court has included motion pictures in those guarantees of freedom of expression. Members of the American Bar Association rears its totalitarian head in mass communications it breeds further controls. The censor in America still wants further controls even though he's been let in on every case by the Supreme Court since 1952."

"The motion picture doesn’t need policemen any more than the press does. It wants the public to support and adhere to by all responsible film producers, distributors and exhibitors in the U.S."

"If it’s the American way, police control is not."

**Theatre Firm Formed**

ALBANY, N. Y., Dec. 8–Thurston Theatre, Inc., has registered a certificate to conduct business at 355 Thurston Road, Rochester. Authorized capital stock is listed as 200 shares, no par value.

**'Mink' Opens Dec. 19**

Terry-Thomas' new British comedy, "Make Mine Mink," will have its American premiere on Monday, Dec. 19, at the Barretum Theatre here, it was announced by Continental Distributing, Inc.
The Exciting TRUE Story of the

“A SURE BOX OFFICE WINNER!” Film Daily

“Will net a tidy profit!”
Daily Variety

“U-I has another winner!”
Exhibitor

“Should do good business everywhere!”
M. P. Daily

“Should do very well, indeed!”
M. P. Herald

“Wide appeal!”
Hollywood Reporter

GREAT CAMPAIGN TO SELL “THE GREAT IMPOSTOR”!
A great U-I world premiere showmanship campaign will launch “The Great Impostor” in a New England saturation beginning February 16th at the RKO Memorial Theatre in Boston and in over 100 situations throughout the territory.

Saturation advertising campaign in TV, radio, Sunday supplements, magazines and newspapers, and an all-out promotion campaign with personality tours, special TV and newspaper contests and special events, will pre-sell “The Great Impostor” for great boxoffice results.

Watch for special “Impostor” plan for your territory!

costarring
EDMOND O'BRIEN
JOAN BLACKMONT

Screenplay by LIAM O...
World's Most Fabulous Impostor

Based on the incredible facts of the sensational best-seller about the master masquerader... Fred Demara!

...The man whose amazing escapades were featured THREE different times in *LIFE*

**TONY CURTIS**

AS

**THE GREAT IMPOSTOR**

*ARTHUR O'CONNELL* • *GARY MERRILL* • *RAYMOND MASSEY*

*ROBERT MIDDLETON* and co-starring *KARL MALDEN* as "Father Devlin"

With the EXCITING MUSIC OF HENRY MANCINI

composer of America's best-selling albums!

Produced by ROBERT ARTHUR • A UNIVERSAL-INTERNATIONAL PICTURE
FBI Head Taken to Task at Miami
For Criticism of Violence on TV

Special to THE DAILY

MIAMI, Fla., Dec. 8—Television has a responsibility to present programs which are not only entertaining, but also thought-provoking, and the FBI has taken note of this responsibility in its recent endeavors.

In an interview with the Miami News, an article was published where FBI's concerns were summed up, according to an article. The FBI has a belief that television should do its part in combating crime and violence.

The most frequent comment by local police and television station heads, the article points out, is that the FBI is doing its part in combating crime and violence.

"We wonder if the same kids Mr. Hoover talks about would have done the things before the era of television," Lee Ruwitch, executive vice-president and general manager of Channel 4, is quoted as saying.

Citizen Material

There is no difference between seeing a story of violence on TV and reading it in a magazine or newspaper. In fact, if a community has both, they may develop some kind of social conscience," Ruwitch told the Miami News.

"We must always be on guard to see that too much violence doesn't appear in the medium," Wolson is quoted as saying. He concluded with the following: "I know that the responsible leaders of the screen industry have this very much in mind, and while we have no right to impose censorship here at Wometco, we are extremely conscious of this responsibility."

Newswise Distributed

Ferguson then detailed a huge tie-up with Macy's which was highlighted recently by the appearance of a television commercial for Shirley Jones in the store's Thanksgiving Day parade, which was network televised.

A newswise of the event was made up and sent all over the world, said Ferguson. The store is keyed to a "Pepe-Fiesta," with clothes, toys, etc., geared to this theme. "Pepe" merchandise tie-ins include dolls, paper dolls, piggy banks, matches and buttons.

Travel and tourist agencies over the world are scheduled to carry Pepe's posters and picture information, said Ferguson, who also detailed the various record tie-ins on the film's music, starting with the Copix sound track album, and, to date, in-store and 45 rpm recordings representing eight different record companies.

N.Y. Times' Used

Full page ads in the New York Sunday Times, since last Labor Day, when the world premiere date was 10 days away, were shot.

Stars in pictures seen around the world, feature story and art breaks in such national magazines as "Holiday," "Seventeen," and "Vogue," and a calendar for each month featuring a scene from the picture.

'Esther' Doing Well in Small-Town Theatres

"Esther And The King," 90th Century-Fox's Thanksgiving holiday release, is reported to have developed a pattern of unusually small town business similar to that contributed to the success of "North to Alaska." In four days at the Paramount Theatre in Youngstown "Esther" grossed $2,534. The four days of "North to Alaska" was $1,471 at the same theatre.

In six days at the Poli Theatre in Waterbury, Conn., "Esther" took in a total of $3,987, or $812 per day. At the Astor Theatre in Syracuse, "Esther" grossed $607, or $121 per day. This is almost double the $677 the film grossed at the Astor in Reading, Pa.

In three days at the Astor Theatre in Reading, Pa., "Esther" did $2,888 to "Ruth's" $2,545, and the two week total in Buffalo was $13,166 to "Ruth's" $11,111.
**AROUND THE TV CIRCUIT**

with **PINKY HERMAN**

**ANETTE FABRAY** will co-star opposite Wendell Corey in a new family situation-NBC comedy teleseries, the initial episode, "Yes, Yes Nanette," set to preem, Friday, Jan. 6 (8:30-9 P.M.). "Westinghouse Playhouse," is the title of the initial script by Nanette's real-life husband Randol MacDougall, who will supervise scripts to be written by various writers. In Jack Benny's music-TV special set for NBC, Thurs., Feb. 9, "Remember How Great?" will feature Andy Williams, McGuire Sisters, Juliet Prowse, Connie Francis and Hermes Pan Dancers. . . . Roz Starr, whose amazing store of knowledge of Broadway and Hollywood lore, makes her walking "show biz encyclopedia," will spend the Yuletide in Hollywood where she will open the new branch office. . . . Jackie Gleason will return to tv soon after the new branch office.

**Hathaway Watson,** vice-president in charge of broadcasting of RKO General, has announced the creation and establishment of a central sales organization of national sales managers with headquarters in New York. This sales staff will work with national representatives to provide closer liaison with RKO General, and will direct the development of national sales by direct relationships with agencies and advertisers.

Watson announced the appointment of Robert J. McNamara as director of sales plans. McNamara, who will function as sales director and coordinator of the newly established sales force, will make his office at the RKO headquarters in New York and will report directly to Watson.

**Regional Sales Heads Named**

In addition to the appointment of McNamara, Watson confirmed the appointment of sales managers who would be associated with RKO General stations throughout the country. Each would report to the first Vice-President and Sales Manager, and be responsible for national sales, reporting directly to the manager of his station. The list of appointed national sales managers includes Paul Martin, Chalmers H., Los Angeles (Eastern); Richard Jacobson, KJH-TV Los Angeles; Prod. Jones, WNAC Boston, & Yankee Network; James Gates, NBC-TV Boston; Allen, CKLW, CW-LW-TV Detroit (Eastern); Herbert Clarke, KFRC San Francisco; Gordon Lawhead, WHBQ, WHBQ-VM Memphis; Perry Ury, WCGM Washington.

**Wilde In New Post**

Robert Wilde has been named di- rector of corporate sales relations for RKO General. He will assume responsibility for overall corporate relations between RKO and the agencies and advertisers who use the several RKO stations.

**NAT'L SALES UNIT FOR RKO GENERAL**

**Telometer**

(Continued from page 1)

1 by Telometer. There will be noolie participation in the test.

The experimental toll tv station will rate on hour from 1:30 to 2:30 and 8:00 A.M., when KTTLA, licensee of the channel for "free"

on the air.

MTLA is run by Paramount Television, and is also a division of

amount Pictures.

The test proposes installing in Tel- er's laboratory an experimental power transmitter which will be

switchable signals that will be picked up in intelligently form-

by Telometer's receivers.

In the past, FCC has granted ex- tural toll tv authorizations. In case, it resulted in a portion of its

owed to permit Telometer to dispense

a normal 30-day waiting period

during the grant.

**MOTION PICTURE DAILY**

**WASHINGTO**

Dec. 8. - Transatlantic telecasting could be a reality within a year, according to Dr. Har- d A. Rosen, of Hughes Air- ence. This conclusion has been announced by the nation's million-dollar multiple motion picture deal. Sinatra's Exodus Pictures, which will produce the film's distribution by U. A., will move immediately into offices at Desilusi Studios in Hollywood. Work has already begun on several screen- tyres, titles of which will be released early.

**OKLAHOMA CITY**

G. A. D. Scott, a satellite, was tipped to be $15 million or

**December 9, 1960**
**Loeves to Have Same Number of Theatres**

Contemplating Adding More, Tisch Reveals

(Continued from page 1)

might be disposed of, but these could be offset by the addition of two theatres in New York replacing the old Lexington and 72d Street Theatres. The circuit presently consists of about 100 theatres.

He said the company would like to add more money-making theatres to its circuit and that it did not anticipate any difficulties from the Department of Justice, whose approval is needed, in doing so.

Tisch estimated earnings for the first quarter of the current fiscal year, which began Aug. 31, at "about the same as last year, 13 or 14 cents per share," on the approximately $2,600,000 shares outstanding.

He said the actors and writers strikes in Hollywood last spring, which reduced picture releases subsequently, was responsible for holding down earnings to some extent but added, "Business could get much better. Any time we get good product, we do better business."

During a question period at the meeting, Tisch assured one stockholder who wanted to know whether the company was abandoning theatre business for hotel operation, that "Loeves is remaining in the theatre business as long as they make pictures," he said, "we'll exhibit them."

The stockholders reelected all 15 directors and rejected a proposal made by a stockholder for the adoption of an amendment to the bylaws which, among other things, would require the election of directors by the stockholders at the annual meeting.


Questioning of Tisch by stockholders brought out that the recent sale of Station WJGM to the Crowell-Collier company for $10,950,000 involves a substantial capital gains tax. The sum is payable $7,950,000 at closing and $3,000,000 in 18 months. Tisch said he believes this to be the "highest price ever paid for a radio station."

**Own 600,000 Shares**

Answering a stockholder, he denied the sale was made to aid in financing the company's new hotels, the Summit and Americana in New York. Tisch said he and his brother own more than 600,000 shares of Loewe's Theatres stock and that they had been solely interested in entering New York hotel operation they could have used the money for that purpose instead of investing it in Los Angeles.

He said the company has plans for two motor hotels, one in central Washington, D.C., and the other at 8th Ave. and 51st St., New York. The stockholders were told that Loewe's Theatres will receive $200,000 annually on a 99-year lease from Tishman Realty Co., for the property on which Loewe's 79th Street Theatre stands. Tishman will erect a 34-story cooperative apartment building on the site.

Tisch said the rental represents a "tremendous increase" over what the property was earning as a theatre.

Tisch presided at a Loewe's Theatre stockholders meeting for the time and handled the meeting smoothly, even though professional shareholders such as John Gill and Martha Brandt were absent. Meetings formerly were presided over by Leopold Friedch, resigned as chairman last September but continues a member of the board.

Loeves Theatres expects to immediately profit from its new hotels as well as they open, Tisch said, the shareholders, because Loeves's hotel turing and many other industries breaking-in period is required hotels, he explained.

"The successes of the Summit at East 51st Street and Lenton Avenue and the Americana New York at Seventh Avenue between 52nd and 53rd Streets, are being written off in their entire earning against current income, he added.

**Looks for 20% Return**

"I can say," Tisch declared, "if we are looking for a 20% return on these hotels of at least 20 per cent on our cash outlay although I honestly believe that it will be much more than that."

Construction is on schedule and costs are "well within" original construction budgets with the Summit expected to open this coming June, in New York, for completion in the spring of 1960, he said.

Looking to the future, he explained that because Loewe's Theatres, has heavy investment in real estate, cash flow is relatively large and amounts to nearly $6,000,000 in the fiscal year ended August 31, 1960, and can be expected to increase by wide margin over this figure on the new hotel projects in operation.

**'B' at $2,600,000**

Metro-Goldwyn-Mayer's "Butterfield 8," showing consistently at high power, has already grossed over $2,600,000 at the box office in reports from its first 139 engagements. This pace is equalling the box-office business of "Cat on a Hot Tin Roof" and easily exceeding the opening weeks and holdover weeks "North by Northwest" and "Please Don't Eat the Daisies," M-G-M said.

**'Alamo' at $25,640**

John Wayne's "The Alamo" grosses a smash $25,640 in the sixth week of its road-show engagement at the Rivoli Theatre on Broadway, according to United Artists.

**MGM's 1960 Net Sets Record**

(Continued from page 1)

that earnings for fiscal 1961 would substantially exceed the 1960 figure. Vogel pointed out that each division of the company continued to operate profitably during the year and beyond. Gross revenues from film production-distribution operations amounted to $102,625,000 during 1960. They were slightly higher than those of the previous year while net income, before interest and income taxes from those operations amounted to $10,212,000, an increase of approximately $3,800,000 over the previous year.

**'Ben-Hur' Included**

"This favorable trend reflects both improved quality in our pictures and tighter control over operations," Vogel said. "The above figure for film production-distribution includes 'Ben-Hur', which had only been presented in 84 theatres by the end of the fiscal year and which is rolling up the biggest grosses and greatest recognitions of any release in industry history."

The annual report just mailed to stockholders noted that the company had working capital of $81,566,000, including $40,520,000 of cash, and U.S. Government securities. After payments totaling $9,800,000, including dividends of approximately $3,000,000 and reductions in long-term debt and purchases of company's stock in the sum of $6,800,000, working capital increased by $800,000 during the year.

**Equity Increased**

Stockholders equity increased from $87,463,000 to $90,266,000 by the end of the fiscal year.

The company has maintained regular quarterly dividends since the recommendation of dividend payments on Oct. 14, 1959, Four payments were made at the quarterly rate of 30 cents per share. On Sept. 7, 1960, a payment at the increased rate of 35 cents was declared payable on Oct. 14, 1960 and a second payment at this increased rate was voted on Nov. 29, 1960, payable on Jan. 15, 1961.

In his letter to stockholders, Vogel wrote: "Earnings for the first quarter of this fiscal year appear to be moderately above those for the first quarter of the year just ended. I am confident that with the splendid overall condition of the company, together with the importance and attractiveness of pictures to be released on our current release schedule, earnings for the full year ending Aug. 31, 1961, will substantially exceed those of 1960."

Since the close of the 1960 fiscal year, the company has taken an important step in its program of continued growth. It acquired the profitable Verve Records Inc. in an all-cash transaction. This acquisition will add more than 30 per cent to the volume of our record sales, Verve is the top American jazz label, featuring most of the outstanding artists in this field.

**Will Expand Further**

"In adding Verve to our already outstanding catalog of popular music, we have broadened the base of our record operations and now cover far more important fields of music. We will continue our efforts to expand into other record fields with the emphasis on classical music."

During the year, leasing of pre-1949 features and short subjects continued satisfactorily and by Aug. 31, 1960, leasing contracts totaled $58,351,000, of which $21,760,000 remained to be earned.

The extremely valuable feature pictures made by M-G-M since 1948, none of which have been shown on television, are being reviewed so that the company will be able to act promptly when circumstances are most favorable, Vogel said.

The company's music operations continued profitably during 1960, and since the acquisition of its interest in two English music publishing houses—B. Feldman and Francis Day & Hunter Ltd.—revenues and earnings from abroad have increased substantially.
Columbia Stockholders, Employees
To Be Offered 300,000 S. G. Shares

WASHINGTON, Dec. 11.—Screen Gems, Inc., has filed a registration statement with the Securities and Exchange Commission seeking registration of 300,000 shares of common stock, to be offered (1) for subscription by the common stockholders of Columbia Pictures Corp., (its parent) on the basis of one new share of Screen Gems for each five shares of Columbia Pictures held, and (2) for subscription on the same basis by participating employees under the Columbia Pictures Corp. employees' stock purchase plan.

De Luxe Expansion Set
For March Completion

The million-dollar expansion program undertaken last summer at De Luxe Laboratories to handle an anticipated increase in 70mm Todd-AO prints should be completed by March 1, Alan E. Freedman, president, said at the weekend.

"The latest available processing machinery is being installed as planned," Freedman said. He outlined the design of the new equipment which includes electronic high-speed color printing machines; multi-lateral striping machines, making possible the additional tracks for George Stevens' planned five-language track for (Continued on page 4)

Cyril Landau Assistant
To 20th-Fox's Goldstein

HOLLYWOOD, Dec. 11.—Cyril S. Landau has been signed as assistant to Robert Goldstein, executive head of production at 20th Century-Fox, and is giving up his law offices both in New York and Los Angeles to assume his duties at once.

Landau has been associated with motion picture production, distribution and theatre operations since (Continued on page 4)

20th-Fox Considers Reissuing 'King And I'
In 70mm Version; Original Bookings Were 35mm

A reversal of the usual exhibition policy of releasing a film in 70mm for roadshow engagements and then employing a 35mm printdown version for subsequent bookings is currently being considered by 20th Century-Fox.

The picture in question is "The King And I." It is one of the films photographed in the CinemaScope 55 process back in 1956. Original plans to release it in a 55mm print were dropped as impractical and the picture went out in all engagements in 35mm CinemaScope.

Now the company has taken the 55mm print and blown it up to 70mm. It was screened in that version for top 20th-Fox executives at the Rivoli Theatre last week.

If the company proceeds with plans to reissue "King" in 70mm, it is probable they will use the original promotional campaign, up-dating it by adding "Now see it on the big 70mm screens" or words to that effect.
Nine-City Tour for 'Where the Boys Are'

M-G-M has launched a nine-city tour in Milwaukee and Cleveland on behalf of its holiday attraction, "Where the Boys Are." In the traveling group are the producer of the picture, Frank Sinatra, with several of the cast of new, young talent including Paula Prentiss, Jim Hutton and Maggie Pierce. S. Sandler, M-G-M's eastern advertising manager, is also with the group.

"Where the Boys Are," which also stars Dolores Hart, Yvette Mimieux and the singing record star Connie Francis, opened in Providence, Fort Lauderdale and on Dec. 21 culminating the promotion trip.

In Milwaukee the visitors were tendered an invitational luncheon followed by interviews with the press as well as appearances on leading tv and radio stations. They were in Cleveland Wednesday for a full schedule of events.

Their itinerary includes Detroit, the next stop, followed by Columbus, Atlanta, Charlotte, Richmond, Washington, Fort Lauderdale. They will subsequently return here in time for the picture's opening at Radio City Music Hall.

New Fox Dallas Offices

Will Be Opened Today

Special to The Daily

DALLAS, Dec. 11—Twentieth Century-Fox on Monday will formally open its new offices at 1400 St. Louis Street here. The company now is in the last stages of moving operations from its "film row" building.

The new quarters, constructed under the supervision of Clarence A. Hill, head of branch operations for the Fox organization combine all facilities on one floor at the street level. The screening room seats 56; offices and shipping room will serve some 800 theatres throughout the Southwestern.

Company executives who will attend the "open house" on Monday include C. Glenn Norris, general sales manager, and Thomas McCleaster and Robert Conn, of the Fox "sales cabinet."

Koch Joins Essex Prods.

Howard W. Koch has been named executive producer of Essex Productions, Inc. Koch, 40, Frank Sinatra, president, of the company, which has signed a $15,000,000-900 multiple-picture deal with United Artists, Koch will announce his new post immediately with offices at Desilu Gower Studios. He most recently was associated with Norma Panas and Melvin Frank in the production of "The Facts of Life."

Musician, Financier

Join in New Firm

BY SAMUEL D. BERNs

HOLLYWOOD, Dec. 11—An unusual union of talents has been effected with the formation of a new producing firm, which will make theatrical features under the Academy Productions, Inc., banner and filmed certain spectaculars, as well as regular filmed series through Heritage Productions.

The two men executive team consists of Buddy Bregman, young, dynamic producer-composer-conductor and arranger who will function as producer of the association's projects, and Paul Benton, president of Western Trust, with other activities, in this area, who will now devote his major activity to theatrical ventures with Bregman.

Bregman is touring the Goldwyn Studio lot in Los Angeles and Benton, who already has put a program of four pictures for 1961 in motion, which are completely and independently financed.

The first of these, "The Evil Weak," will start shooting Jan. 18. The second one, "High Boot Shoes," film version of the Broadway hit musical will be filmed in April. Other television on the 60 slate are "Hate Town" and "The Robert E. Lee Story."

In an interview with the new production team, Bregman disclosed his arrangements with other Enterprises to handle all releasing negotiations for the individual films.

Heritage is currently producing "The Song and Dance Man" as a filmed tv series and to be released on the premise that it is generally difficult to get all the people you want for a special tv show; and this is that any filming one that can be available within the sponsor wants it affords greater freedom of production without concern for deadlines.

Another spectacular planned this year, according to the Jimmy McHugh Story," Bregman said.

Bankruptcy Filed

BUFFALO, N. Y., Dec. 11—Saber Motion Picture Productions, Inc., which last year filmed a feature motion picture based partly on operations of the Buffalo Police Department, has filed a petition for bankruptcy in Federal Court here. The petition was filed by the company president, Robert R. Kleinmehl, also who is known as Robert R. Barone, who has been bankruptcy petitioned his debts of $65,411, including wages earned last year by several employees. Other debts include rental of equipment used in filming the company's pictures.

NT&T Ruling

(Continued from page 1) dre has had three losses since 1959. All of whom failed to effect successful operation.

Decision Reserved

Judges reserved decision on N.T&T's petition to enjoin erect a drive-in theatre near Phoenix, Ariz. Bert Piroho, an independent exhibitor in the area, appeared on behalf of himself, the theatre operators as amicus curiae to oppose N.T&T. petition. He contended construction of the theatre by the petitioner would unduly restrain theatre competition in the area.

The Justice Department did not oppose the petition.

'Next Time' for Hunter

HOLLYWOOD, Dec. 11—"Next Time We Love" will be brought to screen as a Ross Hunter production for Universal-International, one of the company's top pictures for 1961 it was announced today by Edward J. Bridenbaker, president of the studio.

The firm's charge of production. Eleanor Griffin has been signed by Hunter to develop a modern screenplay for the story, which was filmed originally in 1934 with Margaret Sullivan and James Stewart in the top roles.

Royal Gets 'North'

NEW ORLEANS, Dec. 11—A. L. Royal, head of Royal Distribution Corp., has acquired the distribution rights to a 71 minute feature entitled "The Livin' North," Royal is presently engaged in negotiations with sub-distributor, and thus far has consummated deals with Masterpiece Pictures for New Orleans territory distribution; Desilu Film Exchange, Dallas; and Wheeler Films, Washington.

Five U.S. Films Cited

At Acapulco Festival

ACAPULCO, Dec. 11—The five American films entered by United Artists in the International Film Festival here review were all cited for awards at the banquet which closed the fair late last week. The films were "The Angry Silence," and its "notable use of actors and directorial techniques to produce a controversial theme"; "The Apartment" for the excellence of its human value and its "outstanding direction"; "It's a Mad, Mad, Mad, Mad, World" for its "cinematic atmosphere achieved," "Tum of Glory" for its "precise interpretation of British Army atmosphere and "Never on Sunday" for "freshness and gaiety in affirming the vital values of the Mediterranean world.

PERSONAL MENTION

L. A. TISCH, chairman of the board of Loew's Theatres, left here at the weekend for London. PRESTON H. TISCH and CHARLES KURTZMAN, circuit officials, and JAMES SHANAHAN, of Loew's Hotels, are in Boston today from New York.

MAURICE A. BORGMAN, East Coast public relations coordinator for the Academy Awards, and KALMAN B. DRUCK, president of Harshb-Hotman & Druck, public relations counsel for the Academy, will leave New York today for Los Angeles.

IRA D. BECK, Latin American television supervisor for United Artists Associated, will arrive in New York today from Mexico City.

RICHARD ATTKENBOURGH, co-producer and co-star of Vellant Films' "The Angry Silence," and Sic Snore, who is co-presenting the film, will leave here today for Hollywood.

HAROLD E. TYSER, former exhibitor now a New York Assemblyman, has returned to Chittenango, N. Y., from Albany.

CARY GRANT returned to Holly- wood at the weekend from New York.

PAT NOTARO, Stanley Warner West Coast zone manager, will leave Los Angeles tomorrow for New York.

W. A. HARTUNG Dies at 76

SEATTLE, Dec. 11—William Ar- thur Hartung, 76, president of the Vancouver, B.C., newspaper group, which he founded here in 1925 died at his home here following a heart attack. Active in Seattle since 1929, he had managed the Orpheum and Paragon theatres.

In his earlier days he had operated houses in Vancouver, Denver, Omaha, Milwaukee and St. Louis.

H. WHITTINGTON

[Image: Image of a holiday greeting card]
Did you get that record-smashing Radio City Music Hall figure? Did you read those New York reviews? Shall we all leap for Joy?!!!
TENT TALK

Variety Club News


Loew’s Production

(Continued from page 1)

additional reason for thorough consideration of the proposal, it was stated, was that, consequently, Loew’s Theatre officials took the further step of discussing the possibility with the Department of Justice in Washington, whose approval would have to be obtained before the theatre operating company could hope to enter film production.

Barred by Consent Decree

Loew’s Theatres’ Federal consent decree prohibits the company from engaging in production, as do the Stanley Warner and National Theatres’ Television decrees. The American Broadcasting-Paramount Theatres and RKO Theatres decrees do not contain a such a prohibition.

The Loew’s Theatres official described the discussions with the Justice Department as “largely informative, to find out what we could do and couldn’t do in the event it was decided to proceed.”

Introduced at TOA Meet

Loew’s Theatres’ interest in production was announced to the trade by Maurice Silverman, an Assistant to the General Counsel, the Anti-Trust Division, in a talk to the annual convention of Theatre Owners of America in Los Angeles last September. Silverman said that the company’s formal application to the U.S. District Court here for authorization to engage in film production was in preparation at the time and might be filed some time during the fall.

The court’s approval would be necessary and presumably it was to have been sought after the company had determined that the Justice Department would not oppose it providing certain specific safeguards were agreed to.

Statement Brought Questioning

It was on the basis of Silverman’s disclosure that an application for court authorization might be filed by Loew’s Theatres that this fall that the company was questioned on the status of its production plans at this time.

“With the company’s major diversification plans in the hotel operating field now well advanced,” a company official said, “I think the film production idea could safely be considered to have been abandoned.”

U.S., Rumania

(Continued from page 1)

American film companies approved by the State Department and Rumanian companies “for the purchase and sale through theatrical channels of mutually acceptable artistic, cultural, and other entertainment films.”

(2) Each nation will undertake to arrange a premiere of a representative film of the other’s—to be held in Washington and Bucharest at approximately the same time—and the invitation of several personalities from the film industry of the other to attend.

Reciprocal Visits Set

(3) Each country will arrange for “reciprocal visits of delegations of specialists in the field of cinematography to become acquainted with the production of films in the other country.”

(4) The governments will assist, as appropriate, in widening the distribution of copyrighted American and Rumanian films through regular distribution channels, “it being envisioned that special emphasis can be given during the last year of the agreement to the distribution of films from each country from eight to 10 documentary films from the other country.”

To Dub or Sub-Title Films

(5) The films exchanged, purchased and sold under this agreement will be released in dubbed or subtitled versions. “The contents of the films will be preserved and any changes must be agreed to by the supplying party. Prior to its distribution, the release version of each film must be agreed to by a representative designated by the supplying party.”

Each of the countries has expressed its intention to facilitate showings of films from the country of origin by such means as exhibitional film showings. Each will support its desires according to the practice and regulations of the country of origin. Further discussions concerning this will be held on a diplomatic level.

The cultural exchange agreement also provides for visits by U.S. and Rumanian performers.

Col. Stockholders

(Continued from page 1)

television distribution of feature motion pictures and shorts originally produced for theatrical release and, through the Elliot, Unger and Elliot division, in the production of commercials for television.

Will Finance TV Programs

The net proceeds from the stock sale will be utilized principally for the financing of television film programs produced by the company or by independent producers for distribution by the company and, to the extent required, for making the payments to Columbia which may be called for by the operating agreement between the company and Columbia on account of contracts for television distribution of Columbia’s motion pictures.

The company has outstanding 2,250,000 shares of common stock, all owned by Columbia.

Landau Named

(Continued from page 1)

1936, when he joined the RKO studios in New York. Prior to that, he represented the Leo Spitz law office in New York where he was introduced to the motion picture business.

Resumed Private Practice

In 1946, he became assistant general counsel for United World Pictures, Inc., and from September, 1946, until 1954, he was assistant general counsel to Charles Prutting at Universal. He then returned to private practice in New York and, in 1957, opened his Hollywood office.

Beverly to Handle

(Continued from page 1)

national distribution of the new package.

Bill will go into saturation release on Jan. 1 in the Charlotte exchange territory, where it is booked by Harry Kerr’s Dominant Pictures of the Carolinas. A national package for 300 playdates in North and South Carolina over an approximate six-week period. An additional 50 prints will be made available for West Coast dates during the same period.

De Luxe Extension

(Continued from page 1)

“The Greatest Story Ever Told,” at other innovations.

In addition, Freedman said the new products are being tested to maintain a constant vivid color printing, assuring absolute fidelity in reproduction of Todd-AO colors as photographed.

Spartacus’ Bowls

In London, Rome

Cala premiers have been held Great Britain and Italy for “Spartucus,” which bowed at the Empire, in London, and the Superma, in Rome, on December 7 and respectively. Crowds in both welcomed the Bryna Production, leaving no room — Internationally the film is reported to be up to capacity business in each situation since its release.

Doughis, the star of the film was present. London party together with Universal Press president Milton R. Rackmil, v president and foreign general manager Americo Abboad, and “Spartucus” director Stanley Kubrick.

Top Players Attend

At the Rome opening, the colony was equally well represented with such luminaries as Gina Lbianch and Anna Magnani, as well as Peter Ustinov, another of the stars of the picture.

$5,250 to Charity

(Continued from page 1)

president of Canadian Famous Players and representing Variety International, were: Robert K. Shaw, first assistant; Irving Dollinger, and assistant; Jack H. Levin, prop master; Jack H. Hoffburg, dough, and canvassmen; Leon K. Fraker, Morris Sanders, Cha Smakwitz and George Waldman, Cossman Joseph E. Levine, recover from an operation in Boston, was present.

Brandt, introduced by toastmaster Jack Levin, received a standing ovation from the more than 500 assemblage who were present. In his remarks, Brandt said, “Charity is name for Variety and Variety is name for show business,” and stated that he was proud of the success of the charitable work Tent No. 38 he undertaken.

He then presented a check on half of the tent to Dr. Emmanuel Vici, head of its Cancer Control Research Foundation, for $2,500, bringing the amount donated by the organization to that charity to $15,375, and a second check for $2,750 to D. Daniels, president of the Tent’s E.E. Corum Fund, representing the Fund’s initial donation.

Father William Shelley of Manhattan’s St. Shay gave the benediction, and comedian Joey Ady was guest speaker for the affair.

Motion Picture Daily

Monday, December 12, 1957

Stanley Warner Sets Refurbishing of Second Theatre in Albany District – Avon, Utica

ALBANY, Dec. 11.—A second Stanley Warner theatre in the Albany district is to be refurbished. The first-run Avon in Utica will have its front redecorated, a new booth installed and a 70mm screen put in, according to word on Filmrow.

The Kolite Company, of Schenectady, will modernize the front, inserting varicolored aluminum strips. The present projection booth, will be taken down and a new one will be re-positioned—for the wide screen. The brick structure will be closed while the booth work is under way—probably after the stalled version.

Meanwhile in Albany, wreckers are engaged in the demolition of a former store building, located adjacent to the Strand Theatre and on a corner. This will be the site of a new lobby, illuminated by a two-directional movie. The present lobby will be closed off, and offered for rental as a store.

Special to THE DAILY
Kelly to Narrate Hollywood Documentary

From THE DAILY Bureau

Of WOOD, Dec. 11. - Gene Kelly has been signed by David L. per to host and narrate "Holly-
d And The Movies," a two-hour Sammy tv special, presenting the
story of the motion picture industry. Wolper is producing and
staging the Wolper-Stirling production in two one-hour parts, the
recording with the silent era.

Kelly will show Hollywood from
early days of talkies through the
tell. Kelly will conduct film reviews with great movie names yesterday and act as narrator to
great film classics, most of them
screened since 1929. The docu-
telefilm will be aired nationally
by a major network in February.

Extras' Pact

(Continued from page 1)

do demonstrate or illustrate prod-
s and services and also provides
litional payments for services. A new
dition of extra player to be pro-
ed as "product extra player," to be
lished, with a minimum rate of
a day at 11:30 a.m. rising to $70.53 a day on
1962.

Original payment to an extra com-
mines him only for 13 weeks use
commercial, unless he is paid an
litional 75 per cent for unlimited
when first employed. Otherwise,
use after 13 weeks, the extra will
paid an additional 100 per cent of
total original compensation.

On and after July 1, 1962, all extra
yers working on television com-
rcials will come under the same
in of additional percentage pay-
rovided for use after 13 weeks as the
ct extra player. Rates for these
ther extras will be identical with
se in the contract signed in Hol-
dwood between SEG, the Association
tion Picture Producers and the
ance of Television Film Pro-
ners.

Payments to Pension Fund

The New York extra players con-
cct calls for a contribution by the
ew York producers of an amount
al to five per cent of all extra
'es earnings for pension, health
rship and welfare plans, beginning Nov.
1960.

The contract runs to June 30, 1964,
th reopening rights on television
rmercials.

The Hollywood contract between
creen Extras Guild, AMPF and
TRA provides that terms of the
ew York extra players agreement
ving rates and conditions for tele-
n commercials shall be automatically
orporately incorporated in the Hollywood
reement.

SEG represents extra players in the
ew York area. SEG represents them
wherever.

FCC Proposes Change in Rules on Transfers of TV Station Licenses

From THE DAILY Bureau

WASHINGTON, Dec. 11.—The Federal Communications Commission has
proposed a change in its rules which would require a hearing to be held
on proposed transfers of broadcast licenses unless stations have been operated
by the same owners for at least
years. Saying that frequent turnover
of a large number of stations is "a
matter of concern both to the Com-
mission and Congress," FCC noted
that sales after short holding pe-
tions as to whether the
owners are engaged in traf-
icking in broadcast interests and
whether the resultant uncertainty
on the part of station personnel
and disruption in operating contin-
ues programming deterioration
compatible with broadcasting in
the public interest.

The proposed rulemaking would
exempt tv translators and pro forma
assignments or transfers of control
due to inadequacy of operating cap-
tal or death or disability of station
holders.

Commission records show that for
the past three calendar years an
average of 555 applications were
filed for change in ownership of
which over that number of stations
and many applications involved
one facility. A 1958 study revealed
that 83 per cent of such
applications were for AM stations,
9 per cent for FM stations, and
per cent for tv stations. About
per cent covered more than one sta-

In 47 per cent of the cases the
FCC Invites Views on New Outlet-Owner Rule

rules were for AM stations,
9 per cent for FM stations, and
per cent for tv stations. About 10
per cent covered more than one sta-

In 47 per cent of the cases the
FCC Invites Views on New Outlet-Owner Rule

From THE DAILY Bureau

WASHINGTON, Dec. 11. - The Federal Communications Commission
requests comments by Jan. 31, 1961, concerning a proposed change in its
rules governing multiple ownership of AM, FM, and Television stations.

The rule would exempt from FCC restrictions on multiple ownership
the holders of small amounts of stock in corporations which have an
"interest" in a number of broad-
casting facilities.

FCC would revise its multiple
rights (sections 335, 324, and
3,636) by changing a note to
these sections to provide that "a
person who is not an officer or
director of a corporation shall not be
to have an interest in or to be a
stock holder of that corporation un-
less he:

(1) Directly or indirectly owns one
more of the outstanding voting stock thereof if the
corporation has more than 50
holders of voting stock;

(2) Directly or indirectly owns five
more of the outstanding voting stock if the corpora-
tion has 50 or fewer holders of voting
stock;

(3) Owns any of the stock of the
corporation whatsoever and in fact
controls or has a substantial voice in
the control or management of the
corporation or its affairs."
'Blues' Bright $20,000, Clev.
Det.; 'Blues' Great $20,000,
'Blues' Boff 24G, D.C.,
'Blues' Big $16,000, Pitt,
Buff., 'Blues' Boffo 20G
Frisco; 'Blues' Mighty $23,000
'Blues' Whopping 15G, Omaha,
St. Loo, 'Blues' 18G
Seattle, 'Blues' 9G, 2d
'Blues' Rousing $26,500, Hub
L.A. Biz Brighter, 'Blues' Big 27G
'BLUES' BOFFOLA 24G, DENVER,
'BLUES' LOFTY $10,500, PROV.
'Blues' Brilliant 12G, Port.
'Blues' Big 12G 'Lace' 7G
'Blues' Bright 17G Mpls.
Balto; 'Blues' Boff 12G

PARAMOUNT PRESENTS
ELVIS PRESLEY
G.I. BLUES
HAL WALLIS PRODUCTION
Co-starring JULIET PROWSE
Directed by NORMAN TAURIG
Written by EDMUND BELOIN and HENRY GARSON
TECHNICOLOR

GET AN EARLY BOOKING CALL
PARAMOUNT NOW!

BILLBOARD "#1 RECORD ALBUM BEST-SELLER"-RCA's "G.I. BLUES!"
Seek to Organize

N. Y. WOMPI Group

Efforts are being made to organize a New York City chapter of the Women of the Motion Picture Industry. Following a preliminary meeting last week a new session has been called for Jan. 12 at the Beacon Hotel at 7 P.M.

Women who have been employed in the industry for at least six months are eligible. Those interested should contact Estelle Green at the MGM Exchange or Dorothy Reeves at the U.A. Exchange.

Filmgroups Sets 12
At $6,000,000

From THE DAILY Bureau

HOLLYWOOD, Dec. 12 - Roger Corman, president of the Filmgroup, announced today his company will film 12 features with an overall budget of $6,000,000 allotted to them.

Corman, high on the box office potential of "Atlas," his first million dollar venture which will be released early in the new year, said four of the Filmgroup's 1961 program will be made in the $750,000 to $1,000,000 range. Four others will be in an intermediate category and the third group of four will be low-budgeted.

Famous Players into Diversification;
Buy into TV Station & Bowling Alleys

Special to THE DAILY

TORONTO, Dec. 12 - News being taken by Famous Players Canadian Corp. in a program of diversification are outlined by J. J. Fitzgibbons, president and managing director, in a letter to stockholders accompanying the financial report for the first nine months of 1960.

Net profit for the period ended Oct. 1, 1960, was $1,429,299 as compared with $1,718,233 for the same period last year.

Fitzgibbons points out operating results are after deducting all costs and expenses incurred in the period in the development of Telemeter and the losses of the subsidiary, General Sound and Theatre Equipment Co. Ltd., which has branched out into various fields of electronic equipment.

Theatre business held up reasonably well during the third quarter although it was not quite equal to results obtained in the same quarter last year, Fitzgibbons said.

Giving details of company expansion, Fitzgibbons said an agreement has been entered into subject to the approval of the Board of Broadcast Governors, for FPCC to purchase approximately 13% per cent of the common shares and approximately 25 per cent of the preferred shares of the VanTel Broadcasting Co., Ltd., this company own's Vancouver's new television station CHAN-TV.

Toronto Bowlerama Ltd., in which Famous Players has a 50 per cent interest, has leased a 32-lane (Continued on page 3)

Crippled Home Offices Close Early

Snow Blitzes Theatres From Va. to Border

The first snow of the season in the metropolitan area tied up most forms of public transportation for almost 24 hours and cut down theatre attendance by more than 50 per cent from normal Sunday night and yesterday.

Raging from Virginia into New England, the storm dumped six to 12 inches of snow over the region, affecting the most populous area of the nation, and its heavily concentrated numbers of theatres, by paralyzing traffic and keeping millions at home.

The snow, which began on Sunday, ended in the metropolitan area early Monday afternoon, but continuing cold weather indicated that its effects would be felt to some extent today and possibly later.

Snow-clearing machinery made slow progress against the storm and hence even should thawing set in, traffic conditions are expected to remain poor.

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Giving details of company expansion, Fitzgibbons said an agreement has been entered into subject to the approval of the Board of Broadcast Governors, for FPCC to purchase approximately 13% per cent of the common shares and approximately 25 per cent of the preferred shares of the VanTel Broadcasting Co., Ltd., this company own's Vancouver's new television station CHAN-TV.

Toronto Bowlerama Ltd., in which Famous Players has a 50 per cent interest, has leased a 32-lane (Continued on page 3)
Negroes Turned Away At Four Miami Theatres

Special to THE DAILY

MIAMI, Dec. 12—A small group of Negroes, representing the Miami Chapter of the Congress of Racial Equality, tried unsuccessfully to gain admission to four Miami theatres—the Capitol, Odeon, Colonial and Miami—last week. They were told there were "no facilities" available for them.

Dr. John O. Brown, chief of the Miami CORE chapter, said his group's next move will be to try negotiations with the theatre managers.

"This was the first time efforts have been made to integrate local theatres," Brown pointed out. "Organization previously won integration concessions at several variety store lunch counters."

Managers of the Olympia and Miami Theatres said the CORE members were denied admittance because of "lack of proper facilities."

Military Schools Protest "Derogatory Films, TV"

Concern over "derogatory references to military schools in motion picture and television productions has been expressed by the Association of Military Colleges and Schools of the U.S. to industry executives."

In a letter to the Motion Picture Association, Production Code Administration, Writers Guild of America, East, and Writers Guild, West, the industry is asked to "urge writers and producers to avoid making their scripts with an eye to omitting derogation or mention of military schools." The letter is signed by Addison B. Craig, Association president, who says his members want "fair play."

N. Y. Film Critics Vote 'Bests' of '60 Dec. 29

The New York Film Critics will meet Dec. 29 at the New York Newspaper Guild Clubhouse here to vote on their annual film "bests." The group ballots on the year's best picture, foreign language feature, director, actor, actress and screen writing. At the Critics' meetings this week, Paul V. Beckley of the N. Y. Herald Tribune was elected chairman, succeeding Howard Thompson of the N. Y. Times. Wanda Hale of the Daily News became vice chairman, succeeding Beckley, and Archer Winston of The Post was elected secretary-treasurer.

Emerson Archer of the Times and Joseph Morgenstern of the Herald Tribune were admitted to the group as new members.

Consolidated Plans New Honolulu Drive-In

Special to THE DAILY

HONOLULU, Dec. 12.—Consolidated Amusement Co. has asked the City Council to approve plans for a $300,000 drive-in theatre in an area slated for residential development. A zoning change is necessary before construction can begin.

Fred Williams, Consolidated president, said his company has taken a 55-year lease on the site and plans a 750-car theatre with space to "stack" an additional 800 waiting cars. He said it would take at least three months to build the new theatre which he indicated would replace Consolidated's Kapiolani Drive-In, the lease on which expires next March.

‘Sundowners’ to Open

Their world premiere at Radio City Music Hall "The Sundowners," Warner Bros. release will open in New York city theatres throughout the country for the Christmas and New Year’s holidays.

‘Hand in Hand’ Set For School Première

From THE DAILY bureau

HOLLYWOOD, Dec. 12.—A one-reel motion picture premiere will be held Friday, December 16, at Screen Directors’ Guild, when Oakwood School sponsors a show of "Hand in Hand," based on Helen Winston’s Col- picture Pictures’ novel in the same way. The school’s officials and a number of parents of children who attend North Hollywood private school, will be the first of the film to see that important, both the film and their parents should have an opportunity to view the picture. "Hand in Hand" tells the story, two Catholic children of the other Jewish faith, through their childhood friendship, learn about each other’s faith.

Various Club News

BALTIMORE — Variety Cl. Tent 19, will sponsor the Baltimore premiere of "Spartacus" at the To- Theatre, Thursday, this will be the Bal- more club’s first movie premiere many years. Tickets already have gone on sale at $5 for orchestra a money seats and $3.50 for the balcony. B. W. Chapman is chief Barker, Bernard Seaman, chief Barker, takes over at the start of 1961.

NEW ORLEANS—The new qu- ters of Tent No. 45 will be opened officially on Thursday of this week. The premises are on the front, riv- side section of the floor above the La Louisiane Restaurant, in the Vic- Carre area of the city. A Christ- Party will be the first big event.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Garver, News Editor; Herbert V. Frock, Advertising Manager; Gus H. Fanell, Production Manager; Marion A. Stull, Subscription Manager; J. C. M. Platt, General Manager; A. L. Garver, General Manager. The Motion Picture Herald is published daily except Saturdays, Sundays and holidays. The Motion Picture Daily Division today, Charles A. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Beatrice L. Lipton, Chief. Washington, D.C. Bureau, Walter C. Grest, Chief. London Bureau, Kenneth G. Story, Chief. New York Bureau, John J. Hennessey, Chief. New York Staff, James M. Ethridge, Chief. New York, N. Y., 5th Ave., 21 St., Room 1802. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.
Snow Blitzes Theatres

(Continued from page 1)

New ‘Greener’ Tie-Up

Sayre Woods South, a real estate development will feature ‘The Grass Is Greener’ and the leading Universal picture in its 1,200 line newspaper ads in the New York Journal-American and the Newark News on Friday and in the New York Times, the Newark News, the News Star Ledger and the Bergen Evening Record on Sunday, also announcing a special contest for everybody visiting the Sayre Woods South development.

Diversification

(Continued from page 1)

bowling alley located in the Newtown Shopping Plaza in North Toronto which will be in operation about Feb. 1, 1961.

In association with Clarence Marshall, FPCC has purchased the property from the city of North Battleford, Sask., and will remodel the property into a 12-lane bowling alley to be in operation by Jan. 1, 1961.

The Pygmy Bowling Alleys in Nanaimo, B.C., with 30 lanes were recently acquired by Famous Players. In Guelph, Ont., Toronto Bowlerama, under a long-term lease on the Sportsman’s Bowl, Toronto Bowl-a-Rama also operates the Nortown Bowling Lanes in Toronto.
The following Columbia executives are prepared to answer all your questions regarding the "PEPE" Circle Plan of Release. Ask any one of them how your theatre fits into the plan!

**In NEW YORK:**
- Rube Jackter, Vice President & Gen., Sales Manager
- Milt Goodman, Assistant General Sales Manager
- Jerome Safron, "Pepe" Sales Coordinator

**Outside of NEW YORK**
- R. J. Ingram
- Harry Rogovin
- Ben Louie
- Jack Judd
- Carl Shalit
- Ben Marcus
- Norman Jackter
- Harry Weiner
- L. E. Tillman
- Sam Galanty
  
  Atlanta
  Boston
  Chicago
  Dallas
  Detroit
  Kansas City
  Los Angeles
  Philadelphia
  San Francisco
  Washington, D.C.

**In CANADA**
- Harvey Harnick, Affiliated Pictures Corp., Toronto
Avoid 'B' and 'C' Films, Bishop Urges

Special to THE DAILY

ALBANY, N. Y., Dec. 12.—All Roman Catholics, "young and old," should avoid motion pictures rated by the Legion of Decency as "B" or "C," or those placed in a special category, the Most Rev. William A. Scully, bishop of the Albany diocese, urged in this in a pastoral letter read at Masses Sunday, when the L.D. pledge was again recited.

Members of 220 parishes took the "old." Legion of Decency pledge to "condemn indecency and immoral motion pictures and those which glorify crime or criminals, and to remain away altogether from places of amusement which show them as a matter of policy."

"Dirty Deluge"

Bishop Scully served for three years as chairman of the Catholic Bishops Committee for Motion Pictures, Radio and Television.

The Evangelist, diocesan weekly (whose publishing company Bishop Scully heads), in a weekend editorial captioned "Step on the Dirty Deluge," commented: "Stressing the danger of compromising moral standards, the Bishop rightly insists that all pictures rated "B" or "C," or those placed in a special category should be avoided by all—young and old. You can't play with pitch and not be dirtied."

"Immorality Glorified"

The Bishop's pastoral letter declared: "Subjects have been chosen for production that should never be displayed on the screen. Immorality has been glorified; sex glazorized, brutality and crime made commonplace. The Motion Picture Production Code; set up by the industry as a protective measure has failed in its primary purpose; and is hardly more than a name. The seal of approval has been given to pictures which are not fit to be shown in any neighborhood motion picture theatre. Parents should be constantly alert to the moral danger confronting their children, especially adolescents, through the exhibition of these offending pictures."

Production Activity Swings into High Gear;
Seven Films Started for a New Total of 39

From THE DAILY BUREAU

HOLLYWOOD, Dec. 12.—With seven new pictures started this week, production activity swung into high gear, with 39 currently before the cameras. Three were completed.

Completed were: "Summer and Smoke" a Hal Wallis Production for Paramount, costarring Laurence Harvey and Geraldine Page. "Snow White and the Three Stooges." got underway at 20th Century-Fox, with Walter Lang directing for producer Charles Wick. Picture stars Carol Heiss, The Three Stooges and Patricia Medina.


"You Can't Run Far," Harvard Film production for United Artists release, is being produced by Robert E. Kent and directed by Edward Cahn. "Lolita" is shooting at Elstree Studios, London. The controversial story is being produced by James B. Harris and Stanley Kubrick, with Sue Lyon in the title role, James Mason, Shelley Winters and Peter Sellers in supporting roles. Completed were: Two at Universal-International, "Come September" and "Back Street," and "Caribe" an independent production.

REVIEW:

Goliath and the Dragon

American-International

HARTFORD, Dec. 12

This James H. Nicholson-Samuel Z. Achor Production of a newly filmed-in-Italy, dubbed-for-America spectacle might well get by on its very novelty. The idea of fiery dragons, snake-pits and other fearsome lusts of death, coupled with casting of Mark Forest as the robust, redoutable Goliath, and Broderick Crawford as the evil-minded King, should prove strong merchandising points.

And while the human factors are capable enough, a long, appreciative bow should be registered for the special effects themselves, perhaps as imposing a conglomeration as has come down the pipe since the dreaded "King Kong" himself reared back his ugly head from atop New York's Forest. The legendary Goliath who finds his hope of living peacefully in an idyllic kingdom abruptly drawn up short by King Eurythestus, a scheming villain as dark-minded as predecessors or successors in recorded annals. To save said kingdom, Goliath finds it necessary to face such worldly beasts as a killer elephant, a giant bear, and then horrors from another world—a three-headed dragon, a giant bat and a fire-breathing, flesh-eating dragon.

The king is eventually dispatched to a spectacular death, and Goliath happily gathers up his clan—dancing with Eleonora BUFFO, brother, Philippe Hersent, and latter's girl friend, Thea, Federica Ranchi—and moves hopefully to quieter surroundings.

The ancient land of Thebes in Greece has provided the world with many legendary heroes—Hercules, Jason (who found the Golden Fleece); Theseus, who slew the Minotaur); as well as Goliath.

Achille Pizzi and Gianni Fuchs produced, and Vittorio Goffetta directed, from a story credited to Marco Piccolo and Archibald Zouds, Jr. The music is by Les Baxter.

Colorscope adds immemorially to the spectacle of moving mass adventure.

Running time, 90 minutes. Release, in December.

A. M. W.

Consolidated Film Sets Remodeling

Consolidated Film Industries, which undertook a $150,000 modernization program a year ago, will continue its expansion and improvement of its facilities in 1961, Vice President A. J. Carter, chairman of the Los Angeles Consolidated, a Republic division, has announced here yesterday. Consolidated, a Republic division, headquarters in Manhattan and plant in Fort Lee, N. J.

The modernization program includes the installation of two special designed machines in the Fort Lee laboratory. Many months in the design and building at Republic's West Coast laboratories, the new machines will increase Consolidated's capacity of processing color film and television commercials, Carter said. The machines will be operative in January.

MPPC Pledges $670,000

To L.A. Community Fund

From THE DAILY BUREAU

HOLLYWOOD, Dec. 12.—Motion Picture Permanent Charities, honoring its fund-raising achievement in the Los Angeles Community Chest, presented the host Red Feather Ponit with a pledge of $670,000 to help the Chest finance its agencies.

Announcement of the allocation of the Chest group was made by Michael Campana chairman Sidney P. Solt, who told a gathering of over 50 Community Chest volunteers that Permanent Charities was particularly proud to present the Chest with a substantial allocation in a year when the community's charity need is larger than ever.

In a special presentation, Solt awarded the MPPC's first annual Li Member's Perpetual Trophies, contributed by Samuel Goldwyn and Frank Freeman, to Eugene Arruest, representing Allied Artists, who achieved 100 per cent of quota to win the studio competition, and to Waldo Mirisch, representing the Screen Producers Guild, who had a record of 77 per cent of quota to lead in the industry group category.
Expect House Minimum Wage Bill To Be Filed Early in New Session

By E. H. KAHN

WASHINGTON, Dec. 13.—New House Labor Committee Chairman Adam Clayton Powell (D., N.Y.) strongly indicated today that a new minimum wage bill would be the first 1961 piece of legislation to be sent to the floor by the group. He cited a letter to him from Speaker Sam Rayburn (D., Tex.) in which Rayburn stated that he hopes "you can fix your lines so that you will be ready to go as soon after the third as possible." Congress meets Jan. 3, 1961.

Rayburn also said "I will do my best to make it so your committee can work efficiently." Powell noted that Rayburn had pushed for the Roosevelt (D., Calif.) wage bill in the last session. This measure exempted film theatres, as did the comparable bill sponsored in the Senate by President-elect John Kennedy.

Powell's immediate program calls (Continued on page 5)

Asthma Institute Fete
Honors Nizer Tonight

The 1960 "Health for Peace" dinner, being held on behalf of the Children's Asthma Institute for Research and to honor Louis Nizer, industry attorney, will take place at the Waldorf-Astoria tonight. Quentin Reynolds, author and news commentator, has organized a special program for the affair.

Max E. Youngstein, United Artists vice-president, is honorary chairman of the dinner. Youngstein has been (Continued on page 2)

Hyman Report
Aims Drive to Overcome Last Orphan Period

Says Quality Releases Up For 1st Half of 1961

The so-called "orphan" periods of the film release year in which quality pictures were in drastically short supply have now been reduced to the April-May-June period, Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, told a trade press luncheon conference at the AB-PT home office yesterday.

In consequence, Hyman said, AB-PT theatres and others cooperating with his five-year-old campaign to (Continued on page 4)

Profit-Making Ideas Compiled By AB-PT
A collection of what American Broadcasting-Paramount Theatres vice-president Edward L. Hyman has adjudged to be the best theatre business-building ideas employed in the past five years of the campaign for orderly distribution of quality product has been compiled in a booklet for distribution to exhibitors.

(Continued on page 4)

Michigan Allied Lauds Para. Theatres' Hyman
Allied Theatres of Michigan has commended Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, by resolution for his efforts to increase "communication, coordination, and cooperation within the industry."

The resolution, unique for an AL (Continued on page 4)
South Georgia Methodist Conference Board Scores Hollywood 'Adult' Films in Resolution

**Special to THE DAILY**

ST. SIMONS ISLAND, Ga.—In a resolution adopted here the 25-member board of education of the South Georgia Methodist Conference, representing 150,000 Methodist church schools, criticized "recent Hollywood trends to glamorize the bizarre, the profane and aberration of sex in so-called 'adult' movies.

The resolution also declared: "We are alarmed at the fact that many parents, without wise discipline, allow their children to view such movies, and that many movie houses, when showing such films, allow children to attend."

The board expressed it was not condemning the motion picture industry in toto, and said it wishes to support movies that are "wholesome, entertaining, instructive and of inspiration, and we commend those of the films here to produce and exhibit them.

"But," the board added, "we fear that 'adult movies' emphasizing the thing the board objects to will deteriorate the morals of our people."

The board urged the film industry to "put the security of our land above cash returns. Copies of the resolution are being sent to Georgia and Hollywood distributors and officials, it was stated.

**Honor Nizer**

(Continued from page 1)

a leader and founder of the Institute and is a member of the National Board of Trustees

Nizer is being cited both for his pioneer scientific endeavors on behalf of the Institute and his devoted work in support of the health for peace ideal.

**Nizer Statement Used**

The theme of the dinner has been taken from a statement by Nizer, "If only the peoples of the world will work together for health — they will live together in peace."

**Group of Indian Films On One Program in S.F.**

**Special to THE DAILY**

SAN FRANCISCO, Dec. 13.—What distributor Edward Harrison could not do in New York will be attempted here for a three-week engagement, starting Thursday, at the Movie with a strongLocalized World premiere of 82. Exhibitor Gil Taylor will offer the entire APG program of Satay Raj: "Father Panchali," "Aparajito" and "The World of Apu." The five-hours-and-31-minute program will play nightly and with a matinee on Sunday.

Went Festival Awards

At the International Film Festival here in 1957 "Father" won top awards for best film and best director. In 1958 "Aparajito" again scored for best direction. Last year "World" was barely nosed out for top laurels by Roberto Rossini's "I'll General Del Rovere."

Harrison attempted to arrange such a showing of the Indian epic in New York but was unable, he says, to find a theatre for the purpose.

**IRS Prepares Form 959 For Foreign Firm Data**

From THE DAILY Bureau

WASHINGTON, Dec. 13. — Although Dec. 14 is the legal deadline for U.S. taxpayers to complete and file their tax information concerning the creation, organization, or reorganization of a foreign corporation after Sept. 15, 1969, the revised Internal Revenue Service Form 959 is not yet ready.

IRS says that this information may be filed in writing on the deadline day, but that it must be supplemented by a complete return on revised Form 959 when it becomes available in the near future. The information is required under Public Law 86-780, which changed Section 6046 of the Tax Code.

The information should be sent to the Director of International Operations, IRS, Washington 25, D.C., for attention of O-106.

Data required includes:

1. Name and address of person furnishing the information and whether he is an officer, director, or shareholder of the foreign firm.

2. Date of creation of the foreign corporation, its name, address, and the country under whose laws it was formed.

3. Name and address of the person having custody of the foreign company's records.

4. Statement that the information is related to section 6046.

**B.V. Meet Re-slated**

BOSTON, Dec. 13. — Monday's blizzard forced the postponement of Buena Vista's promotional luncheon for New England exhibitors keyed to the February opening of Walt Disney's "101 Dalmatians" throughout the area. The meeting has been re-scheduled for Monday, Dec. 17, at the Sheraton Plaza Hotel here.

**All 12 'Spartacus' Bows Big Event**

Continuing its policy of making every roadshow opening of "Spartacus" a major event in every city it plays, Universal-International established set benefit or V.I.P. invitation parties for all of the 12 Christ openings of the picture, according to Jeff Livingston, Universal's executive coordinator of sales and advertising, who supervises the promotional Spartacists.

The beneficiaries of the charity programs included such organizations as Shriners at Loew's Uptown in Toronto, the Canadian Cancer Society at the Alcante in Montreal, Car Italian charities at United Artists in San Francisco, Hadassah at the Nixon in Pittsburgh, the Boys' Home of St. Louis at Esquire in St. Louis.

Publicity Value Stressed

The benefit premieres not only provide revenue for the charitable groups, but tremendous newspaper coverage for "Spartacus" and V.I.P. invitation parties, will designed to provide revenue to charities, are helping to provide some type of extensive newspaper coverage of the picture, Livingston pointed out.

**A.A. Conference Toda In Chicago for 'Donni'**

**From THE DAILY Bureau**

HOLLYWOOD, Dec. 13. — Allied Artists executives will open meeting in Chicago tomorrow to discuss, advertising, exploitation, merchandising, and release plans for the Alva Zanipthew production of "Donni" slated as an Easter attraction.

Accompanying president Steve Braddy from Hollywood on the flight are Charles W. Stewart, Western division sales manager, and Sanford Abrams, director of advertising and publicity. New executive to attend the conference include Edward Morley, Goldstein, and L. E. Gol cammer.

**Nolan, Goetz Official Dies; Mass Tomorrow**

**From THE DAILY Bureau**

HOLLYWOOD, Dec. 13. — Bishop mass will be held here this morning at the Cathedral Chapel for Joseph Nolan, 62, vice-president and general manager of Vitalex and Goetz Productions, who died yesterday.

Interment will follow in Holy Cross Cemetery.

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**MOTION PICTURE DAILY**

Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ives, Managing Editor; Richard Gerwyn, News Editor; Herbert V. Fick, Advertising Manager; O. H. Fassbender, Production Manager; TELEVISION TODAY, Charles S. Aronson, Editor-in-Chief; Pinky Herman, Editor; Hollywood Bureau, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in Major Cities of World. Address, 113 East 39 Avenue, New York 16, N. Y. Telephone: New York 7-2142; Telex: Motion Picture Herald. Wire Service: Associated Press, United Press, Buy Press, Press Association. Cable address "Quigpixco New York." Martin Quigley, President; Martin Quigley Jr., Vice-President; R. J. Grogan, Vice-President; Philip J. Johnson, Vice-President. Eastern Bureau, 809-11 Rockefeller Center, New York 20, C.C. 7-310 (Area Code) Vice-President; L. J. Brady, Secretary, Other Quigley Publications; Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, fame, as well as newspaper lists, 10.

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**Shave You Ordered The New Holiday Greeting Trailer from NATIONAL SCREEN SERVICE?**

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You never know...

Unless you make a practice of loading with Eastman Film, black-and-white or color, you can never know real security—the sweet satisfaction of being ready for the once-in-a-lifetime shot that comes up every now and then regardless of time, weather, lighting.

For example, load with 5250 Eastman Color Negative. It has twice the speed of former color films, gives added depth, stops motion.

In other words: With 5250 you're sure!

Another big factor, appreciated everywhere, is the advice and cooperation of the Eastman Technical Service for Motion Picture Film, devoted solely to the problems of the industry.

For more information, write Motion Picture Film Department

EASTMAN KODAK COMPANY
Rochester 4, N.Y.
**Drive Set to Overcome Last ‘Orphan’ Period**

Hyman Move Draws Praise From Industry

(Continued from page 1)

encourage orderly distribution of quality pictures are being urged to join in a business promotion drive during the April-May-June period to reward and encourage the many distribution dealers who have scheduled quality product for release during the period. A description of this product from the 10 leading distributors and the promotion plans for it will be a high point of a meeting of the AB-PT theatre affiliates of Hyman’s northern territory at the Astor Hotel here tomorrow.

Hyman in recent months has consulted sales managers and advertising-publicity directors of the 10 companies on this promotion and promotion campaigns planned for it have been available to the exhibitors during what he referred to as “the last of the ‘orphans’ periods.”

**Directory Compiled**

He has compiled a directory not only of the April-May-June releases but also of those for the first six months of 1961 from the 10 companies, together with descriptive messages on the promotional plans by each company’s advertising-publicity director.

Hyman said an analysis of the 1961 release plans shows that there will be 55 releases and two specials, “The Alamo” and “Exodus,” exclusive of reissues, available in the first 1961 quarter. The companies with 53 releases in the corresponding 1960 quarter. In the second 1961 quarter, there will be 47 releases and six specials, compared with 53 releases in the second quarter this year.

For the first half of 1961, therefore, Hyman’s schedule shows a total of 122 releases and eight specials, compared with 106 and no specials in the first half of 1960. Reissues are excluded from the count in all instances.

Hyman named the second quarter “specials” as “Pepo,” “The Guns of Navarone,” “Cimarron,” “The Four Horsemen of the Apocalypse,” “One-Eyed Jacks” and “Spartacus.”

**Ten Companies Included**


From these companies’ releases in the April-May-June drive period, Hyman classifies a total of 29 as of “quality” grade. This, he said, compares with 11 releases of quality grade in the corresponding 1960 period. He made allowances in this comparison, however, for such major non-recurring circumstances this year as the Hollywood strikes of actors and writers, conceding that it was an abnormal period, but one which permitted plenty of room for improvement even after all due allowances for the emergency were made.

**Sees ‘Compensations’**

Hyman also noted that the holding back of quality releases last spring because of the strikes had some compensations in that it provided additional quality releases for the current quarter. As a result, he noted, this quarter is showing solid improvement over the corresponding period last year.

He said the week before Thanksgiving, for example, showed the best business in AB-PT theatres since 1953 and 1954 and and next week’s drive was the best since 1954, and may have bettered earlier records than that. However, Hyman explained, AB-PT’s current system of record keeping was inaugurated that year, so that earlier comparisons will not be on the same basis.

**Exceeded Last Year**

Business for the week after Thanksgiving week exceeded that for the comparable period of 1959, he reported.

Hyman attributed the current improvement to the better quality product and better supply of it available, which, he believes, is evidence of progress being made in exhibition’s continued efforts to encourage distribution to adhere to orderly release of quality product.

In explaining his view that the April-May-June period now is the one most in need of attention to orderly release, the AB-PT vice-president pointed out that for long the first and third quarters of the year have been the best for business, with the second and fourth quarters shaping up as “orphans” periods by comparison of their limited number of quality releases with the greater numbers in the first and third quarters.

**Fourth Quarter Improving**

In recent years, and in part, at least, to their own distribution efforts of exhibitors, Hyman said the fourth quarter has shown constant improvement, so that at this juncture the April-May-June period stands most in need of improvement.

Increased releases of quality products plus concentrated exhibitor efforts to merchandise it to the best of their ability, should result in overcoming the periodic slowdowns set to occur in the second and quarter and give both the industry and the exhibitor a high, year-round level of income.

Hyman pointed out that the early start that is being given to planning the spring quarter business should insure its being handled by quality releases for the period which he asserted are “far superior to what we have had in that period in the past.”

The drive will run 14 weeks, from Easter Weekend through the July Fourth.

Hyman said he plans to make annual visit to the Hyman, to him, shortly after the first of the year, for see as many completed pictures as possible, and to view rushes on films still before the cameras at the time. He also pointed out, will permit him to reaffirm the releases on the special emphasis and efforts should be placed in the course of the spring drive.

In completing his presentation, man emphasized how essential it that production, distribution and exhibition learn to work together in current times.

“Your joint efforts,” he said, “will assure attainment of vital industr goals and continuing prosperity for us.”

**Hyman Feels ‘Digest’ Fills Theatre Need**

The new “Movie Digest” publication being distributed to theatres will attain a distribution of 600,000 at the outset, aimed primarily at the 16 to 34-year age group which comprises the bulk of the theatre’s audience, Edward Hyman, American Broadcasting - Paramount Theatre vice-president, said yesterday.

Hyman views the new “fan” book as a valuable promotional piece theatre attendance and made available to the theatre lists of those operating with his program for order distribution of quality product. Hyman has encouraged the magazine from the beginning and said he hoped to see it become “the TV Guide of the theatre business.”

**Michigan Allied**

(Continued from page 1)

laid unit in singling out a major circuit executive for praise, so Hyman’s efforts have “benefited the industry in general and motion picture exhibitors everywhere.”

Hyman’s sponsorship of a business drive for the so-called spring orphans period next year also won the commendation of Dr. Glenn Norris, 20th Century-Fox sales manager who offered the “full cooperation of every member of the 20th Century-Fox organization” conducting the drive.
Motion Picture Daily

in Poster Exhibition

Arts at Museum Here

A retrospective exhibition of movie-thers will be on view at the Museum of Modern Art, here today through Nov. 5. Selected for historical interest and graphic excellence, the pictures range from an advertisement for Edison's Kinetoscope to a rent poster for the 1960 "On the Rock." Nine countries are represented—Poland, Czechoslovakia, England, France, Germany, Poland, Puerto Rico, Russia, Switzerland and the United States. The exhibition was selected, primarily in the Museum's picture collection, by the childlike Constantine, associate curator of graphic design.

Fox Invitation

(Continued from page 1)

An "early release" schedule was distributed at the annual American Broadcasting-Paramount Theatres convention at the Astor Hotel here yesterday. Charles Einfeld, 20th Century-Fox vice president, pointed out that production, distribution and exhibition can no longer do their thinking separate worlds. The makeup of industry precludes that any longer, he said.

Einfeld called for a renewed cooperation between the major film companies and the world of exhibition, "we believe that showmen's ideas, opinions and suggestions about a company and its product are vital in the continuation of a profitable and useful relationship.

See 'Merchandising Era'

Einfeld stated that the industry today is in an era of intensive merchandising where competition for the entertainment dollar is severe. Calling suggestions from showmen as to forthcoming productions, titles, promotional devices and advertising, Einfeld said 20th-Fox is always ready to do "everything possible" to cooperate with exhibition in advertising and merchandising its product.

He extended a standing invitation to theatre owners to express their ideas, saying that the advantages are limitless.

"We want to hear from you," Einfeld went on, "what you think about us, what you think of us, what your customers think of us, what you think of our products, what you think of competitive companies, what your department stores think of us.

"We want to be as much a part of your business as possible. You can help us learn what is coming from our competitors. We want to know more about you and your business. We want to know what your customers want, what they will accept, what they will buy."

"Let us know how you think we can serve better. The more we know about you, the more we can serve you.

THEATRE REPRINT

(Continued from page 1)

building is owned by N. A. Dunn of Raleigh and leased to Consolidated Theatres, Inc., of Charlotte. Along with the Wake, Consolidated owns the Village Theatre and Forest Drive-In Theatre here.

A spokesman said terms of the option call for the purchase of the building by Raleigh Savings & Loan in 22 years. Until then, the association will have the structure on a rental basis.

Ballad" Opens Dec, 26

The American premiere of "Ballad of a Soldier," the first Russian film to be independently released under the Department's Soviet-American cultural exchange program, is scheduled for Monday, Dec. 26, at the Murray Hill Theatre here. As part of the Kinglsey International Pictures, the distributors of the film, which is being presented in this country by J. Jay Frankel.
Storm Forces AB-PT
Meet Out of Catskills
A meeting of the northern affiliates of American Broadcasting-Paramount Theatres, which had been scheduled at the Central Hotel at Kamesha Lake, N. Y., in the Catskills, had to be transferred to the Hotel Astor in Times Square because of the blizzard which swept the East this week. The AB-PT theatre affiliates meeting will be held tomorrow and Friday.

Bad Weather
(Continued from page 1)

had to report work braved the trip. It is doubtful that many entertainers decided the efforts to travel any distance to visit the theatres. Even the Catskill neighborhood houses took a beating Monday night when the cold wave hit the metropolis and inland areas, it was reported.

Broadway's hard-ticket engagements suffered least from the weather conditions.

Less than half its normal business was recorded at Radio City Music Hall with a take Monday of $10,232 for its Christmas stage show and "Sun-downers" on the screen. Russell V. Downing, president of the Music Hall, believed it would be "several days" before normal theatre business returned to Broadway because of the weather. The Capitol ("Butterfield 8") reported Monday business as "very quiet" and about 25 per cent below the normal pre-Christmas Monday business. Yesterday's business as of mid-afternoon was "not too bad.

Somewhat Better Yesterday
Both the Astor ("Inherit the Wind") and the Victoria ("G.I. Blues") had a "very slow" Monday, attributed to the weather, with a slight improvement reported.

Monday's business at the Palace ("Esther and the King") was reported as "not good," with little improvement yesterday as the "street was dead."

The Forum ("Let No Man Write My Epitaph") had a "very bad" Monday, although business "picked up" somewhat in the evening. Monday's business, however, was less than half that recorded here the previous Monday. Yesterday's admissions were higher than the day before.

Strandees' Help
The Paramount ("North to Alaska") was "better than expected" on Monday, the theatre attracting those stranded in the city, and tied up in hotels.

The State Theatre ("Ben-Hur") did "surprisingly better than expected" on Monday with business only slightly below normal. Most of Monday evening's business for this hard-ticket attraction was in window sales to probable "strandees."

While the Rivoli ("The Alamo") Monday took "wasn't good," it was "better than expected in face of the snowstorm." Business on Monday was "nearly as good as Sunday" for this rostrum engagement.

Meanwhile in the neighborhoods, despite the blizzard, MGM's "Village of the Damned" completed its first week yesterday in 26 Loew's neighborhood theatres, rolling up a "block-buster" box office gross of over $3000,000. This figure, one of the largest for any MGM release in recent years, topped the smash business scored by "Please Don't Eat the Daisies."

Review:
Hand In Hand
Helen Winston—Columbia

Helen Winston, heralded as the only woman film producer with her own production company, has turned in an exceptionally fine job with her first film, British-made, which is being distributed under the Columbia Pictures banner. Choosing a provocative subject matter, Miss Winston has handled it with a great deal of tasteful restraint, perception and sensitive insight.

This is a tale of love between two young children, a boy of seven-and-a-half and a girl of seven, whose bonds of affection are tested when they are made aware of the differences in their respective religions, the boy being a Catholic and the girl, a Jew.

The skillful handling of the subject and the players by director Philip Leacock from an excellent screenplay by Diana Morgan, based on a story by Leopold Atlas, should find a responsive chord no matter what the religious belief of the viewer, and even from the non-believer. For this is a more a story of brotherhood, love and understanding rather than religion per se.

Loretta Parry as the girl, and Philip Needs as the boy, make their acting debuts in this picture, and turn in performances that are remarkable for their naturalness and sensitivity, in addition to what seem to be inherent personal and ingratiating mannerisms. The two children spend most of their after-school hours together playing in an abandoned shack which they have cleaned up to "live in." When they learn that the girl's parents are preparing to move away from the neighborhood, the children face the situation by becoming "blood brothers" and vow to be always together.

To test their newly-formed "bonds" the children decide to visit each other's place of worship, in defiance of the expressed disapproval of their respective parents. The scenes within a synagogue and a church, are handled with touching simplicity, and warm humor. When the girl is injured as they float down the Thames River in a dinghy on their "way to Africa," the boy believes she is dead and rushes to the priest to tell him that he killed the girl, and this is the punishment of God. The priest assures him of God's love and they go to the girl's home where they find that she is alive.

There are many touching moments in this motion picture which explores the fantasy-world of the children to find they are filled with many moments of truth. Highlights are the burial of a pet white mouse, the children's thumbing a ride with Sybil Thorndike, who joins their world and pretends to be a princess, and a delightful scene with Finlay Currie as an eccentric old storekeeper.

The acting performances are of high quality in every instance, as the entire cast appears to have been chosen with great care. Among the many fine roles, in addition to the children, are those of John Gregson as the priest, Derek SYndy as the rabbit, Miriam Karlin and Arnold Diamond as the girl's parents, Kathleen Byron and Barry Keegan as parents of the boy, and of course, veteran British performers Sybil Thorndike and Finlay Currie, who are no strangers to American audiences.

The music, composed and conducted by Stanley Black, and played by the Associated British Studio orchestra, is on a par with the general excellence of the film.

In this heartwarming film Miss Winston proves her contention that motion pictures need not have 'sick' themes in order to entertain. For this is an attraction that should leave a warm glow in the hearts of any audience of any age group, and any extra effort expended by the exhibitor in bringing this film to the attention of his audience potential should be more than repaid in both satisfied customers and word-of-mouth ripple.


Sidney Rechtnek

New 'Hard Ticket' Theatrical
For Market Street, S.F.
Special to THE DAILY
SAN FRANCISCO, Dec. 12—For the first time in many years and in the exception of the Cinerama, Market Street is going to have a hard ticket house with "Spartacus" premiers at the United States on Dec. 22.

More than a year ago the United was renovated at a cost of more than $200,000 and until now has remained a soft ticket showplace. On Dec. 22, there will be an invitational preview of the Bryna production.

Rogers Tour
(Continued from page 1)

geles and later amplified at the Warner's in Chicago.

Late in November, Rogers conducted two meetings in Boston and 22 circuit owners and executives expressed enthusiasm for the new company. The visits included the presentation of the more extensive schedule which he will personally explain Pathe-America's methods of distribution, pre-mo-go packages and price structure. Meetings have already been set in Cleveland, Dallas and Charleston.

Connecticut Theatres
Return to Near-Normal
Special to THE DAILY
HARTFORD, Conn., Dec. 1—Connecticut box office receipts turned to near normal today following the egress of over 3000 people as a result of the 13-day snowstorm that blanketed the state over Sunday night and all Monday.

Theatremen battled valiantly to bring the public that performed throughout the State to watch the snowpilts Monday to advise that the theater, as well as all other downtown theatres, would be operating as usual.

Glenn H. Haviland Dies
SEATTLE, Dec. 13—Glenn Haviland, 52, veteran salesman of 20th Century-Fox here, is dead of a heart attack. A native of Ohio, Mich., he was associated with many companies of the film industry some 20 years.

Para. to Reissue 2
"Elephant Walk" and "The Naked Jungle", both Technicolor spectacles set in remote and exotic regions of the world, will be re-released natiemally in January by Paramount Pictures.
'Health for Peace' Concept Is Theme of Dinner For Asthma Research Institute Honoring Nizer

The urgent, practical nature of the "Health for Peace" concept—based on the assumption that when people work together for health they learn to live together in peace—was underscored here last night at a dinner for the Children's Asthma Institute for Research in honor of Louis Nizer, industry attorney.

In a message to the "Health for Peace" dinner—which highlighted the $2,500,000 national campaign of the Children's Asthma Institute for Research and Hospital at Denver—President Dwight D. Eisenhower declared that "each citizen who helps to advance the health of his neighbors helps to strengthen the foundations of peace."

The dedication of institutions such as the Children's Asthma Institute for Research, the President added, "in harnessing science for humanitarian purposes, merits the heartfelt thanks of the American people."

Secretary of Health, Education and Welfare Arthur S. Flemming, in a

REVIEW:

EXODUS

Preminger—United Artists—Panavision 70

AGAINST the background of one of the epochal events of the century—the founding of the State of Israel—Leon Uris wrote a vast and panoramic novel that captured the imagination of readers everywhere. Otto Preminger has now made a vast and panoramic motion picture that is going to reach and entertain millions more than the best-selling book.

No expense has been spared to make "Exodus" as physically big in all respects as its mighty theme. It was photographed in its entirety in Israel and the island of Cyprus right in the locales where the historical and fictional events occurred in the original. Appropriately enough, too, the exciting Panorama 70 process and Technicolor were used for photography. And the cast includes some of the top talent around today—Paul Newman, Eva Marie Saint, Sal Mineo, Ralph Richardson, Peter Lawford, John Derek, Lee J. Cobb, in addition to an appealing newcomer called Jill Haworth who is perfectly cast in the important role of the 14-year-old refugee Karen.

Perhaps the most remarkable thing about "Exodus" on the screen is the manner in which it blends recent history with a fictional story-line without one seeming to get in the way of the other. The device employed by Dalton Trumbo in his script is to acquaint the audience with the background of the Jewish refugees and their struggles to get into Palestine through the eyes of an "outsider."

This character is the heroine, Kitty Fremont, an American nurse (and

(Continued on page 5)
PERSONAL MENTION

E. RIC JOHNSTON, president of the Motion Picture Association of America, returned to New York from London by plane yesterday, and left here immediately for Washington.

JAMES H. NICHOLSON, president of American International Pictures, has returned to Hollywood from New York. He is negotiating on behalf of his AIP representative in Italy, has arrived here for conferences with home office officials.

PHILIP GERARD, Universal Pictures Eastern advertising and publicity director, is in Pittsburgh from New York today for conferences on the launching of "The Great Imposter" with a special Marcus Plan promotion.

IRVING WORMSER, president of Continental Distributing, returned to New York last night from a four-week trip to London, Paris and Rome.

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has left there for Florida.

MAURICE SILVERSTEIN, vice-president of Metro-Goldwyn-Mayer International, has returned to New York from Europe.

JOE CAVALIERE, director of videotape operations at KTAL, Hollywood, will be married in Las Vegas, Nev., on Jan. 1 to Joanne Sanders, writer.

HERBERT L. GAINES, Warner Brothers branch manager in Albany, is in New York City from there. He'll be in Cleveland, N. Y., tomorrow.

J. E. HORN, Allied Artists branch manager in Atlanta, has left there for Chicago.

Awon to San Francisco

Adrian Awan, 20th Century-Fox exploitation manager, leaves today for San Francisco as the personal representative of president Sypros S. Skouras for conferences with Mayor George Christopher, who has requested of Skouras that the world premiere of "Francis of Assisi" be held in his city. The exploitation manager will discuss with the mayor and various church organizations the projected debut which would take place, if set, in early spring.

EXODUS' BOWS TONITE IN INT'L ATMOSPHERE

Some 1,500 international celebrities, diplomats, society and business leaders are expected to attend the world premiere tonight of Otto Preminger's "Exodus" at the Warner Theatre here.

Among those attending the air-lighted invitational opening will be: Adolphe Menjou, newly designated United States ambassador to the United Nations; the Hon. Joseph P. Kennedy, father of John F. Kennedy, the President-elect; Joey Adams; actress Ava Gardner; George Axelrod; Lauren Bacall; Richard Basehart; Harry Belafonte; Leonard Bernstein; Paddy Chayefsky; Nat King Cole; Arlene Francis; Burl Ives; Harry Kurnitz; Mrs. Florillo LaGuardia; Myma Loy; Joseph Mankiewicz; Lewis Milestone; Kim Novak; Christopher Plummer; George Raft; Liz Renonick; Quentin Reynolds; Jerome Robbins; and Bill Rose.

Premiere to Attend

From the production, producer-director Otto Preminger, accompanied by Mrs. Preminger, will attend. Also present will be "Exodus" stars Peter Lawford, Sal Mineo, David Opatoshu and Jill St. John.

WNTA-TV and WNTA Radio will cover the event live at the Warner, devoting to it a total of two hours of telecast and broadcast time in three separate programs.

The world premiere marks the unlimited, reserved-seats engagement for "Exodus" at the Warner.

AD-PUBLICITY GROUP TO HEAR MRS. TWYMAN

Mrs. Margaret Twyman, director of community relations for the Motion Picture Ass'n. of America, will report to the MPAA advertising-publicity directors committee at a meeting of the latter today on current plans and activities in the community relations area.

Mrs. Twyman will give particular attention to the activities of the Federation of Motion Picture Councils in distributing promotional material and giving other support to special pictures, and as a conveyor of community reactions to the industry.

Martin Davis to Report

Martin Davis, chairman of the committee on advertising and publicity appointees to represent the ad-publicity directors on the new cooperative committee on which it will function with Theatre Owners of America and the Screen Producers Guild. The new committee is the result of criticism leveled at industry advertising by TOA and SPC last fall.

Robert Lewis, chairman of the coordinating committee on Academic Affairs, is in Los Angeles to confer with Higher Education representatives regarding the cooperation of the University of Southern California and Eastman Kodak Co. on the new Motion Picture PRL system that will expand, fix and prepare films in viewing in five to six seconds. A processing unit is portable.

First use of the new system, an Eastman Kodak representative has announced, will be in the Motion Picture PRL plant at Knoxville, Tenn., where the new equipment and process will be demonstrated to representatives of the entertainment industry.

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Commercial Potentials Seen in New EK Process

Special to THE DAILY

ROCHESTER, N. Y., Dec. 14—Eastman Kodak Co. has announced the development of a new motion picture film system that will expand, fix and prepare film in viewing in five to six seconds. A processing unit is portable.

First use of the new system, an Eastman Kodak representative has announced, will be in the Motion Picture PRL plant at Knoxville, Tenn., where the new equipment and process will be demonstrated to representatives of the entertainment industry.

Distributor Plans

Canadian TV Network

Special to THE DAILY

OTTAWA, Dec. 14—S. W. Criswell, Toronto film distributor, has been granted permission by the Board of Broadcast Governors to form a privately owned television network.

Caldwell plans to incorporate company to be known as Canadian Television Network Ltd., which would be the first to compete with the government-owned Canadian Broadcasting Corp. network. However, Caldwell does not yet have operating permit. This will be considered soon, after he has reached agreements with at least six stations other than those affiliated with C.B.C.

His application for an operating permit will be made to the Board by next Aug. 31.

JDA Dinner to Sharma

Now Set for Dec. 2

The Joint Defense Appeal dinner honoring Benjamin Sherman, chairman of the board of ABC Vending Corp., was postponed because of the snow storm, has now been rescheduled for Tuesday, Dec. 20, it was announced yesterday.

Sherman will be presented with the amusement industry's JDA Hامت Award Relation to the dinner, which will be held at the Waldorf Astoria Hotel as originally scheduled.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sheenke Korn, Editor; James D. Hagg, Managing Editor; Richard Gertner, News Editor; Herbert V. Peck; Advertising Manager; Gus H. Farnous, Production Manager; TELEVISION TODAY, Charles S. Towle, Editor; Richard E. Strong, Publisher; Hollywood Bureau, Bear St. Leicester Square, W. 2. Hope Williams, Bureau Manager; Peter Barlow, Special Representative, 1500 Broadway, New York, 1, N. Y. Telegrams, 'Glitz': Quigley Building, Hollywood, Calif. 90028. Telex: 21243, Washington, D. C. 20036. Press: 945, 5th Ave., New York, N. Y. 10016. Cable address: "Quigpubco." New York, N. Y. 10016. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Fred DeSoto, Vice-President; Ted J. Sullivan, Vice-President and Treasurer; Raymond Gallagher as a section of Motion Picture Herald: Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac; Television Almanac, Famous. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign. Single copies, 10c

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THEY'RE HERE! THEY'RE READY TO ROLL! THEY'RE YOURS! FOR ONLY $5.00 EACH!
**Exodus**

Continued from page 1

"Presbyterian from Indiana") visiting in Cyprus, where the refugees are interned by the British in camps and prevented from going to Palestine. Hospital personnel is desperately needed on the island, so at the behest of an English general she agrees to help out.

She soon becomes much more involved in the events on Cyprus than she had intended to be. While working as a nurse she meets an attractive 14-year-old girl and becomes so attached to her that she wants to adopt her and take her back to America. The girl is willing, but before they can leave they are caught up both in a dramatic crisis—the escape of a large group of Jewish refugees on Cyprus to a ship called the “Olympia” in the harbor and their attempt to set sail for Palestine. When the British block the harbor, the refugees go on a hunger strike until the English are forced to give in and let the ship, now renamed the “Exodus,” set out for its destination.

In this long sequence involving the ship Preminger cleverly combines humor and drama. The way the refugees escape from the camp to the harbor right under the noses of the British is both amusing and suspenseful and culminates in the firm stand of the refugees and their refusal to surrender on pain of death. It is here that their moral courage, dedication, and longing for a homeland are first strongly expressed in the film.

**This DRIVE and determination is further illuminated after the ship arrives in Palestine through recalling the horrors suffered by many Jews at the hands of the Nazis during the war. One of the refugees is a young girl (played with astonishing brilliance by Sal Mineo) who seeks to join the Irgun, or terrorist group working against the British soldiers in Palestine. Before this lad is permitted to become a member of the Israeli group he is subjected to intensive questioning about his experiences in a Nazi concentration camp. Having been a demobilization worker who dug graves for his own people in the camp in order to save his own skin he seeks to hide the truth. Relentlessly an interrogator drags the facts out of him in a harrowing and blood-chilling scene that is one of the best in this long three-hours-and-a-half film.**

In the meantime numerous other story threads have been introduced and unraveled—far too many to spell out in detail in a review. Some of the more important ones are a love affair between the American nurse and the captain of the "Exodus" (Newman); another romance between Mineo and the young girl the heroine wants to adopt; the conflict between the Irgun and the Haganah over whether the British will be driven out by peaceful or terrorist techniques. The vital point to make is that the story lines are always clear and easy to follow; Preminger has not let them become unnecessarily complex and confusing.

Another highlight scene in the film is a prison break—which comes in the third hour (just after the intermission). A long sequence—in which the Irgun and Haganah forces free the 6,000 Jews sentenced to death by the British for terrorism—Preminger builds up suspense in it with a wealth of fascinating details as to how escape tools are smuggled into the prison and put to use to blow up explosives. Slowly the director then gradually steps up his pace in crescendo-like fashion for a terrific final effect as the refugees finally succeed in getting away.

**OTHER HIGHLIGHTS of the last third of the film include a mammoth celebration when Palestine is officially partitioned by the United Nations and an episode of the tragic Israel-Arab fighting that followed this action instead of the hoped-for peace. In this latter sequence two of the films' most sympathetic characters—the young girl Karen and an Arab friend of the hero—are killed.**

The film ends with a stirring eulogy over their graves which Newman delivers with tremendous eloquence. This is his "big" scene in the film, and the other leading performers have theirs too—Miss Saint in the scene in which she is tending the wounded Newman, believes he is about to die and then suddenly realizes he will live. Her expression of joy is something to behold. Mineo, of course, has the "inquisition" scene, and Miss Haworth, as Karen, the girl he comes to love, has a touching moment with him just before she is slain by Arab guerrillas. As the father of Newman, Cobb is most effective in a silent moment in which he visits in prison a brother condemned to die by the British.

With its steadily entertaining story, enhanced by beautiful scenic views and good acting, "Exodus" looks set for as long and prosperous a career on the screen as it had as a book.

Running time, 3 hours, 35 minutes (plus intermission). Release, special.

Richard Gertner

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**Holiday Films**

Continued from page 1

to groups of theatres within a specific area, accompanied by special promotion and merchandising activities concentrated within the area at the time of the campaign. Originated by the Marcus circuit, it has shown excellent results. It is now being tried out in the Pittsburgh area with the cooperation of exhibitors and distributors there, under the sponsorship of Compo.

Marcus pointed to "the splendid campaign conducted in Wisconsin on the pictures 'The Magnificent Seven' and 'Forbidden Valley'."

In these instances, he said, "both the exhibitor and the distributor benefited handsomely while other distributors were withholding their pictures from release, awaiting the holiday period."

Marcus emphasized that in selecting pictures for a saturation campaign, it is essential that they be "of an enthralling caliber, with mass appeal."

"The public today is eager to attend our theatres," Marcus continued, "and the exhibiter should be careful to select the right kind of pictures to attract them."

**Criticizes 'Can-Can' Policy**

The Allied chairman criticized the handling of "Can-Can," which he contended "was not heavy enough to carry the hard-ticket policy which 20th Century-Fox originally set for it."

"It was a mistake to withhold it from general release as long as they have. After the terrific campaign put on in large, first run cities, the demand was there—it was clear that a post-release campaign has been done to this picture because of this, it is still not too late to attract a substantial theatre audience in all areas if an all-out campaign is utilized," Marcus concluded.

Speaking of the withholding of pictures from release, Marcus said he is "deeply concerned over this major distribution practice, which deprives the market of a steady flow of good product "until a soft spot is found, such as holidays, school vacations, etc."
PEOPLE

Deems Taylor, who from 1942 to 1948 served as president of the American Society of Composers, Authors and Publishers, and who at the present time is secretary of the organization, will be presented a watch at the conclusion of the Society's board meeting today. The gift will honor his 75th birthday, which falls on Dec. 22. Presentation will be made by Stanley Adams, ASCAP president.

H. P. "Dusty" Rhodes, Georgia drive-in theatre owner, tomorrow will hold his annual Christmas party at the Atlanta Variety Club for bookers in the exchanges of the major distributors.

Douglas Walker, booker for Columbia Pictures in Jacksonville, has been elected president of Local B-67, IATSE. Douglas Tidwell, projectionist, has been renamed business agent.

Coast Theatre Firm Set

LOS ANGELES, Dec. 14. — Alex Cooperman, independent film distributor, has formed Paris Theatre Corp., with associate Shan Sayles, and will take over the Carmel Theatre on Santa Monica Boulevard, Crescent Heights, renaming it the Paris, to inaugurate an art house policy.

You Are Invited to
A.M.P.A.'s
44th Annual
CHRISTMAS LUNCHEON PARTY

Tuesday, Dec. 20th
At 12:15 P.M.
Georgian Room
Hotel Piccadilly
227 West 45th St.

For Reservations:
HANS BARNSTYN
PLAZA 3-2434

Motion Picture Daily
Thursday, December 15, 1948

Review:

The Angry Silence
Harris & Shore—Valiant

This first production of Beaver Films, a British company formed by Richard Attenborough, who also co-views in the film, and Brian Forbes, who wrote the original screen play, is a most noteworthy offering in all departments. This Joseph Harris-Sig Shore presentation for distribution through Valiant Films has been directed by Guy Green in a stark, crisp manner and is filled with many imaginative touches in both the direction and editing.

The story itself is of provocative nature dealing as it does with a labor relations machine and tool works in a small British town. The film's title is derived from the fact that Attenborough, whose wife, Pier Angeli, is expecting their third child, is sent to Coventry and accorded the silent treatment by his co-workers when he refuses to join an unofficial walkout at the plant.

The walkout, called by Bernard Lee, as the spokesman for the workmen, is really engineered behind the scenes by a sinister character played by Alfred Burke, whose motives, while not made entirely clear, seem to be as a troubleshooting representative of a rival firm. When the men return to work as management accedes to their demands, Attenborough suffers through his ostracization as best he can. Even Michael Craig, his boarder and friend, falls in with the workers and maintains a silence both at work and at home.

The press and television play up the predicament of Attenborough and his family, and in so doing reveal that the workers really don't know why they had been striking, or why they decided to impose the silent treatment upon Attenborough. The latter's reasons for not following the band are twofold: he doesn't believe in the strike which is unofficial, and he also reacted to the thinly veiled threats of Lee.

When Attenborough is attacked one night out in the street by his friend, Craig tracks down the culprit and in a speech before the workers at the plant points out the injustice of their actions. The men react with silence, this time in shame instead of anger.

The acting chores in this production are of outstanding caliber in every instance. All roles have been exceptionally well cast and well acted. Attenborough's outburst in the plant commissary telling his co-workers that he can take their silence, but to "leave his family alone" (his boy had been tarred by some older boys at school) is a compelling scene. Miss Angeli also contributes a top drawer performance as Attenborough's Italian-born wife who, despite her fears for their future and the children, backs up her husband all the way.

Other performances worthy of special note are those of Craig as the confused friend, Brian Bedford as the attacker of Attenborough, and Geoffrey Keen, as the works manager of the plant, who is sympathetic to the workers, but suspects the reasons for Lee's calling the strike.

There is some gutter slang delivered in the picture, particularly in an episode when Attenborough refers to his wife's pregnancy. It is delivered so rapidly and with the British accent, however, that it most likely will be missed by most audiences.

While the picture gets across its point of the unreasonable cruelty of mob-like actions, the ending seems unsatisfactorily resolved insofar as moral values are concerned. The men don't end the wildcat strike, or withdraw their imposed silence upon Attenborough because of a realization of the "wrong" committed, but only because they have gone too far in seriously injuring him to "teach him a lesson."

Running time, 95 minutes. Release, in January.

Gregory Ratoff Dead

Gregory Ratoff, actor, writer, producer, director, died yesterday at the age of 63 in the Vaschil Hospital at Solothurn, Switzerland, where he had been under treatment for a blood disease. Born and educated in Russia, he went to Hollywood following successful association with the Broadway stage.

‘Blackhawk’ Acquired

HOLLYWOOD, Dec. 14. — Following the announcement of the Film Group’s new policy of a larger budget for 1948, producer Roger Cormac today revealed that his company has acquired “Captain Blackhawk,” Cinemascope — Technicolor adventure spectacle for distribution in the United States.

Las Vegas — The Variety Club of Las Vegas has received a grant of $50,000 from the David Runyon Fund, which will be used for the purchase of medical equipment for the club’s new wing at the Sunrise Hospital. The equipment was made by John Teeter, executive director of the Runyon Fund at a special luncheon in Las Vegas attended by 125 Variety Club members and local officials. The new wing of the Sunrise Hospital is a free center for children, and will be designated the Variety Club Teen-Dauman Runyon Memorial Ward.

Hartford Case

(Continued from page 1)

The parties to the case to file additional briefs within 10 days from time of managers formally issued. It is assumed that all parties will do so.

The FCC, in another action, denied the Connecticut committee’s request to correct a statement made in record by Charles B. Tower, vice president for television of the National Association of Broadcasters. Commissioner Hyde did not participate in this action. The issue concerned was to a question by Chairman Ford dealing with the possible impact of a pay-television on free tv in Hartford.

King Goes Text

Commissioner Charles H. K. told MOTION PICTURE Daily that statement in the matter of allowing oral argument reads follows:

“In a matter as important as pay tv to the theatre and broadcasting industry and perhaps to the way of life of the American people, I believe the commission should give the parties to this proceeding every opportunity possible to support the respective positions. The odds are that there is nothing more that one can say which they have not already said, but on the odds chance there is, I am willing to listen. I would, however, permit the arguments to cover the subject of pay television generally, but would restrict them to the merits of the particular application involved in the proceeding.”

Dallas WOMPI’s Shows

For Handicapped Young

Special to THE DAILY

DALLAS, Dec. 14. — The Dallas WOMPI’s second Christmas theatre party for handicapped and underprivileged children will be held Saturday morning at the Esquire Theatre here. The show will feature "The Three Worlds of Gulliver." Last Saturday the WOMPI’s young guests saw “Swiss Family Robinson at the Esquire.”
**Financing Set for Television Festival**

Initial financing for the first International Television Festival, to be sponsored by the National Broadcasters Association and the nations of Delta Chi, has been acquired from the television networks and a festival executive director appointed, it is announced by Tex McCreary, chairman of the festival committee.

Scheduled as an annual event, the first festival will be held in New York City and Washington, the fall of 1961 and will salute "Greater World Understanding Through International Television." The second festival will be held in Los Angeles in 1962, the location of the third is not yet set, and it is expected to return to New York in 1964 to coincide with the World's Fair.

**Financed by Networks**

Initial financing for the event has been contributed by the three television networks, the American Broadcasting Company, the Columbia Broadcasting System, and the National Broadcasting Company have each given $25,000.

Henry S. White, treasurer of the festival, stated "Following the contributions from the three networks, all other organizations associated with the television industry will be offered an opportunity to participate in the launching of this most significant and important project."

John Walsh has been appointed executive director of the festival. Walsh has been coordinator of special programs for the CBS Television Network for several years.

Prior to this post in the CBS programming department, he was manager of special projects in the network's press information department. Walsh's function will be to coordinate the plans for the week-long festival which is to include international programs of news, music, educational films, technological displays and demonstrations of broadcast techniques.

**Society Cites Stanton**

Frank Stanton, president of the Columbia Broadcasting System, was named a Fellow of Sigma Delta Chi, the highest tribute bestowed by the professional journalism society, during the 51st National Convention of Sigma Delta Chi held in New York City. Dr. Stanton is the first broadcasting executive to be so honored since the inception of the Fellows in 1948. The award is made only to those who, like Dr. Stanton, have made outstanding contributions in the field of journalism.

**MUSICLEX CO**

**sound effects**  45 w. 45 st. nyc.

**musiclex co**  45 w. 45 st. nyc.
There’s **B.O. MAGIC** in 20th’s Whiz of a Wizard Campaign!

Flying Horses! Flashing Swords! Harem Beauties . . . and a genial GENII to take you on a fun-filled spree with the Desert Hawk and the lovely Princess Yasemeen!

**The Wizard of Baghdad**

Dick Shawn - Diane Baker - Barry Coe

Cinemascope
Color by De Luxe

**ALIVE WITH MAGIC and MYSTERY!**

Produced by Sam Katzman - George Sherman - Jesse L. Lasky, Jr.
Directed by Sam Katzman
Screenplay by Paul Yurick
Based on a story by Samuel Newman

Full-Color Comic Strip Ad With 28 Million Readers!

20 Terrific TV And Radio Spots!

Hilarious Title Tune (Eni-Men-Geni Song) Recorded by DICK SHAWN On 20th-Fox Records!

Exciting Special FREE 3-Minute TV Subject!

Unique Tour Of The Genies Across The Country!

Video Products Co. Fortune-Telling Games In 10,000 Store Windows!

Giveaways Galore: Hat, Wand, Mask Crystal Ball!

Comic Coloring Book For Kids Great For Contests & Merchandising Tie-Ups!

The Wizard Will Cast A Spell At Your Theatre!
'Objectionable' Films Would Decrease If Family Type Got Better Support

By Sherwin Kane

ALBANY, N.Y., Dec. 15—The number of 'B'-rated pictures would decrease, if heavier patronage were given to good, family-type releases.

This is the comment some exhibitors hereabout voice to the recent statement by the Catholic Bishops Committee for Motion Pictures, Radio and Television, in which they cited an increase in Hollywood-made 'B' films and to the follow-up pastoral letter by Bishop William A. Scully, of Albany.

Bishop Scully, ex-chairman of the Bishops National Committee, called on the faithful to “avoid all pictures rated 'B,' 'C,' or those placed in a special category.” He stressed that “young and old” should avoid such releases.

The exhibitors in question deplore the failure of “clean, wholesome films” to draw better during 1960. They cite a number which “did not attract the business expected.”

“Support these ‘good’ pictures stronger and the ‘B’s’ will shrink,” the exhibitors declare.

They add: “We would prefer to show the ‘A’s,’ but the public must support them more generously — if

Large Audience Sees

Bow of 'Exodus' Here

With a tv and radio audience of close to 3,000,000 tuned in to the premiere festivities, Otto Preminger's 'Exodus' bowed in last night at the Warner Theatre before an assembly of 1,500 international celebrities. Thousands of additional fans crowded the Times Square area to get a glimpse of the stars, diplomats, soci-

FCC Commissioners Give Views on Proposed Changes in Transfer Rules

WASHINGTON, Dec. 15—The separate statements of Federal Communications Commissioners Rosel Hyde and Robert Bartley concerning the proposed change in FCC rules to require after more than three years of operation by one firm have been made public.

Commissioner Hyde says he is in full accord with FCC's concern over frequent transfers of large numbers of stations, but he adds that he held to the remedial procedure here adopted because, in apparent conflict with the intent of the Communications Act, it invokes an artificial and arbitrary time measurement for determining whether the public interest would be served by the sale of a permit or license, held for a period of less than three years, and because it may have the detrimental effect of discouraging

At Rank Luncheon

Davis Urges Exhibitors Get Into Pay-TV

Challenges Stand of CEA; Says Policy ‘Head-in-Sand’

By WILLIAM PAY

LONDON, Dec. 15 — Exhibitors in Great Britain were urged today to get into pay-television as a "natural development of the entertainment business" in a speech by John Davis, managing director of the Rank Organisation. He spoke at a ‘sho w m anship luncheon’ in honor of Rank “c h a m p i o n” theatre managers.

The Davis speech revealed a sharp divergence of opinion on pay-television at the Rank’s "special luncheon," a meeting of some 100 exhibitors from all over the U.K. The conference was called by Roy Kirsch, President of the British Exhibitors Association.

Allied to Name Kirsch

Successor Next Month

Special to THE DAILY

MILWAUKEE, Dec. 15—A combined special and mid-winter meeting of the Allied States board of directors is expected to be called by Robert Marcus, board chairman, for next month to name a new president of Allied to replace Jack Kirsch, who has resigned the post because of ill

Kirsch, who has been hospitalized (Continued on page 6)

New Labor Secretary

Is Minimum-Pay Zealot

From THE DAILY Bureau

WASHINGTON, Dec. 15—Arthur Goldberg, general counsel of the Steel Workers' Union and special counsel to the AFL-CIO who has been designated as the new Secretary of Labor by President-elect John Ken- (Continued on page 4)
**PERSONAL MENTION**

DAVID A. LIPTON, Universal Pictures vice-president, will return to Hollywood today from New York.

MAURICE BERGMAN, promotion coordinator for the Academy Awards presentation, has returned to New York following conferences in Hollywood.

JAMES B. VELDE, United Artists vice-president in charge of domestic sales, and D. J. Edele, the company's new Southern division manager, are in Dallas from New York.

FRANK MANTZKE, president and general manager of Northwest Theatre Corp., and president of Northwest Allied Theatres, has left Minneapolis for a vacation in California because of ill health.

WILLIAM GOETZ, producer of the forthcoming "Cry for Happy" for Columbia Pictures, has arrived in New York from Hollywood.

PAUL GRAEF, president and general manager of Trans-Continental Films, Paris, will leave New York aboard the "Queen Elizabeth" today for Europe.

ARTHUR LURIA, director of Joseph E. Levine's "Theft of Bagdad," has returned to New York from Rome following completion of photography on the picture.

ROBERT ADLER, sales representative for Allied Artists in Albany, N. Y., will leave there tomorrow with Mrs. Adler and their daughter for Miami.

GEORGE SINYE, producer of "Pepe," will arrive in New York today with Mrs. Sinye from the Coast.

RALPH MOYER, Universal field representative, was in Albany, N. Y., this week from New Haven.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**
Rockefeller Center • CI 6-4600

**DEBRA'S**
6-8500, 6-8501

**KERR • MITCHEM • USTINOFF**
FRED ZINNEMANN'S PRODUCTION OF "THE SUNDOWNERS"
A WALTER BROWN WEEKLY ADVENTURE
AND THE MUSIC HALL'S GREAT CHRISTMAS SHOW

**COMPO Duses Collection**

**Picks Up in Cleveland**

Special to THE DAILY

CLEVELAND, Dec. 15—Hap-

piers reported the second

reporting on collection of COMPO due

in this area recently—after

the first one of a couple of weeks ago.

Practically all exhibitors are coopera-

ting now and a large majority are al-

ready in collection.

One only circuit not yet heard from.

Final reports will not be made until

after the first of the year; and

chairman Ray Schmertz has returned

from a Florida vacation.

**EDITORIAL**

(Continued from page 1)

JOHNS have their problems, too. Feed-

ing with them will not solve ours and

can only add to theirs. It's difficult to see

how theatres will be helped if, in order to

exhibit antagonism, we were to say, have,

say, only six companies on which to depend for product a year from now.

There are many who agree that

Hymans's patience and persistence are

paying genuine dividends to the na-

tion's theatres and, as well, to dis-

tributors whose sincerity matches his.

**Deal for Portugal**

"El Cid" Release Set

Special to THE DAILY

Madrid, Dec. 15—An exclusive releasing agreement with Astoria Films of Portugal, by Samuel Bron-

ston Productions, Inc., brings to a to-

tal of six the country-by-country deals

for the release of Bronston's "El Cid." Vice-

president J. Prades of the Bronston company signed the deal with Astoria during the absence of Samuel Bronston, who is now in the United States completing deals with Japan and other key Pacific areas.

Allied Artists will distribute "El Cid" in the Western hemisphere. Last week, Frank Distribution Corp., was set to release the picture in the United Kingdom. Dear Films will handle the film in Italy. Other regional releases will be by Melior in Belgium, Filmayor in Spain and Astoria in Portugal.

**Special 'Spartacus' Field Men, Group Salesmen**

To provide continuing local promo-

tional support for the six current road-

show engagements and the 12 Christmas openings of "Spartacus," the International has special field exploitation representatives and group salesmen assigned to all of these engagements, it was reported yesterday by J. Livingston, Universal- 

Paragon's executive coordinator of sales and advertising, who is supervising the promotional activities of "Spartacus."

The policy, Livingston reported, is to assign both the field exploitation representative and the group salesmen to the specific roadshow engagement six to eight weeks in advance of opening and to continue both representatives well into the run of the picture.

**John B. Tucker Dead**

Funeral services for John B. Tucker, 50, for many years manager of RKO's Cort Theatre, Som-

erville, N. J., will be held Tuesday morning at the Cuskick Funeral Par-

lor. Tucker died last Tueday afternoon after a brief illness.

**Baptists Take Action**

On 'Vulgar Films'

Special to THE DAILY

GREENVILLE, S.C., Dec. 15—Rev. Carlton M. Robinson, pastor of the Poinsett Baptist Church, denou-

ing "vulgar and vicious motion picture
to his fellow pastors to appeal to the City Council, the Gro-

sville County legislative delegation in the pub-

c to do something about films.

This week Rev. Robinson asked the Greenville Baptist Pastors' Conference to appoint a committee to look into the motion picture situation. The committee was to meet tomorrow morning at Central Baptist Church here voted the committee.

Rev. Robinson asserted that "motion picture industry's self-policing organization has become ineffective and that more and more low-

films are flooding the market."

**Minneapolis Exhibitor Seeks Pictures Abroad**

Special to THE DAILY

MINNEAPOLIS, Dec. 15—Harry Field, owner of the St. Louis Park A. U. P. in Minneapolis as well as a chain of theatres in small Iowa towns, has returned from a two month scouting trip in Europe. He particularly interested in finding films to present to Iowa audiences.

"We get most of the great foreign films, the art films, that are success-

ful in the big cities. If they're successful in Paris and London, they're just as successful."

"I do all right in Minneapolis," Field said, explaining that this is not so

Iowa.

**Cites Changing Business Picture**

Field said his trip was necessary be-

cause of the change in the American film business. When Hollywood was making 800 pictures a year, he said, there were films from which to choose, but the present policy of fewer pictures with bigger budgets isn't work-

ing out.

"We just have to keep making pic-

tures and trust that some of them will be hits. If Hollywood isn't doing it, the French and the Italians are and we're going to have to make better use of their films."

**'North' Past $2 Million**

"North to Alaska" has grossed more

than $2,000,000 with receipts steady climbing toward an eclipse of all records set in the recent past.

"Journey to the Center of the Earth: Sink the Bismarck," "The You-

Lions," and many 20th-Fox films, is reported. The picture has col-

lected the highest lookover rec-

t of any Fox production this pa-

year.
Some 1,500 distinguished guests hailed Otto Preminger's production of "Exodus" last night at its world premiere at New York's Warner Theatre. The glittering event, one of the brightest Broadway film openings in a decade, climaxed an "Exodus" success story spanning several years. The Otto Preminger film, based on one of the most popular novels in modern fiction, had become one of the most eagerly anticipated productions in motion picture history. The premiere was covered live from the theatre by WNTA-TV and radio, which devoted an hour on radio and an hour on television to the event. "Exodus" was produced and directed by Preminger in Technicolor and Super Panavision 70 widescreen, with Todd-AO six-channel stereophonic sound. United Artists is distributing "Exodus."

Crowds line Broadway outside the Warner Theatre for a look at the exciting parade of celebrities attending the world premiere of Otto Preminger's "Exodus." The event, covered live by WNTA-TV and radio, was seen and heard by a vast audience in three separate programs.

Producer-director Otto Preminger and Mrs. Preminger are shown on their way into the Warner Theatre with Jill Haworth and Sal Mineo, both of whom star in "Exodus."


David Opatoshu, who stars in "Exodus," and his wife, pause in the lobby of the Warner Theatre.

Peter Lawford (right), another "Exodus" star, welcomes Leonard Bernstein, one of the world's great conductors, and Mrs. Bernstein.

Milton Berle, accompanied by his wife, is another of the entertainment notables on hand to see "Exodus."
Jan. 'Esquire' Recounts The Joe Levine Story

Joseph E. Levine, Embassy Pictures president, is the subject of a three-page article by Gay Talese, with full page color illustration, in the January issue of Esquire.

The article emphasizes Levine's showmanship and his ability to sense popular film ingredients.

"Levine has never lost his Midas touch with the masses," it remarks, "Mr. Levine is the masses. What he likes, millions of people like."

**Davies Ursics**

(Continued from page 1) opinion between him and exhibitor leaders. Earlier this month the Cinematograph Exhibitors Ass'n, expressed the "unqualified opposition" of exhibitors to toll-in in a report of its views on the subject requested by the government's Pilkinson committee.

Davies today called the exhibitor stand a "head-in-the-sand" policy. "It is no good," he said, "for the industry to say it is going to fight toll-television if the Pilkinson committee sanctions it as to the public benefit.

He then urged exhibitors to get on the bandwagon.

Sees Policy Paying Off Turning to other matters, Davies said the Rank Organization is continuing to enjoy prosperity after years of a "digging-in" policy. He pointed to the success of several British pictures in the last six months and said they contributed to the Group's good results.

Last year, he reminded the audience, the company ran thirty British films in the top twelve grossers at the United Kingdom for the year. This year, he added, Rank's "Doctor in Love" is the top-grossing British film.

Davies said he is happy to see the complaint against excessive violence and brutality in films and deplored the trend toward "three-hour epics.

These factors are responsible for driving people—especially women—from the cinema, he said.

Decrees Filmed Sadism He added that he was not against "X" certificate films as adult entertainment. Horror films can make good melodramas, he observed, but it is the more sinister type of picture that is keeping the customers away. "Results prove the need for clean, wholesome entertainment," he said.

**Objectionable Films**

(Continued from page 1) Hollywood is to continue producing them and we are to continue booking them.

How the ticket buyers can be persuaded to patronize in greater force the "unobjectionable" films is the crux of the problem, exhibitors state.

Producers and distributors cite figures detailing the extensive advertising campaigns they conduct, on a national level, for films of sound moral tone. It is conceded these are not as easy to sell as "the sensational."

Whether the local "sell" on "good" pictures always packs enough punch, under present conditions, is a matter of opinion.

**REVIEW:**

**Herod The Great**

Allied Artists

Hollywood, Dec. 15

Edward Purdom as King Herod and the glamorous Sophia Loren as Queen Miriam will capture audience interest with their emotionally involved Biblical roles in this heavily dialogue-oriented Italian import. Purdom and Miss Loren are the only ones in the cast who speak English for this completely dubbed-in-English film.

Others who register importantly in Samuel Schneider's presentation are Alberto Lupo in the role of Aaron, Herod's trusted aide, and his sweetheart, the voluptuous Sandra Milo as Julia.

The film, produced by Cimbal on behalf of EMI, is spectacular in concept with obvious expensive production values invested in lavish settings and colorful costumes, unusually eye-appealing in Eastman color and the wide screen of "Totalscope."

Under Amaldo Genoino's direction, Herod, King of Judaea, is depicted more the jealous husband than a beautiful queen than a man seeking to protect his reign, after his forces are defeated in an alliance with the rebellious Roman general Antony at the battle of Actium. The screenplay by Daniele Damiani, Federico Zardi, Fernando Cerchio and W. Tourjansky, is based on a story by Danilau and Tulio Pinelli. Herod instructing Aaron to guard Miriam while he attempts to find favor from the local Roman Octavius in order to continue his reign. He makes Aaron promise to kill his wife if he should die in his purpose with Octavius.

Miriam's mother, despising Herod, arranges to spread the rumor that Herod is dead. Aaron lacking compelling passion for the queen and her infant son, tells her of Herod's instruction, but decides to run off with her and the boy and protect them until the boy can take over as king.

Herod returns in time to prevent Miriam's mother from placing Miriam's brother on the throne. He is furious when he believes Aaron has run off with the queen to nurture his own love for her. He sees to it that Miriam is sentenced by the high court to be burned to death when he learns of her payment to a guard to help Aaron escape from a torture chamber.

The news that a male child born in Bethlehem is being hailed as King Herod's heir alarm him. He kills another of his sons for having misled him about Miriam, and collapses during a lighting storm which besieges the palace after he has ordered the destruction of all newborn males in the kingdom.

Running time, 93 minutes. Release in December.

**Samuel D. Beins**

**FORTHCOMING RELEASES**

**DECEMBER**

AA—HEROD THE GREAT, c: Edmund Purdom, Sylvia Lopez

BY—SWISS FAMILY ROBINSON, c: Dorothy McGuire, John Mills

COL—THE THREE WORLDS OF GULLIVER, c: Matthew, Jo Morrow

COL—JAZZ BOAT, c: Anthony Newley, Anne Aubrey

COL—PLEASE TURN OVER: Ten Ray, Jean Kent

MG—WINTER HOLIDAY, Dulos Hart

MG—CINARON, c: Glenn Ford, Maria Schell

PAR—THE WORLD OF SUSIE WONG, c: William Holden, Nancy Kwan

PAR—CINDERELLA, c: Jerry Lewis, Judith Anderson

20-FOX—ESTHER AND THE KING, c: cs: Jean Collins, Richard Egan

20-FOX—THE WIZARD OF BADGAD, c: Dick Shawn, Diane Baker

20-FOX—LEGIONS OF THE NILE, c: Linda Cristal, Etarre Manni

UA—EXODUS, c: Paragon 10: Paul Newman, Eve Marie Saint (special dates)

UA—FACTS OF LIFE: Bob Hope, Luella Ball

UNI—THE PRIVATE LIVES OF ADAM AND EVE: Mickey Rooney, Mamie Van Doren

WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

**JANUARY**

AA—LOOK IN ANY WINDOW: Paul Anka, Ruth Roman

AIP—PORTRAIT OF A JUBILANT: Nadja Tiller, Tony Britton

COL—SWORD OF WISERLAND FOREST, c: Richard Brown, Peter Cushing

COL—THE WACKIEST SHIP IN THE ARMY, c: Jack Lemmon, Ricky Nelson

COL—HAND IN HAND: John Gregson, Dama Sybil Thandika

MG—THE VILLAGE OF THE DAMNED: George Sanders, Barbara Shelley

MG—BLUEPRINT FOR ROBBERY: Jay Barney, J. Pat O'Malley

20-FOX—FLAMING STAR, c: Elvis Presley

20-FOX—THE MARBACH BLOOD SISTERS, c: Susan Howard, James Mason

20-FOX—THE LITTLE SHEPHERD OF PRAGUE: DAMIENE COME, c: Jimmy Rogers

UA—THE SUMMER OF THE SEVENTEENTH DOLL: Anne Baxter, Ernest Borgnine

UA—FIVE GUNS TO STONEMANS: James Brown, John Wilder

UNI—THE GRASS IS GREENER, c: Cary Grant, Debrah Kerr

WB—A FEVER IN THE BLOOD: Efrem Zimbalist, Angie Dickinson

**FEBRUARY**

AIP—THE HAND: Derek Bond, Ronald Lee Hunt

AIP—BLACK SUNDAY: Barbara Steele, John Richardson

BY—ONE HUNDRED AND ONE DALMATIANS, c: feature cartoon

COL—A RAISIN IN THE SUN: Sidney Poitier, Claudia McNeil

COL—UNDERWORLD, U.S.A.: Cliff Robertson, Craig Stevens

MG—GO NAKED IN THE WORLD, c: Gina Lollobrigida, Anthony Franciosa

MG—THE COLOSSUS OF RHODES, c: Rory Calhoun, Lee Masiero

MG—GORDO, c: William Travers, William Sylvester

PAR—THE SAVAGE INNOCENTS, c: Anthony Quinn, Yoko Tani

20-FOX—THE MILLIONAIRES, c: c: Sophia Loren, Peter Sellers

20-FOX—SAXIQUENCY, c: Lee Remick, Yves Montand

20-FOX—THE CANADIANS, c: c: Robert Ryan

20-FOX—SNIPER RIDGE, c:

UA—A MATTER OF CONVINCION: Burt Lancaster, Shelley Winters

UA—WARLORD OF CRETE: Bob Mathias, Rosanna Schiaffino

UA—BURMA PATROL: Ron Foster, Mikki Taro

UNI—THE GREAT IMPOSTER: Tony Curtis, Edmund O'Brien

UNI—THE SHAKEDOWN: Terence Morgan, Robert Duvall

WB—GOLD OF THE SEVEN SAINTS, c: cs: Clint Walker, Roger Moore

Fox, Tri-State Service

Suit Settled in Phila.

Special to THE DAILY

PHILADELPHIA, Dec. 15 - The suit instituted by the post office against Sandoff Gottlieb and his Tri-State Theatre Service in Municipal Court, was settled for an undisclosed amount out of court. The action sought to recover $538 from Gottlieb for unpaid film rentals due from the closed Grand in nearby Bristol, Pa.

It was claimed that the film buying service obligated itself for product bought by signing exhibition contracts for the theatre.

New Secretary

(Continued from page 1) nedy, took an active role last year in the extension of minimum wage coverage and an increase in the pay floor sought by both unions at the President-elect.

Goldberg's designation is thought certain to arouse some opposition in the Senate.

It is generally believed unlike that any concerted effort will be made to defeat the nomination after it is sent to the Senate by the President.
'Washington News' Urges Prompt FCC Decision On Pay-TV Trial; Indicates Favoring License

WASHINGTON, Dec. 13.—The "Washington Daily News," a Scripps-Howard paper, has editorially urged the Federal Communications Commission to "come up with its decision promptly" on a pay television trial. The paper notes that the FCC's Broadcast Bureau "makes the plausible point that there is no way of finding out what effect pay television will have on so-called free without trying it out," and indicates that it favors the grant of the pay-television license.

The "Daily News" also says that the "testing ground for any new business is the market. If the customers never get a chance to test it, how will they ever know whether they like it or don't like it?" The editorial said that most need that most need that the so-called trials of TV stations, is "ready to give the idea a showing in Hartford, Conn., that the FCC will agree.

As the paper's editorialist says it, "the only issue here is whether a new enterprise should have a fair opportunity to offer its wares to the public; whether the enterprise will succeed is beside the point. The public will determine that—and anyone who wants to invest the time and money in seeking that verdict is entitled to the risk."

Stanton Sees Kennedy On USA Operations

From THE DAILY BUREAU

WASHINGTON, Dec. 13.—The president of the Columbia Broadcasting System, Dr. Frank Stanton, discussed operations, problems, and opportunities of the U.S. Information Agency with President-Elect Kennedy.

Stanton would give no details of the meeting, nor would he comment on whether he and Kennedy discussed the possibility of the CBS executive for the job of U.S.I.A. director. He denied that they had talked of CBS commentator Edward R. Murrow or any other CBS employee for the post, but did say they had "talked about the job required."

No Quick Decision Planned

Kennedy said that "it will be a little while" before he chooses a director for the information agency. Kennedy also noted that while he has no plans to invite the heads of other TV stations, such as Murrow and any other CBS employee to the post, but did say they had "talked about the job required."

NAB Radio Code Board To Meet in D.C. Jan. 12

From THE DAILY BUREAU


The meeting, attended by code-board chairman Cliff Gill, president and general manager, Station KEZY, Anaheim, Calif., will review activities since last summer when the name of the document was changed from Standards of Good Practice for Radio Broadcasters to The Radio Code of Good Practices and administration of the code was changed from an honor system to one with enforcement provisions. NAB staff members said any suggestions from radio code subscribers would be welcomed.
Technical Achievements Submitted For Academy Award Consideration

Sixteen technical achievements of the past year have been submitted for 33rd Annual Academy Awards consideration, it has been announced by Gordon Sawyer, chairman of the Academy of Motion Picture Arts and Sciences' Scientific and Technical Awards Committee.

Meetings to evaluate technical advances have been held and demonstrations of the entries have been conducted. A final meeting will be held this month to determine which of the achievements the committee will recommend for awards recognition to the Academy board of governors.

Pursuant to committee policy, the following list is being publicized to permit those with claims of prior art or with devices similar to those under consideration to call them to the committee's attention:

- Instantaneous color-film analyzer, Hazeltine Research Corp.; an automatic shutter for motion picture printing machines, Electronic Systems, Inc.; multiple head reduction printer, Western Film Laboratories.
- Instant-Sync, Myer P. Beck; synchronizing device, Joseph Lombardi; editing attachment, Carlos C. Rivas; Ampex high level switching sound system, Ampex Professional Products Co.; Kenyon KS-4 gyro stabilizer, Gordon Enterprises.
- Flicker indicating device, Columbus; Panavision Panaflex hand held 65mm camera, Panavision Inc.; Panavision Steinheil Pan-Quon lens, Panavision Inc.; Bausch & Lomb Cinephor 703 projection lenses, Bausch & Lomb.
- Visual Image Compensator, Vicom, Inc.; miniature flak gun and ammunition loader, 20th Century-Fox; an automatic developer replenisher system, Consolidated Film Industries; and dual flywheel filtering principle, Magnasonic Corp.

Kirsch Successor

(Continued from page 1)

Kirsch agreed to assume the Allied presidency again—he held the post in 1946 and 1947—at the annual meeting of the board in Chicago, Nov. 5, against the advice of his physician and the urging of his wife.

Kirsch also is president of Allied Theatre Owners of Illinois and is that organization's national director. So far as is known, he has not relinquished his Illinois Allied post.

At the Chicago meeting board last month at which Kirsch was elected president of national Allied, plans were made to set up national headquarters in that city under a new executive director. Allied headquarters heretofore have been in Washington. It was expected that the board meeting next will subside in the choice of the president to name an executive director, in addition to designating someone to serve out Kirsch's term as president.

'Exodus' Bow

(Continued from page 1)

Among those attending were: Adlai Stevenson, newly designated United States Ambassador to the United Nations; the Honorable Joseph P. Kennedy, father of John F. Kennedy, the President-elect; Joey Adams; Jean Pierre Aumont; George Axelrod; Lauren Bacall; Richard Basehart; Harry Belafonte; Leonard Bernstein; Paddy Chayefsky; Nat King Cole; Arlene Francis; Joan Fontaine; Colleen Gray; Burl Ives; Harry Kurnitz; Mrs. Firestone; Myrna Loy; Joseph Mankiewicz; Lewis Milestone; Kim Novak; Christopher Plummer; George Raft; Lee Remick; John Reynolds; Jerome Robbins, and Billy Rose.

From the production, producer-director Otto Preminger, accompanied by Mrs. Preminger, attended. Also present were the following "Exodus" stars: Peter Lawford, Sal Mineo, David Opatoshu and Jill Haworth.

U.A. Officials Attend

Among the executives of United Artists, distributors of "Exodus," who attended the premiere were: Robert S. Benjamin, chairman of the board; Arthur B. Krim, president; Max E. Youngstein, vice-president; and William J. Heineman, vice-president in charge of distribution.

WNTA-TV and WNTA radio tailed the "Exodus" premiere in three separate programs. The first program, beginning at 7:30 P.M., was the live telecast of the stars and celebrities arriving at the theatre and attending the premiere, by Jim Falconberg, who was host for Buick, sponsor of all three programs. This was followed by a one-hour radio program on WNTA and a taped repeat of the 7:30 live television program at 12:30 A.M.

Garner Pact Is Voided;

Gets $1,750 from W.B.

From THE DAILY Bureau

Hollywood, Dec. 15. — Actor James Garner has won his freedom from a contract with Warner Brothers. The deal was nullified by a court.

The court ruled earlier that Warners breached its contract with the former star of its "Maverick" television series by suspending him last March during the writers' strike.

For One Week's Work

The judge awarded Garner $1,750 for one week's work between the time of suit and the day before the judge came to the studio that the contract was broken, on the grounds that he earned more than $60,000 during the suspension period from personal appearances.

Arkansas Exhibitors Will Hold Convention in May

Special to THE DAILY

LITTLE ROCK, Ark., Dec. 1 — The Independent Theatre Owners of Arkansas, a unit of the Theatre Owners of America, will hold its state convention at the Marion in Little Rock, Arkansas, Tuesday and Wednesday, May 2 and 3, it was announced today by Bruce Youn, president.

Young said the theme of the convention will be "Let's Make Our Business Our Business." He said the attendance is also expected from exhibitors in states bordering Arkansas.

Edward L. Shott, mayor of North Little Rock Theatres, will be chairman of the publicity committee for the convention.

Big Radio Drive

For 'G.I. Blues'

A new plan for radio merchandising, in which local stations are encouraged to prepare campaigns tailored to their particular audience, has been conceived by Paramount Pictures in conjunction with Hal Wallis' "G.I. Blues." With the assistance of the Radio Advertising Bureau, Paramount has set special "G.I. Blue" campaigns on more than 2,000 selected stations, keying to the popularity of the Presley on the nation's airwaves.

A special effort has been made to select only stations that have previously demonstrated "strong promotion-mindedness.

Local Conditions Considered

A cash budget for purchase of specific numbers of commercial spots is allocated to each station, with all stations leading to the campaign based on their knowledge and understanding of the local market. The stations are further advised to work closely with their own promotion field representatives on revising such techniques and gimmicks as contests and tie-ups. Stations are also urged to submit their own creative ideas for spot announcements, working for production data supplied by Paramount.

Hollywood's Paramount Prims for 'Cimarron'

From THE DAILY Bureau

Hollywood, Dec. 15. — The Paramount Paramount Theatre will undergo extensive redecoration, including installation of a new Walk-high intensity screen, a new marquee with three-dimensional letters and new lobby cases and lighting for the roadshow engagement of MGM's "Cimarron," with a Christmas Night opening for stars and Los Angeles civic and society leaders. Top officials of the industry are expected to attend.
Tisch Sees Trend to 600-800-Seat Theatres
Topped by Offices or Hotel to Make Them Profitable

BOSTON, Dec. 18.—A hotel-theatre trend was predicted by Preston B. Tisch, president of Loew’s Hotel, Inc. division, and member of the board of Loew’s Theatres, during a visit here last week.

“Now that the cathedral-size picture theatre is obsolete, the trend is to the 600 to 800-seater, which must be topped by offices or hotel rooms to make it profitable,” he said. “Loew’s is not only remaining in the theatre business, but has two more theatres in the works in New York,” Tisch said. A three-man committee is now making a survey of all Loew’s theatre property.

Loew’s now operates three hotels, The Americana, Miami; Traymore and Ambassador, Atlantic City, and 98 theatres. Plans call for the building of a hotel in Washington, D.C., and a motel in New York City. In addition to these two hotels now being built in New York by Loew’s, the Summit and Americana, Laurence Tisch, Loew’s Theatres board chairman, is now in Paris, London and Rome looking to build new hotels abroad.

Putting a theatre and hotel under one roof is the plan of the Tisch brothers, principal stockholders of Loew’s Theatres. The Summit will be an 800-room, 21 story hotel, and is now building at two stories a week. The Americana will be a 2,000-room hotel, to be ready by 18 months. The Summit is scheduled for a July opening. Here with Tisch were: Charles Kurtzman, executive in charge of Loew’s out-of-town theatres; Jim Shananah, who will handle hotel publicity for Loew’s, and Buzz Sherry, sales director for the new Americana in New York.

Statutes Can’t Substitute for an Industry Conscience, Dr. Flick Says

ALBANY, Dec. 18.—“No system of enforced censorship or statutory licensing can take the place of an industry conscience,” Dr. Hugh M. Flick, former director of the State Education Department and present associate commissioner for cultural education, said in commenting on current criticism of some film content.

The motion picture industry’s great and pressing need, he remarked, is for strong leadership, whether by one or more persons. This leadership must try to reestablish, or raise, the moral climate of the times, and must strive to raise the general moral standards. In doing so, that leadership would also serve best the long term interests of the industry.

“‘It is not too much to expect this of the film industry,’ Flick continued. He pointed out that in both the recent statement by the National Catho-

BFPA to Support 5 Festivals in ’61

From THE DAILY Bureau

LONDON, Dec. 18—The British Film Producers Ass’n will support the 1961 film festivals at Cannes, Berlin, Moscow, Sar Sebastian and Venice, with its major effort concentrated on Moscow. This, said a BFPA spokesman, is because the U.S.S.R. is still considered an important and untapped market for motion pictures.

As regards Venice, British participation (Continued on page 3)

Opinion Clash

Producers in Britain Back Pay-Television

FBFM Also Asking Quota For British TV Films

By WILLIAM PAY

LONDON, Dec. 18—The inevitable clash of opinion between exhibitors and other sections of the industry on the desirability of toll television in Britain was revealed by the disclosures that producers supported its adoption. Exhibitors have already declared their unqualified opposition "to any extension to the television services."

Following its monthly council meeting the Federation of British Film Makers stated it was making two main recommendations to the (Continued on page 4)

TV which makes its bow today. The Columbia release will world premiere on Wednesday preceded by a series of special press and industry previews, all at the newly-redecorated Criterion Theatre. On Friday the scene will shift to Miami, where the (Continued on page 2)
PERSONAL MENTION

JOSEPH MOSKOVITZ, 20th Century-Fox vice-president and Eastern studio representative, has returned to New York from the Coast.

NORMAN W. ELSON, president of Guild Enterprises, left here on Saturday for Europe to view product for his Guild and Embassy theatres here.

B. J. "Hay" Barnes, president of ABC Theatrical Enterprises, Atlanta, has left there for a vacation in Florida.

LOE ROSSOFF, executive producer of "Goliath and the Dragon" for AIP, has returned to Hollywood from New York.

MRS. MARTY BLAU gave birth on Friday to a daughter, LAUREN HILARY, at White Plains Hospital. Fa- ther is assistant publicity manager at Columbia Pictures.

SAMUEL BRYANT, producer of the forthcoming "King of Kings," which Columbia will release, has returned to New York from Europe.

SUSAN STRASBEG, starred in "Taste of Fear," which Columbia will release, has returned to New York from Europe.

MRS. LEONARD ALLEN, wife of Paramount Southern exploitation director, has entered Emory Hospital, Atlanta, for treatment.

J. M. TUNE, of the Princess Theatre, Shreveville, Tenn., has returned to his duties following surgery.

HECTOR OLIVERA, Argentinian film producer, is in New York from Buenos Aires visiting industry acquaintances.

N.O. 'Grass' Bow To Benefit Center

Special to THE DAILY

NEW ORLEANS, Dec. 18—Universal-International and the Joy Theatre here have taken the initiative to help restore The Gallery Circle Theatre which acted as a civic center in New Orleans and was burned by fire several weeks ago. They have scheduled a benefit premiere of "The Grass is Greener" for Dec. 23 for the purpose of helping to restore this famous landmark.

Popular Prices Slated

Tickets for this premiere will be sold at popular prices with the proceeds going to the fund. "The Grass is Greener," starts its regular engagement at the Joy Theatre that day.

Rosenfield's Son Was Aboard Ill-Fated Plane

Jonas Rosenfield, III, 18-year-old student son of the Columbia Pictures vice-president in charge of advertising-publicity, was a passenger aboard the ill-fated United Airlines plane which crashed in Brooklyn on Friday morning.

There was but one survivor of the crash, an 11-year-old boy. As of press time for this issue, young Rosenfield's body had not been recovered. A student at the University of Wisconsin at Madison, he was returning to the family home here to spend the year-end holidays.

Cite 'Hand in Hand'

"Hand in Hand," Helen Winston's production for Columbia release, will receive the Family Medal from Parents' Magazine in the January issue. The Family Medal is awarded each month to the film most suitable for family viewing. EYC editor Catherine C. Edwards, movie editor of Parent's Magazine, will present the award to 29-year-old Miss Winston, the only woman in the industry with her own producing company.

Benjamin an Elector

Robert S. Benjamin, chairman of the board of United Artists, and former New York Governor Herbert Lehman leave here together for Albany today to cast two of New York State's 45 electoral votes in the Presidential election. This is the first time as electors for both men.

Col. Votes Dividend

The board of directors of Columbia Pictures Corp. on Friday declared a stock dividend of 2½ per cent on the common stock and voting stock for the benefit of common stockholders, payable Jan. 30, 1961, to stockholders of record Dec. 30.

B&H Will Report Record Sales in 60

Special to THE DAILY

CHICAGO, Dec. 18—Bell & Howell Company will report record sales for 1960, Charles H. Percy, president of the photographic-electronics-business machines firm told the Investment Analysts Society of Chicago at a luncheon meeting here.

"Whether Bell & Howell will exceed its 1959 record net earnings of $4,904,834, or $1.34 per share, will depend," Percy said, "upon retail buying in December that is anticipated to exceed that of September. The December figures were the highest of any month in the company's history October and November were disappointing. Christmas buying has been strong and the new equipment has now picked up, after this slow start, and December sales are at levels projected earlier this year. If they hold to these levels, earnings should exceed last year's."

Company Officials Participate

Percy led a management team from Bell & Howell in the appearance before the analysts. Participating were William E. Roberts, Peter C. Peterson, executive vice-presidents of Bell & Howell, and Philip S. Fogg, president of Consolidated Electrodyamics Corporation, Bell & Howell subsidiary.

Roberts told the analysts that non-photographic elements of the company's business, including electronic instrumentation and business machinery equipment which account for almost half of total sales, have continued to show growth in both sales and earnings throughout the year.

"Bell & Howell is slated for an expanding role in the business machine field," Roberts said, noting that "sales of microfilm equipment and inserting and mailing machines have shown exceptional strength in the fourth quarter and promise of even wider sales gains in 1961. Growth in the business machine field will be helped by new developments and expansion in the field of microfilm machines expansion through and acquisitions of complementary equipment lines."

Expanding Overseas

Roberts also said, "The company that is not internationally minded will pass up growing markets and will find itself at great competitive disadvantage. Bell & Howell, which has operated in international markets throughout its 53-year history, is currently expanding its international staff and activities."

Consolidated Electrodyamics will experience "the best year in its history in both sales and earnings in 1960," CEC President Fogg told the society. (CEC's report is separately from Bell & Howell.)

'Pepe' Week

(Continued from page 1)

Southern premiere of the picture will open at the Lincoln Theatre. There will be four screenings of the film today. In New York, the picture will be both a family and an evening performance. On the West Coast tonight "Pepe" will be shown simultaneously at the Stanley Warner Hills Theatre and at 12 Screen Directors' Club theatres.

Tomorrow night a black-tie invitational preview will draw many names in the motion picture industry and many appearing with Ca- tilnies in "Pepe." Among the cele- brities will be "Pepe" producer-director George Sidney, associate producer Jacques Celnman, Cantillias, Kit Novak, Maurice Chevalier, Bob Darnin, Sammy Davis, Jr., Edward Robinson and many others.

Wide Radio Coverage

There will be complete radio coverage of the lobby of the Criterio on Tuesday. Taping the festivities will be NBC-Monitor, Armed Forces Radio, the Voice of America and Fre- nch Radio Network in "pepe" Hollywood Arrangement." Plans are being finalized for television coverage of the event.

The world premiere of "Pepe" will take place at the Criterio on Wed- nesday for the benefit of the Li- Motley Cancer Foundation, with pro- ceeds going towards the erection of a new radiation pavilion at NYU Bellevue Medical Center.

B&H Extra Dividend

CHICAGO, Dec. 18—A 2½% stock dividend on the common shares was declared by the directors of Bell & Howell Company. The stock dividend is in addition to the regular cash divi- dends totaling 40 cents per common share this year. It will be payable Jan 27, 1961, to shareholders of record Jan. 6. Fractional shares will be paid in cash.
Radio D-J’s Plan Can-Can’ Welcome

Eleven hours of uninterrupted radioJazz will herald the debut of “Can-Can” at popular prices in the 20 Palace and Albee Theatres day date on Wednesday, as WINS airs three top Jewish Jockeys broad- casts for an entire day from the lobby of the Broadway, Sharon. Brad- dleffs from noon, J. Jack Lacey at 5 to 7 P.M., and Murray Kauf- man from 7 to 11 P.M. Create 20th Century-Fox production with vivacious playing of the sound- track of the Cole Porter score and invi- ders with top personalities drop- by for the event.

The disc jockeys will be seated in glass office in the lobby of the Pal- ace with technicians and thousands dollars worth of equipment strung through the theatre and in mobile racks on the sidewalk. Visitors and event patrons will also be inter- viewed by the d-j’s in the course of an 11-hour broadcast.

Skouras for Festival

(Continued from page 1)

Skouras to be the cultural capital of the U.S.

The happy coincidence that the new Lincoln Arts Center is scheduled for completion May 20, is particular- ly the 1964-1965 World’s Fair here would insure the interna- tional film festival the proper global representation and attention, it is pointed out by Syntopos.

The idea was first broached by Skouras to Arts Center officials almost the year ago and has been discussed since. At intervals subsequently, particular- ly the Lincoln Arts Center in cooperation with the Robert Dowling of City In- vesting Co.

Dowling Interested

The current reaction of Dowling and other Center sponsors is described as one of interest, circumscribed to some degree by the absence of pro- visions for facilities within the Center for such a festival, at the present stage of planning, and the apparent lack of motion picture industry stimulus to initiate a fund-raising effort to make the project possible. However, in connection with the latter, film industry interest in the festival idea appears to be increasing. It was stated on Friday that a film industry group was much alive and is being worked on continuously.

BFPJ to Support

(Continued from page 1)

tion, said the spokesman, is subject to the Festival rules being endorsed by film industry leaders via the Film Producers Association. This follows complaints this year of irregular- ities at Venice when double the number of Italian films permitted produced.

“We will look for evidence that not only are the rules adhered to next year but are interpreted in the proper manner,” said the spokesman.

Hammer Productions To Make Minimum of 10 Films

During 1961 – Most for World Release by Columbia

From THE DAILY Bureau

LONDON, Dec. 18.—Between now and the end of 1961, Hammer Productions will make a minimum of 10 films, most of them for world release by Columbia. “The final total,” says executive producer Michael Carreras, “will probably be twelve.”

The shooting schedule will represent an investment of at least one-and-a-half million pounds and will be a dual policy one,” adds Carreras. One leg involves the production of films of a more serious but popular type and the other embraces highly “exploitable” subjects.

There is still a big international demand for the highly professional kind of motion pictures which make-a-demand particularly strong in America and the Far East. And we would be pretty poor businessmen if we were to ignore it. We shall make one, or, at the most, two horror films a year,” concludes Carreras.

Flick’s Plea

(Continued from page 1)

the Bishops Committee for Motion Pictures, and in an earlier resolution by the Luther- an Laymen’s League, the industry was given “great credit in the power to influence for good. Educators do, too, hold.”

“If the motion picture industry is one of conscience, of true responsibility of freedom of thought and expression, then it should be able to accept the responsibility that goes with this level of freedom.”

The true test of such a sense of responsibility is deeds, not words. “High sounding statements mean- ingless, if they are not backed by concrete evidence that responsibility is and will be assumed.”

Dr. Flick warned that “free speech has limitations.”

“If it is to be a matter of cut-throat competition,” observed Dr. Flick, “then arbitrary censorship will be the inevitable accompaniment.”

“But at least tight controls over the purveyors of “impro foods or shoddy cloth,” he said.

Cites ‘Competitive’ Industry

An historian as well as an educa- tor, Dr. Flick underlined that “Rugged individualism has long been one of the things which Americans come to admire. The motion picture industry is highly competitive; has had its share of ‘rugged individualists.”

“It is more difficult for competi- tors in the motion picture industry to work together than is the case in some other industries,” he surmises. However, the “profit motive” cannot consistently prevail over the public good. The industry is “to avoid catastrophe and disaster,” he observed.

“Clean, family-type motion pictures are more likely to be produced, even though some financial losses be sustained,” and he is not sure they would be, he said.

He is of the opinion that a film classification bill—much like the Younglove-Duffy Act of 1960, which passed the Assembly, but was held in the Senate Rules Committee—will be introduced. It will have “powerful support,” he believes.

Two-Day Meeting for

Loew’s Hotels Staff

A meeting of the sales staff of the newly formed Loew’s Hotels, Inc., called by Preston Robert Tisch, presi- dent, will be held today and tomorrow at the Hotel Astor here.

In addition, final discussions of convention sales and other group book- ings for both the Summit and Ameri- cana Hotels, by James R. Heimbaugh, vice-president in charge of sales, will be held.

Ernest Ewing, ad director for both the hotel and theatre companies, and Jim Shanahan, recently-appointed public relations director for Loew’s Hotels, will outline plans for promot- ing of new hotels, and the integrat- ion of theatre-hotel selling efforts.

‘Glory’ Preview Tonight

Stars and high performers of the Broad- way stage will attend a special actor’s midnight showing of Lopert’s “Tunes of Glory” tonight, at the Little Car- negie Theatre here. Among those paying tribute to Alec Guinness and John Mills, the co-stars of the film, will be Henry Fonda, Sir Laurence Olivier, Angela Lansbury, Joan Plow- right, Mike Nichols, Elaine May, Richard Burton, Anne Bancroft, Lee Tracy, Frank Lovejoy, Mary Martin, Tymthy Grimes, Sandra Dee, and many others.

Steinbeck Story Bought

HOLLYWOOD, Dec. 18.—John Steinbeck’s forthcoming novel, “The Winter of Our Discontent,” has been purchased from galley proofs after the most highly competitive bidding for a major story property in recent years, it was announced by MGM studio head Sol C. Siegel. Scheduled for publication by Viking in June, 1961, the novel has been selected by McCull’s Magazine for serialization.

Monroe Corp. Registers

ALBANY Dec. 18.–Marilyn Monroe Productions, Inc., a New York cor- poration, has registered a change of address with the Secretary of State. The former address was 32 E. 56th St., the present label for the certificate.

Rosenberg, Balla

(Continued from page 1)

Pictures and Warner Brothers in Latin America and will leave for his new post on Jan. 4. Reich further stated that Luis Balla has been appointed special home office representative for RCA Latin America, and will make his headquarters in the Buenos Aires office of Imperial Films, AIP franchise in Argentina. The major film company in Argentina and Uruguay, Balla will leave to assume his new post on Dec. 25.

Richard I. Guardian, AIP super- visor for Latin America, will leave for Argentina and Brazil the first part of the year to assist in setting up a close liaison operation with the New York home office and the newly formed Latin American representatives.

‘Exodus’ in Baltimore

(Continued from page 1)

by the “Exodus” Committee for the State of Maryland—chaired by Governor J. Millard Tawes—was attacked by international dignitaries and prominent federal, state and local officials.

Among the guests were: Preminger, producer-director of “Exodus”; Peter Lawford, who stars in the film; Gov- ernor Tawes; His Excellency W. M. O. Halm, ambassador of Ghana; Dr. Wilson H. Elkins, president of the University of Maryland; Dr. Otto F. Krausz, president of the City College; Harold Grady, mayor of Balti- more, and His Excellency Morde- chai Gazi, minister plenipotentiary of Israel.
Monday, December 19, 1961

**SAG Pact Details Mailed to Members**

From THE DAILY Bureau

**HOLLYWOOD, Dec. 18.** — Details were revealed today by the new Screen Actors Guild commercials contract which was mailed today with a letter containing the ballot to all 14,000 members of the guild, in a nationwide referendum for approval of the agreement with the networks, advertising agencies and producers.

Ballots will be tabulated following the Jan. 16 due date.

**MG M Pulling All Stops For 'The Boys' Premiere**

Headed by President-elect John F. Kennedy and Mrs. Kennedy, a group of prominent national figures, newspaper correspondents and motion picture stars have been invited to the gala world premiere of Metro-Goldwyn-Mayer's "Where the Boys Are," scheduled for Dec. 21 at the Capitol Theatre in Fort Lauderdale, Fla.

Together with the Kennedy's, the invitations include Pierre Salinger, press secretary, and key members of the press corps, covering the President-elect in Palm Beach. Among them are Merriman Smith, A. P.; the N.Y. Times' William H. Lawrence; the N.Y. Herald Tribune's David Wise; and UPI columnists Marvin Arrowsmith and Helen Thomas.

Producer and Stars to Attend

Joe Pasternak, producer of "Where the Boys Are," and three of the film's stars, Jim Hutton, Paula Prentiss and Maggie Pierce, who have been on a two-week cross-country tour on behalf of the pictures, arrived in New York, over the weekend and were scheduled to leave for Fort Lauderdale yesterday.

Gunther, connected with the film, who will be present include Chill Wills, Frank Gorshin and George Wills, who wrote the screen play. They will fly there from Hollywood. Herman Rips, assistant general sales manager; Lions Formato, Southern division sales manager; Fred Hull, Jacksonville branch manager; Sid Searcy, advertising manager, and field press representatives, Jack Foxe and Judson Moses, will also be on hand for the event.

**Motordrome Yesterday**

The arrival on Sunday noon at the Miami Airport included coverage by Miami, Miami Beach, Fort Lauderdale and Southwood papers and a full television and radio turnout. The entire group, together with city and exhibitor representatives formed a motordrome to Fort Lauderdale in honor of the preservers.

At five P.M., a press conference and cocktail party was held for city officials and local press representatives. This will spearhead a series of events to take place during the following three days, leading up to the gala premiere.

**REVIEW:**

**Flaming Star**

20th Century-Fox—CineramaScope

"Flaming Star," the second Elvis Presley film since his release from the Army, falls more into the category of melodrama than a musical and requires Presley to do more acting than singing, which may be a dispointment to his many teenage fans. But audiences who like frontier action with Indian raids and brutal hand-to-hand fist fights should find the 20th Century-Fox production to their liking.

The screenplay by Clair Huffaker and Nunnally Johnson tells the story of the Burton family, happily settled in ranching on the lonely western plains, until a sudden Indian uprising separates them from their former friends. The father, John McIntyre, and one son, Steve Forest, are white; the mother, Dolores Del Rio, is a Kiowa, and the youngest son, Presley, is a half-breed.

The leader of the Indian war, Rudolph Acosta, fears that the white man will eventually steal all the Kiowan land and asks Presley to join the band in the uprising or cause shame to his mother. Presley refuses even though the white community has turned against the Burtons because they believe the mother's Indian blood has influenced the family on the part of the Kiowans.

Presley and Miss Del Rio travel to the Indian camp in hope of stopping the bloodshed, but find they are no more welcome there than at the white town. While returning to the ranch accompanied by a boyhood friend, the trio is attacked by Douglas Dick, a survivor of an Indian massacre. Miss Del Rio and the young brave are mortally wounded and Presley, in a fit of revenge, joins the Kiowan party after receiving a promise of safety for his father and brother.

A group of renegade Indians, however, murders McIntyre and seriously wounds Forest, and Presley, in order to get Forest into town where he can be cared for, distracts the attackers and in ensuing battle is badly wounded. Presley rides into the town next morning to check on his brother, who will recover as a result of Presley's sacrifice. When his brother tries to care for his wounds, Presley says that it is too late for he has seen the flaming star, the Kiowans' sign that death is near.

Presley, as the half-breed born between loyalty to his white father's heritage and a deep love for his Indian mother, comes off better than in his earlier dramatic roles and McIntyre and Forest give convincing performances in the pioneer tradition. The best news in the "Flaming Star," however, is that it marks the return to the American screen of Miss Del Rio, still an attracive star and a capable actress.

Director Don Siegel has done well with his supporting players, especially in the complicated action scenes and producer David Weisbart has dressed-up "Flaming Star" with CinemaScope and color by DeLuxe. Running time, 91 minutes. Release, in December.

**William Werneth**

**Skelton, Abed, Views Tape Facilities Debut**

From THE DAILY Bureau

**HOLLYWOOD, Dec. 18.** — Red Skelton was able to observe the inaugural ceremonies for his completed color tape facilities and completely modernized stages at the Skelton Studios by a closed circuit hookup monitored to his bedside at the Cedars of Lebanon Hospital, where he is recuperating from surgery for a ruptured diaphragm.

Elton, Skelton's associate, hosted a cocktail party and demonstration yesterday featuring innovations in stage lighting, air-conditioning, dressing and background effects on two massive connecting stages, which will enable Skelton's organization to tape the most lavish productions.

Skelton's Red-E-O Tape mobile units were also on display for the gathering.

**Pay-TV in U.K.**

(Continued from page 1)

government's Flikington Committee which has been set up to decide the future of sound and tv broadcasting in Britain. They were: the adoption of toll-tv and the introduction of a quota for British tv films.

The British Film Producers Association memorandum on the subject is not to be published but it is understood to be in line with the BFBM's submission. At least two prominent members of the BFP are already among plans for participation in toll-tv if and when it is permitted.

British Lion has a stake in British Telemedia Home Viewing and Rank, and have a tie-up with Rediffusion, the leading company here in the wired radio and television field.

But a government decision authorizing toll-tv will await the Flikington

**LONDON**—Irving Allen has been elected chief Barker of the Variety Club of Great Britain for the year 1961. Jack Goodliffe, who rejoined the executive committee last year and served as property master, was named first assistant chief Barker. Jack Klein, newcomer to the crew, will succeed Goodliffe as property master.

**ALBANY, N.Y.**—The Variety Club of Albany will hold its annual meeting and elect a new crew tonight the State Street headquarters. The meeting will be preceded by cocktails and a buffet. G. Brandon Donahoe, present assistant chief Barker and vice-president of the First Trust & Union, is considered a likely choice for club chairman. Jack Oshansky, incumbent, who will not be a candidate for re-election.

**Big Magazine Drive to Launch 'Swiss Family**

Walt Disney's "Swiss Family Robinson," to premiere nationally during the Christmas holidays, will launch with a big national magazine publicity campaign. Headlining the roster of major publications featuring the $5,000,000 Buena Vista release are Life, Look and The Saturday Evening Post.

For the first time in the history of The Post, a motion picture location is top featured in an important headline and eight-page story by Pete Martin entitled "Swiss Family Robinson: The Works" in the Dec. 10 issue. The feature recounts Martin's adventures on the film's Tobago location, and includes two pages of color photos.

Look will devote three pages to the Panavision-Technicolor attraction in its December 20th issue featuring scenes from the film's unique animal race.

An important pictorial story on the film will spotlight behind-the-scene activity encountered in the film's production.

Other major publications carrying important stories on "Swiss Family Robinson" are Seventeen, Cosmopolitan, and This Week (covering two layouts in two separate issues). Parents, Cosmopolitan, This Week (covering two layouts in two separate issues), Family Weekly, Family Circle, Weekend, TV Guide, and both the New York Mirror and Sunday News magazine sections.

Committee's findings and those are not expected before 1962. In the meantime, the committee is being bombarded with memoranda for and against toll-tv a third tv network and commercial radio, from all sections of the entertainment business and numerous public bodies.

It will take two years to sift the evidence.
SURE was a lucky break for WOR and WOR-TV when among a
group of national figures which included Ex-Senator (Conn.)
William Benton, Clinton Rossiter of Cornell U., John Gardner of the Carne-
gie Corp. and John Knox Jessup, moderated by John Wingate, was Dean
Rusk. During the program, which incidentally was a joint public service
venture by Channel 9 and Time Magazine, the newly-appointed Secre-
tary of State, gave his views on health, welfare, education, religion and
other phases of national scene and so the program re-broadcast yesterday,
was a "natural". The untimely passing of Agent Johnny Greenhut re-
calls to mind the fact that Johnny is the man who looked the first array
of the "Ed CBSullivan Show" back in 1948. . . . Dick Rubin
of MCA cooking up a deal with 20th Century-Fox to TV the services
of Lewis Friedman, who's been turning in a sensational job
as producer of the "Play of the Week" TVia WNTA . . . . Bruce Hove-
ward, actress daughter of the late Margaret Sullivan and Leland Hay-
ward, has been signed to oppose opposite Diane Clark in the Wednesday,
Jan. 25 presentation romantic over CBS-TV of the drama "The Devil Makes Sun-
day," on "U.S. Steel Hour". . . . Disk Jockeys will be glad to learn that
Shelley Berman will tape his roll routines "Shelley Berman at the
Walldorf" for his latest LP. And while we're about this wax jazz, let's
impart the info that the wonderful comedy of Smith & Dale is being
sought by Jerry Blaine and right after the New Year, you may look for a
series of LP's by this great comedy team on the Jubilee Label. . . .
Vangh Monroe is now in residence surgery at St. Elizabeth's Hospital
in Boston. Alan King will revisit the Perry NBCono show Jan. 4
for his 2nd appearance with the ex-torsioniste and current tinsel-or-
iste artist. King is also set to fly to England where he'll make with the
laughs for a starting March 12 as a feature on British television.

Procter & Gamble has purchased sponsorship of one-half of the presen-
tation of the "Oscars Awards" TVia the ABCannels, April 17, 1961
from 10:30-12:30 P.M. It is estimated that about 75 million people
viewed the program last year. . . . Sammy Davis, Jr. will star in Budd
Schulberg's prize-fight story, "Memory In White," CBSunday, Jan. 8
on the "General Electric Theatre." . . . When Funz has signed George
Gobel to appear in an upcoming "Candid Camera" CBSeg, skedded to be
filmed early next month. This highly-rated FUNT program can't miss
be recognized as one of the best new???? programs to have come along in years. . . .
Leonard E. Hammer, who joined United Artists
Assnociated three years ago, has been upped to Eastern Division sales
manager by veep Erwin H. Ezzes. . . . Revlon, who signed Bobby Darin
to star in a tv CBSpecial next month, trying to get Bobby to line
his bride Sandra Dee for a featured role in the program. . . . How tem-
pus does fugu! a quarter century ago, be-yed Ted Husing was too
busy taking another assignment, CBS gave a newcomer his first sports-
casting job—to announce the Vanderbilt Cup Auto Races which, due
to a heavy rainfall had to be cancelled but which required the new sports-
caster to ad-lib for 50 minutes. Last week, this same sportscaster doing the N. Y. Giants-Washington Redskins telecast, again had to ad-lib
for 50 minutes while snowstorm delayed the game. His name? Mel Allen.
. . . For the Mon. Jan. 2 ABCoverage of the "Tournament of Roses Parade," they'll again utilize "Shotgun Mike" which was first used for
this nationally known and popular event last year and which proved so
successful was again utilized in shooting the national parade convention.

Correction

Jack Y. Brodsky was incorrectly identified as one of the interested per-
sons acting as a truck owner. The correct one is Herbert J. Elliott, deceased, in a
Motion Picture Daily story pertaining to a suit at law involving the Fern
Rock Theatre in Philadelphia. Brod
yoke, a theatre owner, was trustee for the
estate because of conflicting interests in the motion picture industry.
Now in Preparation

FAME
for 1961

AUDIT OF PERSONALITIES
domely celebrating the talent
responsible for the top successes
of motion pictures and television
throughout the preceding year,
with the facts of public per-
formance that distinguish these
achievements. Thus FAME again
provides — as it has done for 29
years — the only full-dress recogni-
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the leading productions of thea-
tre screen and telecasting.

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$3 PER COPY
Film Cash Dividends Up to $1,704,000 for Nov.; 11 Months of '60 Total $22,049,000

WASHINGTON, Dec. 19.—Cash dividends paid by motion picture companies issuing public reports totaled $1,704,000 in November, up from the $1,312,000 reported in the same month of last year, and also higher than the $1,353,000 reported by the companies in October, 1960.

For the year's first 11 months, film companies paid dividends of $22,049,000 compared with $20,643,000 in 1959.

In the U.S. economy as a whole, cash dividends of $387.6 million were reported in November, a bit less than the $390.5 million reported in November, 1959. Total October dividends were $391.5 million. For this year's first 11 months, industry dividends totaled $11,115,800, an increase from the $10,587,400 reported last year.

New Titles for Rank Executives

From THE DAILY Bureau

LONDON, Dec. 19.—John Davis has been appointed deputy chairman of Circuits Management Association, the Rank division which manages the Group's Odeon and Gaumont theatres. Succeeding him as managing director is Kenneth Winkles, previously assistant managing director.

V. P. Powell has been elected a director and appointed general manager. George Fischel is promoted to booking controller while Richard (Continued on page 5)

Jack Warner Honored By Queen Elizabeth

From THE DAILY Bureau

HOLLYWOOD, Dec. 19.—Jack L. Warner, president of Warner Brothers, has been named Commander of the Order of the British Empire by Her Majesty Queen Elizabeth II, it was announced today by F. H. Gamble, British Consul General in Los Angeles.

One of highest honors bestowed by British Government on nationals and non-citizens, the CBE, may be presented Warner in ceremonies now (Continued on page 4)

Legion of Decency, Humane Societies Join Against Film Violence, Bruttality

WASHINGTON, Dec. 19.—An agreement for cooperative action against "increasing" violence and brutality in motion pictures and television was reached by the Legion of Decency, the World Federation for Protection of Animals, and the Humane Society of the United States, the humane societies announced today. The announcement was made following a meeting in New York City of representatives of all three organizations.

Mel L. Morse, San Rafael, Calif., representative of the World Federation for Protection of Animals which has more than 400 affiliated humane societies in 41 nations, said that the three organizations agreed that "the Motion Picture Code, by which the industry purports to govern itself, has become largely ineffective." The same is true, he said, of the Code of the television industry.

The Legion of Decency conferences were the very Rev. Msgr. Thomas F. Little, executive secretary of the Legion, and Mrs. James F. Looran, chairman of the motion picture department of the International Federation of Catholic Alumnae, The Humane Society of the United States was represented by Fred Wyers, executive director.

Morse recalled a recent statement by the Catholic bishops of America that the motion picture industry is guilty of "hypocrisy and duplicity whereby it self-righteously hides from public censure behind a Code which is largely ineffective and which (Continued on page 2)

In Milwaukee

Allied Meets Jan. 14-15 on New President

Marcus Will Assume Duties Until Successor Is Elected

Special to THE DAILY

MILWAUKEE, Dec. 19.—A special meeting of the Allied States board of directors has been called for Jan. 14 and Jan. 15 at the Schroeder Hotel here by Ben Marcus, chairman, to elect a successor to Jack Kirsch of Chicago, who resigned recently because of ill health.

Marcus, who with Kirsch had been elected to the top national Allied offices last month at the organization's annual convention in Chicago, said he will assume the president's duties until a successor is elected.

Marcus also announced that the committee charged with drafting plans for Allied's future (Continued on page 4)

Special Films Seen Attracting Investors

Spectacular productions and their earnings possibilities have centered securities buyers' attention on motion picture stocks in recent months, sending many of them to new highs for the year. N. Y. Herald-Tribune financial writer Ben Wehner reported in the Dec. 18 issue. Special attention was given "Ben" (Continued on page 4)

Storey Circuit Remodels Theatre at Atlanta

Special to THE DAILY

ATLANTA, Dec. 19.—Storey Theatres, Inc., operators of 10 theatres in the Atlanta area, is remodeling the Decatur Theatre here. A new front, lobby and concession stand will be part of the renovation program and new seats will be installed, plus a new screen. This will be completed about Christmas.
Cohen Here for Anglo Amalgamated Distribution Deals for Britain and U.S.

By WILLIAM PAY

LONDON, Dec. 19.—Nat Cohen, managing director of Anglo Amalgamated Film Distributors, left here yesterday for a three-week business trip to America where he will negotiate for the distribution of several Anglo Amalgamated pictures in the U.S.

In an interview with MOTION PICTURE DAILY he said: "Following the recent success of our films in the States our confidence in British pictures in the U.S. can be measured by our biggest-ever contract of productions. I am convinced that this will be the biggest year ever in the States, not only for Anglo Amalgamated, but also for other British firms, and I'm particularly interested in the American field."

While in New York and Hollywood Cohen will also be completing negotiations for the distribution in Britain of a large batch of American productions and for making of several large-scale co-productions here.

Commenting on current successes in America, he said: "It is true that the Peter Rogers production "Carry on Nurse" has created an entirely new audience for British comedies. He will have discussions with executives of Governor Films who distribute "Carry on Nurse," in America and hopes to set up plans for the release of "Carry On Constable.""

In addition to the other titles in the "Carry On" series—"Carry on Sergeant" and "Carry on Teacher"—he will also continue plans for the distribution of two further Peter Rogers comedies, "Watch Your Stern" and "No Kidding."

In Hollywood, Cohen will meet Jamison, agent of Samuel Arkoff of American International Pictures—whose entire product is distributed by Anglo in this country—with whom he expects to finalize further co-production and distribution deals.

Legion of Decency (Continued from page 1)

is boastfully circumvented on every possible occasion," and said that "human societies agree that this is an exact description of both the conduct and the attitude of an unscrupulous part of both the motion picture and television industries.

The human societies have been increasingly disturbed for several years. Morse said, "because film makers have been more and more frequently inflicting outright cruelty on animals in the production of films and because they have paid no attention to an apparent cruelty and violence on the screens."

Not all producers are guilty, Morse emphasized, but he said that enforcement of the Legion of Decency television codes has been breaking down largely because increasing numbers of independent producers and television stations fail to follow the industry codes, confident that cruelty and violence will produce a profit.

The Humane Society of the United States and affiliated societies of the World Federation for Protection of Animals agreed to the conference with the Legion of Decency to supply the Legion and other film-reviewing organizations with technical facts about cruelty to animals in film production. The Legion of Decency said that it will use the information from the humane societies in rating pictures.

Morse and Myers also conferred this week with E. Brown, manager of the Television Code Review Board of the National Association of Broadcasters.

![Image]

Motion Picture Daily, Tuesday, December 20, 1938

Wometco Holds Benefits For Salvation Army

Special to THE DAILY

MIAMI, Dec. 19.—Wometco Theatres built up a "mountain of canned foods" for the Salvation Army's hot food pantry Saturday by admitting children to the theatres and asking them to bring in a can of food.

The campaign is a part of the Wometco Christmas Community Service, and the proceeds will go toward the purchase of food for the Salvation Army's hot food pantry.

Teenage Decency Campaign Started

From THE DAILY BUREAU

ALBANY, N. Y., Dec. 19—An organizational drive for the Teenage Decency Campaign is being conducted a flight in Stamford, Conn., against obscenity on four fronts, one of which is at the Packard Theatre.

Targets of the drive are: 1) radio and television; 2) motion pictures; 3) newspapers and magazines; 4) record covers, greeting cards, literature; 5) textbooks.

Each of the four fronts has selected chairman. The battle is waged by letter-writing efforts and heavy advertising.

Father Francis Fenton, of Sacred Heart Church in Birmingham, Conn., is moderator of the decency campaign. The priest has trained the youngsters to be letter writers, so that they may accept engagement in the campaign's purposes and results. The teenagers also have their own radio program over a Stamford station.

A leading aim of the Teenagers' Decency Committee is "to pave the way toward a better world," so that we, as future citizens, and our children, will not grow up in an atmosphere of filth and corruption.

The National Catholic Welfare Conference News Service recently released to members a paper on a front of the Teenagers' Decency Campaign.

Services Held for Jonas Rosenfield II

Services for Jonas Rosenfield II, 18-year-old son of Jonas Rosenfield Co. Pictures vice president, were held yesterday at the Fairchild Chapel, Manhasset, L. I. The youth was killed in the crash of a jet liner in Brooklyn last Friday while returning to his home from the University of Wisconsin for the holidays.

A Jonas Rosenfield III scholarship fund has been begun in memory of the deceased, in care of John Auck- bach, 181 Salem Rd., Roslyn Heights, N. Y.
Increase your Concession Sales with these Beautiful Full Color Intermission Trailers

Give some extra attention to this important source of extra profits!

GO TO WORK ON YOUR PATRONS!

Make their mouths water! Get them good and hungry! Tantalize their taste-buds... with this appetizing assortment of sales-producing INTERMISSION TRAILERS from National Screen Service! The cleverest cartoon adventures in "Concessionland," masterfully created by Hollywood's top animators and produced with the craftsmanship of National Screen Showmanship... in gorgeous COLOR... designed to get you Bigger SALES... Bigger PROFITS... at your candy stands and snack bars!

Scored with a "beat" that will make your patrons' taste-buds sit up and take notice!

KANDY KOPS
$15.

JAZZ BEAT
$15.

Complete set of 4
only $50.
(saves you $10.00)

For DRIVE-INS!

For 4-WALLED THEATRES!

For EVERY THEATRE that's interested in EXTRA PROFITS!

CIRCUS
$15.

THE MERRY MISSILE
$15.

Save a SAWBUCK, brother!

Beautiful ANIMATION!

Terrific NARRATION!

Gorgeous COLOR!

Buy ONE! Buy TWO!... Buy all FOUR! The more you buy... the more you save!

Get bigger SAVINGS... and bigger PROFITS with a complete set of FOUR of the fabulous, full-color BLOCKBUSTER INTERMISSION TRAILERS...

They're loaded with National Screen SHOWMANSHIP!
**High Court Rejects Station-Swap Case**

From THE DAILY Bureau

WASHINGTON, Dec. 19, - The Supreme Court today declined to hear a complaint by Westinghouse Broadcasting Co. that the sale and swap of radio and television stations contemplated by the National Broadcasting Co. and RKO General Inc. would breach an antitrust consent judgment.

The plan envisaged trading the NBC Philadelphia stations for RKO's Best Western in exchange for purchase of NBC's Washington stations by RKO for about $11,500,000.

The court gave no reasons for refusing to hear argument. Justice Black and Douglas indicated that they would have accepted the case. Justice Frankfurter noted that he would have affirmed the opinion of the court below, which refused to permit Westinghouse to enter the case.

**Investors Attracted**

(Continued from page 1)

Hor, which more than recovered its cost of $800,000, which the company which risked its share of a 10,000,000 in New York alone seems to assure good income. Price of the (U.A.) shares has been held back by the possibility of dilution caused by conversion of outstanding debentures. But sharply rising earnings would permit the company to show good gains on a sale.

At Universal, the writer says, "There seems to be little question that 'Spartacus' will return the $12,000,000 cost, but the amount of profit is still not accurately determinable. The picture, it seems, will be quite profitable, but may not live up to producers original hopes. At any rate, Universal should earn as much in this fiscal year as the $6,000,000 in the year ended Oct. 31."

"Other film makers," he concludes, "are now between engagements, as they say in show business, although Paramount and 20th Century-Fox seem to be heading into a period of significant releases."

**Exodus' Nets $10,000**

The benefit performance of "Exodus" at the Warner Theatre here Sunday night netted $10,000 for the Will Rogers Memorial Hospital, it was reported by Tom Rodgers and Arthur Rosen, co-chairmen of the Hospital's special activities committee.

**Tisch, Shanahan To Tour Midwest**

Special to THE DAILY

CLEVELAND, O., - Preston R. Tisch, Loew's Theaters director, and James Shanahan, Loew's Theaters hotel public relations department head, begin a three-day tour of the Midwest with a press luncheon here Jan. 10, with Frank M. Murphy, Loew's Theaters' Midwest division manager, presiding.

Purpose of the visit is said to be to discuss and publicize Loew's Theaters' "career" relationship with hotels it is building and expects to build. After the luncheon, the trio will go on to Akron, Canton, Columbus, Dayton and Indianapolis for similar visits with press representatives.

**Allied Board**

(Continued from page 1)

will be ready to submit a report at the January board meeting. The committee was recommended to appoint a post to create a director of executive director of Allied, was to suggest a location for the headquarters for the organization and prepare a program of internal and external activities designed to strengthen the national organization both insofar as present members are concerned and for mapping expansion into new sections of the country.

Marcus is chairman of the Allied future plans committee. It was a member of the organization's representative on the American Congress of Exhibitors executive committee; his successor in that post, too.

Commenting on Kirch's resignation, Marcus said: "It is indeed unfortunate that Allied must lose the dynamic and valuable presidential leadership of Mr. Kirch, and the respect for his contributions."

Marcus said that his resignation is "entirely unfor- tune that Allied must lose the dynamic and valuable presidential leadership of Mr. Kirch, and the respect for his contributions."

**Schevalberg Joins**

(Continued from page 1)

Verne's "Valley of the Dragons" in "Living Scope" for Columbia pictures release under the banner of B.P. Produc- tions. The feature, which is based on "Career of a Comet," will be directed by Edward Bernds who is now preparing the reconstructions of the Verne story, scheduled for January 20 filming start.

**Imposter: Debut**

(Continued from page 1)

vision, radio and newspaper campa- gns. He says that the success of including the use of personalities in- volved in the production will launch "The Great Imposter" New England kickoff, Philip Gerard, Universal's Eastern advertising and publicity di- rector, announced at the same time.

**Fox Filming: 4 Set to Start**

Eight major 20th Century productions, representing a com- bined production cost of more than $25 million are now shooting in studios, including the U.S. with more films to be added within next 21 days, the company announced.

"Cleopatra," the Todd-AO spectacles, becomes shooting in Los Angeles this week, the first week in January, "Pirates of Assist" in mid-point in Rome at extensive location work in Assist iself and in the surrounding coun- try. "The Ten" of Span is the largest film undertaking tentatively in Greece, has been in production since Nov. 7. "The Show" is currently filming in Munich for its large-scale facility that will employ several hundred persons to start in December.

**Storey.** It is now filming as is "White and the Three Stooges," "The Hands on Deck." Berliner is set to complete production on Jan. 1.

The fourth current studio produc- tion is "Fernwood in the Country." Sched- uled to begin production Dec. 27 is "High Hopes," a film in filming on Jan. 16 is "Fires of Ture." "Voyage to the Bottom of the Sea" starts Jan. 10 and "Marlin Let's Go," goes into work on Jan. at the studio.

**Para. Subsidiary Form**

Electronic Division

A new electronic research develop- ment group is to be formed by industry being organized in Ann Arbor, Mich, to go into operation on an immediate basis, it was announced by Prof. Koeve M. Siegel, president of Con- ductron Corporation. Conductron is subsidiary of Paramount Pictures through another Paramount subsidi- ary, Automatic Corporation.

The Division of Conductron will conduct research using unusual ceramic ferrite and semi-conductor materials with electro-mag- netic properties. The Division will be pre- pared in a 10,000 to 20,000 square foot plan to be leased by Conduc- tron. Siegel said another Conductro division is to be formed to operate a new large-scale facility that will use several hundred persons to start in 200 Dates for "Swiss"

Walt Disney's "Swiss Family Rob- inson" will premiere in more than 60 key cities across the country this week. Heading the list of holiday playdates for the Buena Vista release are the dual openings at the Trans Lux Normandie and New Embassy Theater in New York, the State Lake Theatre in Chicago and a multiple-opening in Los Angeles. The next week, I am prepared and anxious to give my most conscientious support to my successor and the board in the interest of our organization and to the industry, all of which I hold in the highest esteem and affection."
Two New Films Start; Motion Picture Daily

From THE DAILY BUREAU

OLYMPIA, Dec. 19.—With the production of “Age of Consent,” motion picture sales started this week, the total number of productions currently shooting being 37. These were completed.

Started were: “Wonder of Alad,” an Embassy Pictures Production for Metro-Goldwyn-Mayer release, starring Donald O’Connor and Oona Adam, with Robert Aldrich directing; Stanley Colbert’s independent production of “Age of Consent,” started with Buzz Kulick directing, and starring Patty McCormack, Lee proving and Billy Gray.

Completed were: Paramount’s “The January 1st, His Company,” United Artists’ “Goodbye Again” and two independents, “The Eye of the Needle” and “Cause of Death.”

Rank Officials

(Continued from page 1)

samer, a director of the company and its booking controller for many years, continues as director of booking.

Other new appointments include: Ohn Behr, as circuit controller; L. V. Lewis, a regional controller, to be publicity controller in place of Donald Murray, who has resigned; and Derry Cuykede succeeding John Behr as publicty controller of Rank productions at Pinewood Studios.

All these appointments take effect the January 1st, 1961, and reflect the Group policy of “strengthening a depth the executive structure by internal promotion.”

Birdie’s Stars Will Be On AMPA Lunch Dais

The stars of the Broadway musical “Bye Bye Birdie” will be on the dais today, at the city’s Chamber of Commerce party afternoon, at the Associated Motion Picture Advertisers, at the Piccadilly Hotel.

President Bob Montgomery said that AMPA’s special guests will be Dick Van Dyke, Chita Rivera, and Dick Gautier. Arrangements for their appearance were made by Mrs. Adele “Pat” Sturm.

Montgomery said that several hundred invitations are expected at the luncheon, with door prizes assured or virtually, every person attending be affair.

Wong’s Scores in L.A.

One of the best openings in recent years at Grauman’s Chinese Theatre, Hollywood, was reported by Paramount Pictures for “The World of Fuze Wong” in its first three days ending Sunday. It grossed an outstanding $18,665. Meanwhile the film also is maintaining a fast pace at Loew’s Metropolitan Theatre, Brooklyn, where it registered $15,602 in the first three days, ending Sunday, of its second week.

Two ‘Trust’ Suits Filed in Frisco

From THE DAILY BUREAU

SAN FRANCISCO, Dec. 19.—Two motion picture anti-trust suits demanding triple damages totaling $2,300,000 were on file in U.S. district court here today.

A federal antitrust suit, the San Francisco theatre owners demanded redress of $2,000,000 from 10 major exhibiting and distributing firms, while A. J. Longtin, owner of the Encore Theatre in Sacramento, has filed suit against several defendants and several others in a similar action which seeks $300,000 damages.

The two suits, filed by attorney Joseph L. Alito, were described as anti-trust actions "to break up the market monopoly in the first run product. Alito is a lawyer who for more than the past 10 years has been chief counsel for Samuel Goldwyn in the latter’s long-drawn litigation and in which a decision now is awaited from Federal Judge George Harris.

Theatres Identified

Charging the big distributors with a violation of the Sherman Anti-Trust Act, the San Francisco plaintiffs claim the defendants arbitrarily are fixing systems of runs, clearance, and availability of first-run product to the district or downtown theatres. The first-run Market Street houses that allegedly got preferential treatment were identified by Alito as the Paramount, Warfield, Fox, Saint Francis and Golden Gate. While they are not defendants in the action, Alito made it plain their representatives probably will be involved as witnesses when the suit comes on for trial.

The defendants also were charged with having refused to license neighborhood and suburban theatres to exhibit first-run films and with having limited first-run runs to market street houses.

Illegal Fact Charged

The suit also complains there is allegedly an illegal agreement that there will be no multiple first runs in San Francisco.

It was argued that in most cities, Los Angeles for example, a film may open simultaneously as a first-run offering in all districts.

Named as defendants are RKO Theatres, Inc., California Paramount Theatres, Inc., Market and Taylor Building Corp., Fox West Coast Theatres Corp., Warner Brothers Pictures Distributing Corp., Universal Film Enterprises, 20th Century Fox Film Co., Loew’s, Inc., Columbia Pictures Corp., and Paramount Film Distributing Corp.

Plaintiffs are Royal Raypoe Enterprises, Inc., operators of the Geneva Drive-In, San Francisco; Geneva Drive-In Theatre, Inc., operators of the Mission Drive-In, San Francisco; Treasure Theatre, Inc., operators of the Odeon, Santa Clara; Consolidated Theatres, Inc., operators of the Royal Theatre; District Theatres Co., owners of the Mission Theatre Theatre, Inc., operators of the Empire, all San Francisco; and Juniper Serra Theatres, which operate El Rancho in Colma.

Pay or Free, Cary Grant Likes Big Screen Best

Special to THE DAILY

HARTFORD, Dec. 19.—Let those who will experience pay pay says Cary Grant. He’ll stick to the big screen.

This was the actor’s response when asked during a telephone press conference by Alfred E. Knof, the Hartford editor, to comment on the plans of RKO General and Zenith Radio to conduct a pay-TV test here.

“Frankly, I don’t know about pay TV,” Grant said. “I get the feeling, somehow, that people are getting huge profits out of pay TV are whistling in the dark.

‘It stands to reason that if a pay TV presentation of a first run movie draws a tremendous public, then General Motors or General Foods will follow suit and schedule a first run movie on commercial television.

“’As for myself, I’m basically a motion picture man. I honestly believe that television gets more watching something on a large screen with sharper focus, better sound and uncluttered with interruptions.

“If the boy’s really pay TV wants to come Hartford or any major city and try something new, let them! Only then, certainly, will we in the motion picture industry be able to discern positive patterns and trends.

“Past for myself, I repeat, I’m sticking to the big screen.”

Two British Films Will Compete at Arg. Festival

Continental Distributing Inc. announced that “The Long And The Short And The Tall,” starring Richard Harris and Harvey, and Richard Todd and Richard Harris, has been chosen to represent Great Britain by authorities of Argentina’s Mar Del Plata Film Festival, which begins its fourth year with films from more than 30 nations, “The Long And The Short And The Tall” will compete with “Saturday Night And Sunday Morning,” another British entry, already invited to the Festival, to be judged for this year’s Best Film award. The unique double-entry situation came about under a Festival regulation allowing its selection committee to invite full length feature films of special merit, regardless of wherever other films may previously have been chosen to represent their countries.

Fire Guts Building

LEXINGTON, Ky., Dec. 19.—Fire of undetermined origin gutted the concession building of the Circle 25 Drive-In Theatre here. Manager Walker Bell estimated the loss at more than $50,000.

This thoughtful and thought-provoking film presents two extraordinary performances by accomplished actors. The plot is complex and filled with both of marquee potency. The screenplay by James Kennedy from his own widely read novel, delves deeply into the psychological and sociological make-up of the British army officer class—specifically the 200 year old traditions of a Scottish Highland regiment.

Guinness, in a remarkable display of versatility, portrays a tough-minded professional soldier, up from the ranks, who has been given peace-time command, as acting colonel, of the regiment he led through the African campaign of World War II—El Alamein and all that. His officers respect his profession ability, bask in his charm, but for the most part deplore his crudeness.

He is succeeded by Mills, old school tie colonel whose grandfather commanded the regiment before him. A martinet, he attempts to return the peace-time spit and polish of the regiment in barracks, precipitating conflict with Guinness, who considers him a toy soldier with his own uncertainties and indecision, suggested by memory of a painful sojourn in a Japanese prison camp, unsettle his mind. Guinness provokes at finding his rank violated, when a corporal, knocks the soldier down in a pub, a violent infraction of the rules.

Mills cannot decide whether to handle the matter as an intra-regiment affair or cite Guinness for court martial. Manipulated by Dennis Price, who himself would like to succeed to command, he decides on the court martial change of command, when Guinness frankly asks for a second chance. Unsettled by Price’s sarcasm at this eventuation, Mills shoots himself and Guinness in turn apparently loses his stability but is protected by his officers.

The direction by Ronaki Neame is leisurely, in the British tradition, and some of the characterization is not as clear, not through technical fault but rather through the difficulty of presenting adequately the abstract concepts involved in the story.

The photography, in Technicolor, is at its best showing of Edinburgh and the castle which is the regiment’s headquarters.

Because the story and motivations are so very British the production would seem to be aimed at cosmopolitan audiences.

Running time, 108 minutes. Release date, December.

JAMES D. IVERS

Tuneful of Glory

Lopert 

REVIEW:

This thought-provoking film presents two extraordinary performances by accomplished actors. The plot is complex and filled with both of marquee potency. The screenplay by James Kennedy from his own widely read novel, delves deeply into the psychological and sociological make-up of the British army officer class—specifically the 200 year old traditions of a Scottish Highland regiment.

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Running time, 108 minutes. Release date, December.

JAMES D. IVERS

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Rappaport Hails 'Pasternak Plan'

Special to THE DAILY
BALTIMORE, Dec. 19—Indicative of exhibition optimism, The 'Pasternak Plan' has added impact given to motion pictures by producers and stars making personal appearance tours on behalf of their films is the appearance made to Joe Pasternak by Bob Rappaport of Rappaport Theatres here, at the cities recently visited by the producer of Metro-Goldwyn-Mayer's, "Where the Boys Are."

"When you return to Hollywood," said Rappaport, "please tell your fellow producers that your visit to Baltimore represents a positive plus in the gross of your picture. Not only will it result in a 100 per cent expansion in newspaper, radio and tv penetration, but the fact that a busy Hollywood producer spends time, money and effort—when he doesn't have to do it—on such a visit, gives added inspiration to all of us in the theatre to go out and do the best job we know how. It will be a sign to all that the Pasternak Plan is the most hopeful sign to come out of Hollywood in a long time."

Three Stars Made Trip

Together with Pasternak, the group who completed a cross-country tour for "Where the Boys Are" included three of the picture's stars, Jim Hutton, Paula Prentiss and Maggie Pierce.

New Film Group Will Start Series Jan. 14

The newly formed Archive Film Society here has announced its first season, The Film: Winter-Spring 1961. The Society, headed by Marshall Lewis and R. M. Franchi, will present the twelve program cycle of classic film revivals at the. Roosevelt Auditorium starting on January 14th. Attendance is by subscription and single show admission. Each event will be screened twice nightly at 6:30 and 9:00 o'clock.

The series follows: "Variety" (1925), Jan. 14; "Metropolis" (1926), Jan. 29; "Miracle in Milan" (1951), Feb. 11; "Dreams That Money Can Buy" (1944), March 4; "Maedchen in Uniform" (1931), March 11, and "The Lady Vanishes" (1939), March 25. At last report, "The Unholy Three" (1925), April 14; "The Unholy Three" (1925), April 22; "The Merry Widow" (1932, May 6); "The Crowd" (1928), May 13; "Vampy" (1931), May 19.

H. D. Hearn Dies

SARANAC LAKE, N.Y., Dec. 19—H. D. "Hank" Hearn, industry veteran active at various times in Atlanta, Jacksonville and Charlotte, died at Will Rogers Memorial Hospital here following a long illness. He is survived by his wife, who will stay on at the hospital as a nurse.

Compo Drive

Bronston Claims Gross Guaranty for 'El Cid'

"Distributors are no good. They cost you 20, 30, 40 per cent and what for? You can do it yourself."


The producer is completing "King of Kings," which MGM will distribute, and is preparing "El Cid," which Columbia Artists will handle in this market.

Wald quotes Bronston as saying that the distributors who will handle "El Cid" in the various territories around the world are required to guarantee a gross for an 18-month period after release. Whatever business the picture does, the distributor has to meet the gross guarantee and for his trouble he gets somewhere around 15 to 17 per cent, Wald declares.

In that way, he adds, Bronston and his partner, Pierre du Pont, "can convince their bankers that they are guaranteed a return of 150 per cent, including interest, in 18 months after release."

You can only do this sort of thing if you have big, international plans."

Bronston is quoted as saying, "Hollywood is making the same old movies for America, I wouldn't call them chauvinistic. I call it truth. You Americans get first world audience. An international kind of subject is Napoleon, or Mohammed—I am going to do a Mohammed picture for United Artists. Characters that affect the world."

Bronston also was quoted as saying that a producer had offered to guarantee him $1,500,000 for the program for "King of Kings," and that in future years there will be "millions" from pay-tv at 50 cents a film viewer.
Marcus Loew’s Circuit in Canada Plans To Alter Theatre in Toronto for Easter

TORONTO, Dec. 20.—The annual meeting of Marcus Loew’s Theatres here revealed renovation plans for their Loew’s Yonge St. The company, 80 per cent of which is owned by Loew’s Theatres, Inc., New York, operates three theatres in Canada, Loew’s London, Ont., Loew’s Yonge St., and leases Loew’s Uptown.

Loew’s Yonge St., will be closed for two weeks just before Easter for a $154,000 renovation job. Its 2,096 capacity will be reduced by 496. A similar type of renovation at the Uptown will be completed by Dec. 22 for the opening of “Spartacus,” Leopold Friedman, a director and

Continental Expanding;
Sets 15 Films in ’61

By SIDNEY RECHETNIK

An expansion movement to acquire more quality films for distribution in the western hemisphere, a production outlay of $10 million for co-production deals in England, as well as with various French and Italian producers and an enlargement of its American sales facilities were announced yesterday by Continental Distributing, Inc.

Participating in a trade press luncheon held at Al & Dick’s Restaurant here were Continental executives Irving L. Wormser, president; Walter Reade, Jr., chairman of the board; Paul Peppercorn, general sales manager, and Sheldon Ginsburg, vice president in charge of advertising and publicity.

With the acquisition of American

(Continued on page 6)

Heavy TV Inroads in Argentina Reported

Television competition is only now having its peak effect on theatres in Argentina felt, Hector Olivera, film producer with Ares Cinematografica, Buenos Aires, who is visiting in New York, said yesterday.

In the first six months of 1960, Olivera said, Buenos Aires theatres

(Continued on page 7)

Qualification Age for Industry Pension Is 60

From THE DAILY Bureau

HOLLYWOOD, Dec. 20. — A change in Motion Picture Industry Pension Plan eligibility rules to reduce from 65 to 60 the age at which workers can qualify for pensions was made today by the plan’s board of trustees. Previously members of the plan were required to work a minimum of 400 hours in each of three

(Continued on page 4)

Up to 1,000 Bookings

For “Misfits” in Feb.

“Misfits,” starring Clarke Gable, Marilyn Monroe and Montgomery Clift, will have 600 to 1,000 bookings in key cities throughout the United States in the first two weeks

(Continued on page 4)

PEPE

George Sidney—Posa Films Intern’tl.—Columbia

P E P E,” Columbia Pictures’ hard-ticket, holiday season entry, is in the category of the late Mike Todd’s highly successful “Around the World in 80 Days” and, in fact, is built solidly upon and around the Mexican star, Cantinflas, who delighted millions in that film as David Niven’s butler who scooped a bucketful of snow from a convenient alp with which to cool his master’s champagne as they drifted among snow-clad peaks in their balloon.

The itinerary of the present film’s cast is considerably more circumscribed than the global transit of the Todd film’s people, but “Pepe” does take its audiences along a geographical triangle into the never

(Continued on page 4)
PERSONAL MENTION

B. C. KRANZE, vice president of Cinemart Inc., has left New York for Mexico City. He'll be back before the end of next week.

FRANK and MORRIS KING, producers of "Gorgo" for M-G-M, will leave Hollywood shortly for England and Ireland, where they will begin preparations for a new production, "Mr. Adam.

WILLIAM E. SNOWER, projection engineer for Lorraine carbons, has left Boonton, N. J., for Florida.

ARTHUR KNIGHT, writer of the 90-minute television special dealing with the life of David Wark Griffith for Allied Artists' Information Films Division, has left Hollywood on a lecture tour of the Midwest. He will return to the studio on Monday.

MILTON SHERLING, producer of "The Marauders" for Warner Brothers, and SAMUEL FULLER, director of the film, have returned to California from the Philippines following a location-scouting trip to the islands.

J. V. SCULLY, special representative for American International Pictures, was in Atlanta from New York.

LARRY WOOLNER, of Woolner Bros., Productions, New Orleans, has returned there from Atlanta.

JOE SOLOMON, of Fanfare Films, Philadelphia, has returned there from Atlanta.

"Gulliver" Big $12,679

Charles H. Schnee's "The 3 Worlds of Gulliver," a Columbia Pictures release, has grossed $33,341 in its first three days at the Forum Theatre here, the company reported.

'Merit Awards Set by Audience Board

Creation of a new Award of Merit for the nation's entertainment fare—an award based exclusively on the judgment of community opinion leaders—was announced yesterday by National Audience Board.

The award will be given in recognition of outstanding film, TV and radio material on the basis of audience research studies of the material by the Board. For film winners, the award will go to both the film's producing and distributing companies. In the case of TV and radio material, it will be made to the sponsor and producer.

Symbol Being Developed

A graphic symbol representing the Award of Merit, which film and TV winners will be permitted to display along with the film or program credits, is being developed by NAB. In the instance of radio awards, a tagline identifying the program as a recipient of the National Audience Board Award of Merit will be permitted for use in the time period broadcast.

The new Award of Merit will be based on audience research conducted among such community opinion-makers as clergy and executives and members of a wide variety of civic, church, cultural and educational organizations.

The Board's panelists register their opinion of the entertainment material under evaluation through questionnaire which are designed to prove a broad array of factors.

Ten Points Weighted

As an example, the Board revealed that a film under examination is evaluated on approximately 10 different points. Typical questionnaires used by NAB probe opinion leaders' reactions to such factors as quality of performances turned in by the film's stars, story content, level of excellence achieved in the camera work, etc.

Each factor under evaluation is scored separately by the board's panelists on a five-point scoring scale. To receive the newly announced Award of Merit, the material under evaluation must attain an average score of 75 percent or higher from the NAB opinion leaders.

Citation to 'Spartacus'

Universal's "Spartacus" has been awarded the Parents' Magazine Special Merit Medal for December.

'He'll To Open Here

Columbia's "He'll is a City" will make its local bow on Friday at the Brooklyn Fox Theatre.

TOA Membership Drive For 13th Anniversary

Theatre Owners of America will be 13 years and 13 days old on Friday, June 15, 1961, and plans to make the occasion the special member-ship drive.

Object of the drive is enrollment of at least one new TOA member every present member between now and the Friday the 13th date.

Police Crack Down on Canada Bingo Outfits

Special to THE DAILY

TORONTO, Dec. 20—Police have broken a crackdown on bingo operation in Canada, Theatres which have employed bingo to attract patrons have discarded it in most situations.

Several theatres have been fined, including a drive-in. An amusement tax on bingo was suggested by British Columbia. A lawyer there have chanced the law in about Canadian communities by offering a game to meet the competition in bars and churches.

In Toronto, a priest, church members, officials of fraternal organizations and a club owner were charged with keeping a gambling house. Montreal police also made some bingo arrests.

Girard, Phila., Sold

PHILADELPHIA, Dec. 20—deal was closed yesterday by Norm Lewis for the sale of his Girard Theatre here to Samuel and J. Victor Klein, owners of a chain of grocery stores.
The most desirable picture in town (*everywhere!*) and the easiest to find...

*look for the theatre with the long lines at the box-office!*

**EQUALLING BLOCKBUSTER BIZ OF "CAT ON A HOT TIN ROOF"!**

**EXCEEDING HOLD-OVER WEEKS OF "NORTH BY NORTHWEST" AND "PLEASE DON'T EAT THE DAISIES"!**

**METRO-GOLDWYN-MAYER PRESENTS**

**ELIZABETH TAYLOR**

**LAURENCE HARVEY**

**EDDIE FISHER**

in JOHN O'HARA'S

**BUTTERFIELD 8**

in CINEMASCOPE AND METROCOLOR

**CO-STARRING**

**DINA MERRILL**

with MILDRED DUNNOCK · BETTY FIELD · JEFFREY LYNN · KAY MEDFORD · SUSAN OLIVER · SCREEN PLAY BY CHARLES SCHNEE and JOHN MICHAEL HAYES · DIRECTED BY DANIEL MANN · A PANDRO S. BERMAN PRODUCTION
undertow of Hollywood, to some of Mexico’s loveliest and most interesting spots and over to Las Vegas for long enough to break the bank at The Sands. Nevertheless, within those boundaries it catches up with 30 or more top names in the entertainment world, who play themselves in incidental roles well-integrated with the story.
ONE of the greatest arrays of entertainment world figures and industry dignitaries hailed "Pepe," the George Sidney-Posa International production, last night at the gala invitational preview of the multi-million-dollar film. Representatives of the government, the arts and the communications media attended the eagerly awaited world debut of "Pepe," covered by six on-the-spot radio broadcasts from the lobby of the newly redecorated Criterion Theatre. Greeting the top stars and executives was producer-director George Sidney, associate producer Jacques Gelman and Cantinflas, the international star who portrays the title role. "Pepe" was produced in Technicolor and CinemaScope for Columbia Pictures release. With Cantinflas in the film are Dan Dailey, Shirley Jones and 35 of the world's greatest entertainment stars, many of whom attended last night's festivities.
Florida Exhibitor Unit Will Convene in March

Special to THE DAILY

JACKSONVILLE, Dec. 20 — The annual convention of Motion Picture Exhibitors of Florida has been scheduled for Tampa in mid-March of 1961. It has been announced by Joe Lipson, president of MPEOF. The exact dates of the convene will be determined later.

Robert Daugherty, of Smith Management Co., Tampa, has been named as general chairman of the convention.

Continental

(Continued from page 1)

distribution rights to Britain's "Saturday Night, Sunday Morning," and the conclusion of a co-production and distribution deal for the filming of Tony Richardson's current London and Broadway stage hit, "A Taste of Honey," Wormser said that the company's release schedule of 15 pictures for the calendar year 1961 was completed. Ten additional titles of next year's continental release roster also were revealed. They are "The Long and the Tall and the Short," "The Mark," "General della Rovere," "(English-dubbed versions to be available in March), "Behind the Great Wall," "Make Mine Mink," "Hippodrome," "The Hands of Orlac," "The Cheaters," "Riff, for Girls," and "Modigliani of Montparnasse."

Wormser also stated that the company has allocated a budget of $10-300,000 for co-production deals currently being negotiated with Associated British, Britannia, Bryanston, Woodfall and Rank in England, and with various French and Italian producers for the company's 1962 release schedule. "This outlook will represent 25 per cent of the total production costs of these pictures, which will number from eight to 10 features," said Wormser. The company's 1962 schedule will be limited to 10 pictures, he said as "we can get greater returns from the playing off of 10 high quality pictures, than from a greater number of pictures of lower quality."

With the forthcoming important uplift in quality release, Continental experts a "minimum of 5000 American playdates, with a potential of 8,000 dates, on these pictures," said Wormser, who claimed he spoke "as an exhibitor." He pointed out that "Room at the Top" Continental's top grosser to date, with $4,000,000 in American rentals anticipated, will play on 7,500 engagements in this country.

In discussing the question of the English-language dubbing of foreign films, Reade said he would leave the choice of this to the individual exhibitors. Some situations, he said, preferred the foreign language print with subtitles, whereas the dubbed versions were preferred in others. "Some films come off better one way, and others have more appeal another," he said. Peppercorn also announced that the company has acquired the American distribution rights to 12 British-made films which have already played off on television in this country. In an experimental move, these films, which include four Alec Guinness films, will be sold as a package in a "Festival" format, under the label, "Great Classics from Great Britain."

for the nine branches already established. "This will serve to give us double coverage in our established areas," he said, "and open up an additional three to five areas to handle our product." The home office staff also will be increased. Peppercorn also announced that the company has acquired the American distribution rights to 12 British-made films which have already played off on television in this country. In an experimental move, these films, which include four Alec Guinness films, will be sold as a package in a "Festival" format, under the label, "Great Classics from Great Britain."

Don Dailey and Cantinflas in a scene from "Pepe."

CONTINUED FROM PAGE 4


Naturally, in a picture of the length of this, some sequences stand out above others. Among the outstanding scenes, insofar as popular audience enjoyment is concerned, is Cantinflas' appearance as a bullfighter early in the picture; a Hollywood night club scene and a trick photography sequence in which Cantinflas and Debbie Reynolds emerge from Dailey's wine jug when he uncorks it and do an inebriates' dance on his desk surface. Choreography in both of the latter sequences is notable.

The Las Vegas night club and gaming rooms sequence is a standout, also as those at the beautiful shore resort of Acapulco, and others in Mexico City and nearby. The photography does the utmost for the colorful, flower festooned Mexican scene.

Many, no doubt, will find the production excessive in length since, with its variety of scenes and incidents, not all of them serve to advance the plot or help tell the story. They are incidental to it but are popular entertainment in their own right and it is easy to understand a director unwilling to eliminate them. Moreover, just as many are likely to rate them high points of the film.

Columbia has a finely made, wonderfully entertaining property in "Pepe" that is sure to be an important box office factor for a long time. Running time, 195 minutes. Release, special.

SHERWIN KANE

Marcus Loew's Circuit

(Continued from page 1)

one-time financial vice-president Marcus Loew's, resigned and succeeded by L. A. Tisch, chair of the executive committee of Loew's Theatres, Inc. Another recent change of interest in the Canadian sector was the elimination of the advertising department headed by Gerry Clinis, who was returned to his post of manager of the Uptown. The Uptown is rented to a company which the principals are Loew's Theatres and Marcus Loew's stockholders.

Eugene Picker, president of the parent company, revealed the company is looking for a hotel site in Canada, as well as obtaining a theatre in Montreal. The one in that city which bears its name is the property of United Amusements.

Marcus Loew's financial report gives the profit of the Yonge Street theatres and the rentals from the Uptown as $230,268.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Quality photographic materials backed by more than half a century of experience.

GEVAERT

THE GEVAERT COMPANY OF AMERICA, INC.
SMPTF Chairman For Meeting Set

The Society of Motion Picture and Television Engineers has announced selection of local arrangements committee—its 80th annual convention to be held May 7-12, 1961 at the King Edward Hotel in Toronto. Theme of this convention, the first held outside the United States since 1963, is “International Achievements in Motion Pictures and Television.”

The newly selected chairman will be under the supervision of SMPTF convention vice-president, Harry Teitelbaum of Hollywood Film Company, and local arrangements chairman, Gerald C. Graham of the National Film Board of Canada.

Boger Beudry of Pathé-DeLuxe of Canada Ltd., vice-chairman of the local arrangements committee; Norman Oling of Canadian Broadcasting Corp.; E. Wally Hamilton of Trans-Canada Films Ltd; A. H. Simmons of Bram of Canada Equipment Ltd.; and, R. R. Epstein of the National Film Board of Canada, will serve as administrative assistants.

Ellis Charge of Short Subjects

Jim Bach and Don Clayton, both of Cinemart Ltd., will serve as auditors; and Ralph Ellis, Freemantle of Canada Ltd., will be in charge of motion-picture short subjects.

Other committees and their chairmen are as follows: Harold Biliby, Canadian Kodak Sales Ltd., hotel arrangements; Don Dixon, Canadian Kodak Sales Ltd., registration; Arthur Benson, Vision TV Filebooks, and Frank Young, Association of Motion Picture Producers and Laboratories of Canada, publicity; Jan Buist, Minnesotta Mining and Manufacturing Co. of Canada, membership; Arthur Chetwynd, Chetwynd Films Ltd., banquet; Spence Caldwell, S. W. Caldwell Ltd., luncheon. Also, Al Turnbull, General Sound and Theatre Equipment Ltd., public address, recording and projection; Kenneth S. Oakley, Bell & Howell Canada Ltd., exhibits; Mr. A. L. Clark, A. L. Clark Ltd., hospitality; Frank Tate, Photo Importing Agencies Ltd., ladies programs; Mrs. S. W. Caldwell and Mrs. F. L. Tate, hostesses; Ron Ringler, Du Pont of Canada Ltd., transportation; and R. S. Rekert, National Film Board of Canada, special assignments.

‘League’ to Kingsley

Kingsley International Pictures, has acquired the rights to “The League of Gentleman,” a British comedy-thriller. An American premiere is set for January.
Season's Greetings

to all our friends

in the entertainment world

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK
Exhibitor Victory

Admission Tax Hike Defeated At Baltimore

Would Have Increased Levy From ½ of 1% to 5%

Special to THE DAILY

BALTIMORE, Dec. 21—Maryland exhibitors have won their fight against coverage of Baltimore theaters in a proposed five per cent city sales tax. At a meeting here last night the city council dropped plans for an amusement tax hike from ½ of one per cent to five per cent.

Councilman William Schaefer, at a press conference following the meeting, said: "the proposed increase in admission taxes is dead for sure."

At the same time Mayor J. Harold Grady acknowledged there had been (Continued on page 4)

BBC Color TV Plan Rejected by Gov't.

From THE DAILY Bureau

LONDON, Dec. 19 (By Air Mail)—The British Broadcasting Corporation's plan to start a color television service and local sound broadcasts has been rejected by the Postmaster General. The government takes the view that decisions on such developments should await the report of the (Continued on page 5)

Heffner Named Charlotte WB Branch Manager

The appointment of R. E. (Bob) Heffner as branch manager of the Warner Bros. office in Charlotte, N. C., has been announced by Charles Boosberg, the company's general sales manager. Heffner, who joined (Continued on page 4)

TELEVISION TODAY—page 5

Merry Christmas

CEA Told Industry Will Build Future By Quality of Product It Presents

By WILLIAM PAY

LONDON, Dec. 19. (By Air Mail)—While the industry needs even more "rationalization" it has also "the basis of a great entertainment," Lord Lucas of Chilworth told an industry gathering (Continued on page 4)

'Pepe' Bow Raises Over $30,000 for Foundation

The world premiere of "Pepe," the George Sidney-Posa International production for Columbia Pictures release, at the Criterion Theatre last night raised more than $30,000 for the radiation pavilion of New York University's Bellevue Medical Center. The benefit was sponsored by the Lila Motley Cancer Foundation.

Prior to the premiere of the film a special reception was tendered at the Voisin Restaurant in honor of the benefit and the Lila Motley Cancer Foundation.

After the reception, Cantinflas, star (Continued on page 4)

Topics, Chairman Set For SMPTE May Confab

Topics and topic chairmen for the 89th semi-annual convention of the Society of Motion Picture and Television Engineers have been announced. The convention, which will take place May 7-12, 1961, at the King Edward Sheraton Hotel in Toronto, Canada, will have as its theme: "International Achievements in Motion Pictures and Television." Rodger J. Ross, Canadian Broadcasting Corporation in Toronto, is program chairman of the convention.

The topics selected and the topic chairmen who will be in charge of (Continued on page 5)

Case Digest

Block-Booking Is Not Illegal, Levy Declares

Cites TV Trust Case Edict; Conditioning Determines

Distributors may legally offer films in blocks, whether to theaters or television stations, Herman Levy, Theatre Owners of America general counsel, asserts in commenting on the recent Federal court decision in the Department of Justice anti-trust suit which found six distribution companies had conditioned the sale of some films on the sale of others and enjoined them from continuing the practice.

Levy points out that there is nothing in the Paramount case decree, of the anti-trust laws, to prohibit the (Continued on page 2)

NT&T Sets Subsidiary For Community-TV Plan

From THE DAILY Bureau

HOLLYWOOD, Dec. 21—Formation of National Amusement, a division of National Theaters & Televisio, Inc., which will be headed by Samuel P. Norton as president, has been announced by R. Gerald Con- tor, NT&T president. The move was third in a series of steps taken recently to strengthen operations (Continued on page 5)

Melniker Resigns Post With MGM International

The resignation of William Melniker, director of theaters for Metro-Goldwyn-Mayer International, Inc., was announced yesterday. Melniker will return to the practice of law in New York, specializing in foreign trade.

Melniker began his overseas film (Continued on page 4)

Merry Christmas United Artists
PERSONAL MENTION

SOL A. SCHWARTZ, president of RKO Theatres, accompanied by Mrs. Schwartz, will leave New York today for Los Angeles.

JOSPEH E. LEVY, president of Embassy Pictures, has returned to his desk following minor surgery at Peter Bent Brigham Hospital, Boston.

JOSEPH HAZEN, producer-partner of Hal Wallis, has arrived in Hollywood from New York for conferences at the Paramount studio.

PAUL TISCH, president of Loew's Hotels, Inc., and CHARLES E. KURTZMAN, general manager of Loew's out-of-town theatres, were in Atlanta from New York.

M. A. LEVY, branch manager for 20th-Century-Fox in Minneapolis, has left there with Mrs. Levy for Fort Lauderdale, Fla.

ELIZABETH TAYLOR will leave New York today for London.

J. P. PAPAYANAKOS, 84, Pioneer Exhibitor, Dies

Special to THE DAILY

GOVERNNEUR, N. Y., Dec. 21.--Greek cinema went out of business today when the funeral service for James P. Papayanakos, 84, an exhibitor in upstate New York for 52 years and active in the industry until he suffered the illness which caused his death. Following the funeral services interment took place in Elmwood Cemetery.

Papayanakos entered the industry by opening a nickelodeon, the Happy Hour, in Watertown, later building the Olympic there. He then shifted operations to Potsdam and Governor, while his brother, Alec, moved into Canton. At the time of his death the deceased owned the Grady here, also the Roxy and the Hi-Way Drive-in, Potsdam.

In addition to his brother, now living in Greece, Papayanakos is survived by three nephews: Peter, John and Nicholas, all exhibitors.

REQUIRING COURT TO LOOK AT OLD TV FILMS

RULED A ‘FAKE TOO HORRIBLE TO CONTEMPLATE’

A humorous sidelight in U.S. District Court Judge Archie O. Dawson's decision in the government's suit charging six film distributors with illegal anti-block booking of films to television is aired in a digest of the case prepared by Herman Levy, Theatre Owners of America general counsel.

Discussing the court's denial of the government's petition for renegotiation of contracts with distributors, Mr. Levy stated that the decreeing of renegotiation would call upon the court to devote a substantial part of its time to viewing pictures on television in attempting to reach values for them.

As to this the court stated by way of a footnote, "The plaintiff is free to view hundreds of television films, whereupon any films which the judge who tried the case will not even have a television set in his own home, seems like a fake too horrible to contemplate."

BLOCK-BOOKING

(Continued from page 1)

CEA Boycott Against James Woolf Withdrawn

CEA.CEO, Anci. in Named in suit by James Woolf, managing director of Romulus Films, has agreed to withdraw a boycott resolution against him. They have also agreed to withdraw a letter written to Jack Warner, president of Warner Bros., telling him that CEA members will not book films with Woolf.

The CEA boycott against John Woolf, brother of James, will stand, however, CEA officials said, Woolf and Woolf jr. are under CEA boycott because their sale of feature films to television.

Walsh in Coast Talks

HOLLYWOOD, Dec. 21.—Richard Walsh, IATSE international president, stopped here enroute from Hawaii to New York, to hold brief meetings with Charles Boren, vice president of the Association of Motion Picture Producers, and business agents of IA studio locals, as well as Ralph Clare, chairman of the basic crafts committee, in preparation for the basic agreement demands at bargaining sessions commencing Jan. 9.

Walsh is expected to return here at that time to expedite negotiations.

modation for them is provided under law. The court is not required that this matter be handled by private litigation, but rather than an injunction compelling renegotiation, Levy said.

Stresses Edite's Importance

The TOA counsel calls the decision of "prime importance to the motion picture industry," but says, "However, the impact on motion picture theatres from the elimination of block booking to television, and from the granting of television privileges of selectivity, cannot be appraised at this time, there are involved too many economic factors, such as the laws of supply and demand, the needs of television itself, etc., to permit sound judgment."

The decision's effect on post-1945 films to sale, if there is no appeal, Levye expects will be that the defendants will heed the court's suggession that "we would not want the defendants to follow certain of the provisions of the contracts with reference to the pre-1945 films and which are found in this opinion to be violations of the anti-trust laws."

This would mean, Levy says, an end to block-bookings and the granting to television stations of the privilege of selecting and of negotiating for only those pictures which they want.
Dear American Airlines:

Your passenger service reflects outstanding selection of personnel. The neat and efficient young ladies in front of the counters are a credit to a company who cares about the customer.

M. J. McDonough

Our Passenger Service Representatives, Mr. McDonough, are another reason why American Airlines is the first choice of experienced travelers. They are "goodwill ambassadors"; experts to the tips of their prim white gloves, roving information specialists who smooth your journeys with a smile.

AMERICAN AIRLINES
America's Leading Airline
Companies Close Early
For Christmas Holiday

Member companies of the Motion Picture Ass’n will close their offices early tomorrow in advance of the Christmas holiday weekend. The offices, including MPA, will close at 1:00 P.M. They will also be shut on all day Monday, Dec. 26.

Admission Tax

"very substantial opposition to the tax increase on amusement admissions."

A compromise tax program, coupled with some budget cuts, is still subject to approval by the council.

Maryland exhibitors had united in a drive against the tax with Maryland Theatre Owners Ass’n, a Theatre Owners of America affiliate, joining for that purpose with the Maryland Allied States unit.

Glen Alden Dividend 10¢


Bow of ‘Pepe’

(Continued from page 1)

More than 3,700,000 mothers and fathers with over 4,250,000 children, have heard the exciting news—

CINDERELLA

Paramount’s fabulous, colorful version of one of the world’s most beloved stories, featuring Jerry Lewis and co-starring Ed Wynn, Judith Anderson and Anna Maria Alberghetti... awarded

The Parents’ Magazine Family Medal

for the Best Film in December

To families with children all over the nation, this means

"DON’T MISS IT!"

Bob Hope, Others
To Tour Caribbean

Bob Hope will entertain United States servicemen in the Caribbean over the Christmas holidays, marking his 19th Christmas away from home to entertain military personnel and his ninth Yuletide tour of America’s overseas bases. Hope left from Los Angeles’ Lockheed Airport this week and will return to the same field Thursday, Dec. 30.

Joining Hope for the 10-day trip covering 12 military bases will be top Hollywood and entertainment personalities including Zsa Zsa Gabor, Andy Williams, Janis Paige, Jerry Colonna, Anita Bryant, Peter Leeds, and Les Brown.

Will Visit Canal Zone

On Christmas Day the Hope troupe will be entertaining Navy and Marine personnel stationed at Guantanamo Bay, Cuba. The most distant base from continental U.S., to be visited will be Fort Kobe on the Pacific side of Panama Canal Zone, and the nearest will be at Eleuthera, a tracking station along the guided missile testing route.

In addition to spreading Christmas cheer to GI’s away from home, Hope will film portions of his next “Bob Hope Buick Show,” scheduled to be broadcast on the NBC-NTV Network, Wednesday, Jan. 11 (9-10 P.M. EST). The show, in black and white will present Jerry Como’s Knit Music Hall” color program that night.

The Yule tour, co-sponsored by the Department of Defense and the USO Show Program and co-ordinated by the Armed Forces Professional Entertainment Branch, marks the first time Hope has entertained extensively in the Caribbean. Last year he toured Alaskan bases and in 1958 he entertained troops in North Africa and Europe.

CEA Informed

(Continued from page 1)

never a bigger mistake ever made in any industry. You have got to succeed by your own enterprise and by your own virtues, by the quality of your own product and not by handicapping your competitors. If you do that, nothing will stand in your way.”

The cinema industry, concluded Lord Lucas, can provide an entertainment this country wants so badly. Earlier chairman of the branch, independent exhibitor Charles H. V. Brown warned of the threat of Tollty.’ “Quite clearly,” he said “this is something that we exhibitors have got to try to stop. Obviously, if this becomes widespread, cinemas as we know them today will become just a memory, and a great many small exhibitors will be forced out of business.”

However, he added, some of the best brains of the CEA are watching this very closely and exhibitors can be assured that they will do their best to try to combat “this new menace to our existence.”

Heffner Named

(Continued from page 1)

Warner Bros. in 1951 and has been branch vices manager since 1959, will assume his new duties on Jan. 1. He will succeed J. W. Kirby, who has resigned to become general manager of H. B. Meiselman Theatres, local circuit.

Benefit Premiere Today
For ‘Spartacus’ in S.F.

Special to THE DAILY

SAN FRANCISCO, Dec. 21 – Work was finished yesterday on installation of a new projection room at the United Artists Theatre for tomorrow’s bow of “Spartacus.” With the theatre undergoing $250,000 renovation less than 18 months ago, manager Bud Tapper said the new projection room would be completely rebuilt at a cost of $50,000 to accommodate the 70mm, film and stereo sound of the Bryna production.

The United Artists has been dark since Dec. 7. Tomorrow’s hand ticket opening was sold out weeks ago for a charity benefit.

Kennedys Ask Private
Showing of ‘Where Boys Are

WASHINGTON, Dec. 21 – President-elect Kennedy and his family have asked for a private showing of MGM’s “Where The Boys Are. Kennedy, now in West Palm Beach, was unable to attend the world premiere of the film at the Gateway Theatre in Fort Lauderdale, even though Mitchell Wolfson had arranged to let the Kennedys and their young children use the “cry” room of the theatre.
Television Today

MCMBN to Direct Trans-Lux TV Plan

The appointment of Renville Mc-
Mann to direct the expansion of the Trans-
Lux closed-circuit circuit television for indus-
trial and commercial
firm and for such institutions
as schools and hospitals in announced
by Percival E. Fubler, chairman of the
board.

McMann, a pioneer in the field and
responsible for multiple-circuit installa-
tions for such diverse companies as
American Airlines and the Wall Street
firm of Goodbody and Company, will be
in charge of closed circuit TV equipment
as a sales engineer work-
ing under Aquila Giles, vice-president of
Trans-Lux.

First of Several Steps

The appointment, according to Fubler,
will be the first in a series of steps being
taken by the company to expand its
services and facilities for its broker-
age clientele and (2) undertake an
educational as well as a sales pro-
gram for the organized closed-circuit
division.

NT&T Subsidiary

(Continued from page 1)

through creation of integrated oper-
ing divisions. Previously an-
ounced are the Eastern, and the
National Theatres division, operating the
company’s nation-wide chain of
theatres, and the National
Division, which will develop the
company’s real estate assets.

Norton previously was director of
special projects for NT&T.

“National Amusement will operate the
expanded eastern and the enlarged
community antenna television system in
Williamsport, Pa. This system is the
largest in the United States, with over
12,000 subscribers.

Under the new division also will be
NT&T’s installation at Pacific
Ocean Park, as well as the exhibition
and distribution of Cinemateca pro-
ductions.

Atlantis Orders Discs

Atlantis Films, Inc., distributors of the
Laurent Films’ double bill, “Prisoners of the Congo” and “The Amazing Mr. Callaghan,” has placed an
initial order of 25,000 records of songs
taken from each disc, to be sold
by local theatre promotion, it
was announced by Harold L. Spero,
general sales manager of Atlantis.

Platters, to be given to exchange
territory distributors, will be pressed
in 45 rpm. Top side will feature
“Song of the Congo,” from the track
“Prisoners of the Congo,” backed by
“Do You Understand,” from “The Amazing Mr. Callaghan.”

Fox Gets B.B. Film

“Only for Love,” starring Brigitte
Bardot, has been acquired by 20th-
Century-Fox for distribution in all
English-speaking countries.
20th's Big, Big Promotion for "The Little Shepherd of Kingdom Come"

Starring Favorite Jimmie Rodgers

Jimmie Rodgers Title Tune Recording on Roulette Out Now!
Civil War Centennial At Peak Interest – Look Magazine Article Most Popular Ever!
Extensive Tour Made By RODGERS To Plug Picture!

Special Promotion Records FREE
Featuring Jimmie Rodgers Himself!

Large Assortment of Consumer Ads Stress Multiple Selling Assets!

TV and Radio Spots Powerful Salesmen!

Based On The Beloved American Classic!

Play JIMMIE RODGERS In His Film Debut!
March 20, in Fla.

Expect Record
In Theatre-TV
For Title Bout

3d Patterson-Johansson
Match Open to Both Coasts

New gross records are being predicted for the theatre television of the third meeting between Floyd Patterson and Ingemar Johansson for the world heavyweight title at Miami Beach March 20.

The predictions are based on the fact that for the first time the entire East and West Coasts will be available for closed circuit televising of the fight. Both previous meetings of the two contenders were held in New York with the huge metropolitan area for a radius of 50 miles, blacked-out for theatre tv in order to minimize effects on attendance at the ring.

Both New York and Los Angeles had been in the bidding for the return title bout, and the fact that the choice of either would mean a blacking-out.

(Continued on page 4)

First of Four Variety
International Meets Set

The first of a series of four regional meetings which will bring together all newly elected chief barkers of the 46 tents of Variety Clubs International is to be held in the Beverly Hilton Hotel in Los Angeles on January 3.

Edward Emanuel of Philadelphia,
(Continued on page 3)

MGM to Film Five
In London in '61

From THE DAILY Bureaus
HOLLYWOOD, Dec. 26—A modern version of Ibsen’s classic, “Hedda Gabler” heads a schedule of five productions set for 1961 by MGM’s Ektone Studio in London. It was anounced by Studio Head Sol C. Siegel, following a week of conferences with Laurence Bachmann, Bachmann’s representative.

(Continued on page 3)

TELEVISION TODAY—page 5

Motion Picture
DAILY

Vol. 88, No. 120

New York, U.S.A., Tuesday, December 27, 1960

TEN CENTS

Importance of Profitable Pictures
Stressed in Investment Stocks Report

With motion picture stocks at or near their highs of a decade, investors are reminded by Wall Street’s Bache & Co. that the “common meeting ground of film companies is still the production and distribution of motion pictures.”

The brokerage company’s report on the seven major companies notes that that underlying fact “seems to have been neglected in some cases,”

what with land and tv film sales, diversification and “speculation about pay-tv.”

"Although all in the same industry, film companies today are quite different in their current business deals,”

(Continued on page 4)

Bid All U.S. Drive-In
Men to TD-TOA Meet

Special to THE DAILY
DALLAS, Dec. 26—For the first time, the directors of Texas Drive-In Theatre Owners Ass’n have extended an invitation to owners and operators of all the 5,200 drive-in theatres in the United States to attend an annual convention, to be held at the Sheraton Dallas Hotel here, Feb. 7.

(Continued on page 3)

Link High Living Costs
To Ticket Price Hike

From THE DAILY Bureau
WASHINGTON, Dec. 26—Higher motion picture theatre prices contributed to the rise in the cost of living to 127.4 per cent of the 1947-49 average during November, the Bureau of Labor statistics reports.

Prices for reading and recreation
(Continued on page 2)

Five Scroll of Honor Winners
Are Selected in
Competition for Quigley Showmanship Awards

Five Scroll of Honor winners were selected from among some 60 exploitation campaigns submitted by showmen from all over the world for judging for the combined first and second quarters of the 1960-'61 competition for the Quigley Awards of the Managers’ Round Table.

The winners in the judging, details of which appear in the current issue of “Motion Picture Herald,” are Per-Ron Kessler, DeWitt Theatre, Bayonne, N.J.; J. F. Conway, Lyceum Theatre, Sydney, Australia; Don Baker and Joel Pass, Loew's 17th Street Theatre, Miami Beach, Fla.; Alexander Pluchos, RKO Keith’s Theatre, White Plains, N.Y., and Robert M. Richards, Majestic Theatre, Melbourne, Australia.

The judges were Charles E. Kurtzman, Loew's Theatres executive in charge of out-of-town theatre operations; Jerome M. Evans, eastern promotion manager for Universal-International; and Jerry Levine, Columbia Pictures' advertising manager.
MGM Enters into Co-Production Deal with Cipra Co. of Paris for Films in French, English

Metro-Goldwyn-Mayer has entered into a co-production agreement with the Cipra Company of Paris to produce a group of major pictures in both French and English. Under the agreement with Cipra, headed by producer Jacques Bar, MGM will also hold the world-wide distribution rights to the films.

The first project under the co-production deal will be Noel Coward’s “Private Lives” to star Brigitte Bardot. Production is planned to begin in Paris early next year.

Currently, Jacques Bar is producing “Bridge to the Sun,” starring Carroll Baker and James Shigeta, for MGM release. This film is separate from the new agreement as it is another Bar-produced film, “Murder at 4:50,” a French melodrama, for which MGM holds world distribution rights.

Jaffe Chairman

(Continued from page 1)

man of Loew’s; Herbert L. Golden, Artists vice-president; Burton Robbins, president of National Artists Service; Robert S. Benjamin, chairman of the board of United Artists; and St. Fabian, president of the Stan- dard Vending Co.

Others attending the meeting included Leon Goldberg; Irving H. Greenfield; Saul Horowitz, Jr.; Arthur Israel, Jr.; Howard Minsky; Adolph Schimel; and Adolph Schneider.

Arwin, Columbia

(Continued from page 1)

charge of West Coast operations, for a $26 million production deal, it was revealed.

Involved in the major transaction are a group of eight top-budgeted films, four of which will be Doris Day starrers under the Arwin banner.

David Miller Engaged

Services of David Miller, director who recently Doris Day’s current release, “Midnight Lace,” are also tied into the deal, wherein he will direct for producer Melcher the four remaining commitments as well as one or two of Miss Day’s pictures.

The pact, which is non-exclusive, will have as its initial project Doris Day starring in “Roar Like a Dove,” which will be put into a screen play by Norman Krasna from the London stage hit. Richard Quine will direct.

Negotiations are also reported under way regarding a possible merger of music companies, such as Arwin Productions and Columbia’s Colpix.

‘Exodus’ Does $49,000

Otto Preminger’s “Exodus” grossed a big $49,000 in its first week in the Warner States circuit, playing to capacity audiences in all of its 14 perfor- mances, according to United Artists.

John Connolly, Dies; USIA Film Div. Head

John Stoddard Connolly, chief of the domestic motion picture division of the United States Information Agency, died here Thursday at the age of 73.

Connolly, who lived in Larchmont, N.Y., served as Washington representa- tives of the Film Production Producers and Distributors of America from 1919 to 1927. He then became European director of the American Newsweek Company. He was also appointed chief of the news division of the Office of Inter-American Affairs in 1941. Connolly transferred to the State Depart- ment in 1945 and became its news- reel liaison representative of the International Motion Pictures Service. Connolly joined the U. S. I. A. in 1952, becoming head of the domestic motion picture division the next year.

Trumans Will See New Columbia Film Today

Former President Harry S. Tru- man and Mrs. Truman, at the home of Columbia Pictures this morning to attend a special screening of Stewart Goetz’s “Cry Happy,” the Trumans will be the guests of Columbia’s former Naval officer, who authored the novel upon which the Columbia release is based.

They will view the picture at 10 A.M. in the company of Campbell and Columbia executives.

Fox Appoints Aguilera

Eugenio Aguilera has been appoint- ed 20th Century-Fox-Murray of Ecuador, it was announced by Mur- ray Silverstone, president of 20th Century-Fox Inter-America, Inc. Aguilera, a Panamanian who has worked in film exhibition and distribu- tion throughout Latin America for the past 20 years, replaces Carlos Becerra, who recently was killed in an automobile air crash. Aguilera will also handle M-G-M Product in Ecuador.

ASCAP’s Election Results Certified

Dorothy Fields, chairman of the committee on elections of the American Society of Composers, Authors and Publishers, has certified to ASCAP president Stanley Adams the following results of the elections of writer and publisher members for the Society’s board of directors commencing Jan. 2, 1961, to March 31, 1963.

The writer members in the popula- tion group were: Stanley Adams, Howard Dietz, L. Wolfe Gilbert, Otto A. Harbach, Jimmy Mc- Hugh, Richard Rodgers, Arthur Schwartz, Nel Washington and Jack Yellen. The writer members in the standard field are: Paul Creston, Morton Gould and Deems Taylor.

All incumbent writer members have been re-elected to the board.


Connor, Truhet and Vogel


Publishers Bernard Goodwin of Livingston and Evans, Inc., and Eddie H. Morris of Eddie H. Morris & Co., Inc., were previously elected by petition.

The committee on elections con- sisted of: Dorothy Fields, chairman; Bennie Benjamin; Gerald M. H. Peter Mennin; Johnny Mercer, and Aaron Schroeder, writers; and Ben Bloom, Harold Fllman and F. C. O’Brien, publishers.

An amendment to the Articles of Association proposed by Otto A. Harbach, Pinsky Herman and Arthur Schwartz failed to carry, despite the overwhelming support of the members who voted, because it did not receive the necessary two-thirds of the total potential vote.

NEW YORK THEATRES

RADIO CITY MUSIC HALL – Rockefeller Center – 6-4600
GEORGE ROBERT PETER
KERR MITCHUM USTINOV
IN FREE ZONE
IN THE PRODUCTION OF
“THE SUNOWNERS”
A WATER POLO PICTORIAL IN THE MUSIC HALL’S GREAT CHRISTMAS SHOW THIS YEAR

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ives, Managing Editor; Richard Gertner, News Editor; Herbert V. Fekete, Advertising Manager; Russ H. Faselt, Production Manager. For further information, call Charles S. Armstrong, Editorial Director; Pinsky Herman, Eastern Editor; Hollywood Bureau, Joe S. Lestev, Los Angeles; W. J. Hope Williams, Manager; Peter Borgeau, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley, Publishing Company, Inc., 1279 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Subscription rates per year, $6.00 in the Americas and $12 foreign. Cables: Picture, New York. Telephone: 1-927 EK. Monthly circulation: November, 1959. Exclusive weekly newsmagazine of the film industry.®

Tuesday, December 27, 1960
Ky. Theatre Reopens
After Water Damage

Sons and Lovers
Named '60's Best

Spros Skouras, president of 20th Century-Fox, is chairman of a committee of specially invited members of the film industry who will present the annual March of Dimes humanitarian Award to Bob Hope. Presentation will be at the Commodore Hotel here on Friday night, March 5.

Robert Ellis, formerly with the A. M. Ellis Theatres, Philadelphia, has joined Steer Inn Systems, Inc., in that city, operating drive-in hamburger restaurants, as vice-president.

Arthur Cox has been elected an assistant vice-president of Bell & Howell Company's Photo Products Division, Chicago, it was announced by Peter G. Peterson, executive vice-president. As assistant vice-president, Cox will be responsible for all photography in the company's photo products division and for providing design and counseling services for other optical activities of the company's operations.

Lee Traver, for the past six years associate casting director for Walt Disney Productions, Hollywood, has been moved up to studio casting director, succeeding Jack Baur, who has returned to Universal -International. Prior to joining the Disney organization, Traver was casting director for Samuel Goldwyn, Universal and Republic studios, also Bing Crosby Productions.

Columbia in 'Pepe' Tie
With L. A. Bus Lines

FROM THE DAILY BUREAU
LOS ANGELES, Dec. 26. - The Los Angeles Metropolitan Transit Authority and Columbia Pictures Corp. have completed arrangements whereby reserved seat tickets to the George Sidney-Pousa International Production, "Pepe," purchased at the MTA Ticket Office, will include free round trip transportation from any point in the Los Angeles inner zone to the Stanley Warner Beverly Hills Theatre.

"Pepe" begins its reserved seat West Coast premiere Wednesday, Dec. 28, with an invitation premiere tomorrow.

Will Repaint Bus

As a promotional adjunct, an MTA bus will be repainted, calling attention to the theatre for the showing of the production, which stars Canterbury, Shirley Jones and Dan Dailey with 35 international celebrities.

MTA will additionally print 100,000 pamphlets to be distributed in all buses in Los Angeles, selling "Pepe" and the engagement at the theatre. The ticket office will be bannered and brilliantly displayed with "Pepe" promotion.

Sons and Lovers
Named '60's Best

"Sons and Lovers," a black-and-white film made in England by 20th Century-Fox, with an almost exclusively British cast, has been chosen as the best motion picture of 1960 by the committee on exceptional films of the National Board of Review of Motion Pictures. In announcing the choice, Henry Hart, chairman of the committee, said the vote for "Sons and Lovers" was the result of the committee's belief that it was "a creative adaptation of one of the great autobiographical novels of English literature, and that it contains, in small as well as leading roles, some of the finest acting ever seen on the screen."

The board chose "The World of Apu" as the best foreign film shown in the U.S. during 1960. Its other choices for the foreign films were: 2) "General Della Rovere;" 3) "The Angel's Silence;" 4) "The Right, Jack;" 5) "Hiroshima, Mon Amour."

Jack Cardiff was named the best director of the year for "Sons and Lovers." Greer Garson was chosen the best actress of the year for her portrayal of Eleanor Roosevelt in "Sunrise at Campobello."

Robert Mitchum was voted the best actor of the year for his performances in "The Sundowners" and "Home from the Hill.

Shirley Temple was chosen 1960's best supporting actress for "Elmer Gantry," and George Peppard best supporting actor for "Home from the Hill."

Variety Clubs

International Chief Barker, will preside at this intensive one-day meeting of chief barkers of the Los Angeles, San Diego and Oklahoma City tent. He will be joined by Rotus Harvey, San Francisco, First Assistant International Barker, Ezra Stern, International President, Gene Thompson, Eugene Murphy, Las Vegas, who is Variety's International Representative for the Western area.

The assembled barkers will review plans of their tents to continue and strengthen Variety's charitable endeavors as well as for the celebration of Variety Clubs Week scheduled for Feb. 12-18. The heavy agenda, said Chief Barker Emanuel, will be concentrated on "anything and everything" that can expand Variety's work for needy children everywhere.

Other regional meetings are to be held in Chicago on Jan. 5, New Orleans on Jan. 7

Cost of Living
(Continued from page 1)

rose by one-half of one per cent during November, and 2.1 per cent over the past year, "primarily because of higher average prices for movie admissions and newspapers..."

The government noted that "movie admissions have increased both because of increased charges for children's tickets and the prevalence of special features."

Detroit Welcomes 'Suzie'

DETOIT, Dec. 26. - The World of Susie Wong opened the new U.S. premiere engagement at the Grand Circus on Thursday to an audience comprised of 1,000 Detroit Athletic Club members, other selected socialites, celebrities, and press, preceding the premiere.

The once famous name of the new house replaces the Broadway-Capitol, and has been unused since 1870.

Facts of Life’ Selected
For Royal Performance

FROM THE DAILY BUREAU
LONDON, Dec. 26.--United Artists’ "The Facts of Life," starring Bob Hope and Lucille Ball, has been selected for the Royal Film Performance in Rank's Odeon in Leicester Square on Feb. 20 by the Cinematograph Trade Benevolent Fund selection committee. The committee voted for the picture unanimously.

U'1960 Net

(Continued from page 1)

company in its 48 years of existence.

The current financial district estimate thus is higher than the $6,80 per share earnings which Milton R. Backmil, Universal president, estimated for 1960 when addressing the New York Society of Security Analysts in October.

Universal's audited annual report is expected to be ready shortly after the middle of January.

16 ‘Ben-Hur’ Openings
Abroad for Holidays

Metro-Goldwyn-Mayer’s "Ben-Hur" opened in 16 overseas cities last week in time for the Christmas holidays.

This brings the total number of international engagements to 83 with another three set to debut on Jan. 3. Following the pattern in its engagements, the overseas theatres will be offering extra performances during the holiday week.

MGM to Film 5

(Continued from page 1)

For British productions, also will supervise “The Seagulls,” a story of the women who follow the itinerary of the American fleet in the Mediterranean. “Village of Daughters,” a romantic comedy to be filmed in Italy; “Postman’s Knock,” and “See No Evil.”

While in Hollywood, Bachmann met with Valentine Davies, who is writing the screenplay for “Seagulls.”

Three pictures filmed during recent months at the MGM London Studio were the following stages of editing and scoring: “Sitting Partner,” starring Stewart Granger and Haya Harareet; "Invitation Quartet," starring Bill Travers; and "Green Helmet," starring Travers and Nancy Walters.

Bachmann has returned to London to begin immediate preparations of the projects.

Services for Schultz

CLEVELAND, Dec. 26--Services were held here Friday for Nathan Schultz, 55, resident of Allied Artists' 'Lil Dam' of Cleveland, at Berkowitz-Gumin. Survivors include his widow, Gay; a son, Jay and daughter, Arlyn, and a brother, Samuel Schultz, branch manager of Allied Artists Film Dist. of Cleveland.
“PEPE,” reports “Life” in the Dec. 19 issue, “is a supersized fantasy full of nothing but antic fun and frolic. As bright and happy a babble as Hollywood has ever packaged for Christmas.” This Columbia film “has dancing, singing, teasing tricks, stormy love between men and women, deep understanding love between a man and a white horse. Above all it has Cantinflas.”

A striking page ad on Jerry Lewis’ “CinderFella” co-starring Ed Wynn, Judith Andenlon and Anna Maria Alberghetti appears in the December issue of “Parents.”

“Butterfield 8” the MGM film based on the best-selling novel by John O’Hara, is reviewed in the December issue of “Redbook.” It has a cast including Elizabeth Taylor, Eddie Fisher and Laurence Harvey. The picture was made in New York with the actual locations used for many scenes.

It is the opinion of the reviewer that “Miss Taylor gives a performance which proves she is an excellent actress.”


In the same issue there is a penetrating analysis of Marilyn’s romances and why so many of them are self-defeating. The article was written by Maurice Zolotow, who recently published a biography of this fascinating star.

Edwin Miller has written an entertaining biography on Cantinflas, the star of Columbia’s “Pepe,” for the December issue of “Seventeen.”

Cantinflas went to medical school. He says “I didn’t like it. Too much study.” At 18 he joined a tent show as a song-and-dance man. Since then he has been in 20 motion pictures.

In the George Sidney production, Cantinflas plays a Mexican ranch hand who follows his beloved white stallion, Don Juan, north after the horse has been bought by a Hollywood film company.

“The World of Suzie Wong” is much more entertaining than the play according to the January issue of “Photoplay.” Most of the scenes were filmed in Hong Kong where this East-West story takes place.

Nancy Kwan, sensitive, slim and lovely, plays Suzie Wong in this Paramount picture.

Walt Disney’s “Swiss Family Robinson,” which brings to life a story that has enchanted children since

CLEVELAND — Over $500 was raised in Variety Club’s first drive in behalf of its new city, Cleveland’s Boysown. Report was made to Tent No. 6 by Leonard Mishkind of General Theatres and Jerome Lipow, branch manager of Valiant. In addition to the money supplies for the home were donated. The money was turned over to the house-father, Dave Rueteneik, to buy new Christmas clothing for the boys.

PHILADELPHIA — Philadelphia Variety Club Tent No. 13 will hold its installation dinner in honor of in-coming Chief Barker Lester H. Wurtelle, Columbia branch manager, on Jan. 16 at the Bellevue-Stratford Hotel. He will succeed Martin B. Ellis, general manager of the A. M. Ellis Theatres. The Tent’s Women’s Auxiliary will also hold a dinner that same evening in the hotel’s Burgundy Room.

TORONTO — Students of Variety Village Vocational School for handicapped boys and Heart Project of Tent 28, Ontario, presented their annual Christmas play for members of the local Tent recently. Follow ing the play by the students of the Committee of Tent 28 gave each student a variety of Christmas gifts and provided a buffet supper for all who attended.

The new crew of Tent 28 will be installed at a formal dinner dance at the Park Plaza Hotel on Jan. 12. For the first time, the new president of the Tent will be the “Queen.”

1813, is reviewed in the Dec. 20 issue of “Look.”

Scenes from a race staged by the Robinson children with exotic animals illustrate the review. Janet Munro chooses a spirited Zebra as her steed, Tommy Kirk rides a reluctant ostrich, James MacArthur seems to have it easiest with a donkey, and Kevin Corcoran plods along on his pet elephant, who sprays the other contestants and almost wins—just as pirates attack their island.

“The Alamo,” the John Wayne production in Todd-AO, is reviewed by a splendid page ad in the December issue of “Cosmopolitan.”

An interesting article on Christina Crawford, daughter of Joan Crawford, appeared in the Dec. 11 issue of “Parents.” She will appear in Terri- Wald’s “Wild in the Country” and “High Heels.”

A splendid full-page color ad on Jerry Lewis’ “CinderFella” created by Norman Rockwell appears in the Dec. issue of “Life.”

WALTER HAAS

**REVIEW:**

**Ballad of a Soldier**

Mosfilm—Kingsley International

The futility of war interwoven with a tender, poignant romance between the 19-year-old soldier of the title, Vladimir Ivashov, and a 19-year-old girl, Shauna Prokhorenko, highlights this first Soviet-produced film to be released in the U.S. under the U.S.—U.S.S.R. cultural exchange agreement by an independent distributor. Kingsley International is handling the picture in America under an arrangement with M.J.P. Enterprises.

“Ballad of a Soldier” is the winner of “best picture” and “best direction” Golden Gate awards at the 1960 San Francisco Festival. It also has won two honors in the 1960 Cannes Festival—competitive, for “best participation” and “best film for youth.”

The film, shown in its Russian version with the addition of English subtitles (English-dubbed prints will be used in the U.S. release), follows a young Russian soldier on his few hours of leave, before returning to the front lines, where he is killed. The youth meets with several adventures in this expedition meeting with his mother who works on a peasant farm, and with whom he is allowed but a moment of a combined greet- ing and farewell as he hastens back to war. The boy’s meeting and falling in love with the girl are tenderly and grippingly depicted.

While there is very little that is new in the telling of the “futility of war” theme, it has been expertly and sensitively directed by Grigori Chukrav from a script written by him in collaboration with Valeriy Yosov. Chukrav uses his cameras very effectively, getting exceptional dramatic values through the use of closeups of his youthful protagonists who are caught between the harshness of war.


SYDNEY ROTHENBERG

**THEATRE-TV RECORD**

(Continued from page 1)

of that city for huge theatre tv returns influenced the eventual choice of Miami Beach as the site for the match.

When New York blacked-out last June for the second encounter between Patterson and Johansson, Tele- PromPTer, the closed circuit tv equipment used, rec- orded tremendous theatre tv gross of more than $2,000,000.

The ancillary rights, which include theatre tv, had not been awarded up to the time this issue went to press. For the rights to the promotionally strong picture, the fight said, is negotiating with several concerns. Motion picture rights to the two previous matches were negotiated by United producers, who presumably will bid again for the March 20 fight.

Miami Beach’s 18,000-seat Convention Hall will be the site of the bout and will be price-sealed for a $1,- 100,000 gate. Radio rights also are a part of the ancillary bargaining under way.

**WALTER HAAS**

**SPARTACUS’ BUSINESS REPORTED BIG AROUND**

“Spartacus,” Byna production which Universal - International has placed in roadshow release in 11 situations in eight key territories overall during the past week, is inter- esting maximum business at practically every performance, according to the vice-president and foreign general manager, Americo Aboud.

Re-delivery of the Superimex, “Spartacus” has turned in the highest initial week gross ever amassed by a “spectacle-type” production. In its first five days in Tokyo, Milan, Frankfurt and Düsseldorf the film has played to new record attendances.

In London, Sydney, Melbourne, Brussels and Barcelona, first week’s playing carried the promise of a successful campaign extended by international and local celebrities.

**INVESTMENT REPORT**

(Continued from page 1)

ings,” the Bache report points out, “with each earning its own special sort of special appeal.” Yet “we must not overlook the fact that the conti- nual flow of profitable pictures adds both to the current worth of a suc- cessful company and to the future worth of its library.”

It adds that in this category three companies show up exceptionally well—United Artists with "Exodus," MGM with "Ben-Hur" and Decca-Univer- sal with “Spartacus,” in each instance with additional successful releases under management.

“Motion picture income of the three promises to be higher in 1961 than even 1960’s banner results,” the Bache report states. C. C. O. of MGM says "profits of over $5 per share seems a likely target for 1961." The recently announced 1960 profit of $3.83 per share set a 12-year record for the company.

**PARAMOUNT ESTIMATE MADE**

Paramount’s 1960 earnings are estimated at $4.75 against $4.47 last year, including also $1.85 of special items last year "and slightly less this year."

It estimates 20th-Century-Fox 1960 earnings at about $2.30, against $1.78 in 1959.

United Artists’ earnings are estimated at $2.50 to $2.60 this year, compared to $2.41 in 1959, "with exceptionally bright prospects for gains in 1961."

Universal’s earnings for the year ended Nov. 1 are not estimated, but earnings for the first eight months are placed between $5 and $6 for next year, “against $4.25 to $4.50 expected for this year and $1.81 earned in 1959."

Warner’s earnings for 1961 should remain at about the same $4.64 per share level that was earned this year, the report says.
**Television Editors Ask Program Diversity**

**The 12th annual poll of television editors conducted by Television Today for Fame has been completed and the results, naming the top performers and shows of the year, are being tabulated. This year the editors were particularly eloquent in commenting on their choices and the reasons for them. The results of the poll will be published January 16. Some of the editors’ comments which accompanied their ballots follow.**

Marlene E. Matouk St. Petersburg Independent, St. Petersburg, Fla.: The sameness of TV is monotonous—TV will never take the place of movies because it is tremendously down and as bland as cream of wheat. I’d rather see a good two-hour movie scheduled for the early evening than the half-hour junk which is now being aired.

Miss Millie Budd, The Houston Post, Houston, Texas: Comedy has become so routine it is not funny any more; viewers in these parts would appreciate better fare than the old fashioned kind. And more, more of Danny Kaye and others like him.

Gene Brown, Sunday @ Times, Camberton, Maryland: More diversity of programs, less crime and westerns. More programs like “Open End,” “Return of the Omnibus” and programs with intelligent use of story material and direction, “Playhouse 90” and similar shows should be resurrected. In general, many of the programs are just a matter of repetition of popular shows. There should also have more license to be critical of our public functions and governments. Less sponsorship ballyhoo.

Lois Anne Taylor, Bridgeton Evening News, Bridgeton, New Jersey: As an entertainment medium, TV gives more for less than any other phase of show business. As a medium of education, it gives as much as most people expect or want; and as a means of bringing the news to the people and covering major news events it is unmatched. As a newspaper women admit this because there is little else I can do.

Walter H. Hawker, Jr., The Knickerbocker News, Albany, New York: Any evaluation of television today must go to two extremes. Unfortunately, there is no middle ground.

On one hand, there can be nothing but unmitigating praise for the way the medium met its responsibility in its coverage of the national political conventions, the campaigns and the election. Similarly, coverage of this fall’s vital United Nations General Assembly and the prior United Nations Security Council peace feel was informed and thorough and responsible.

Matched with this extraordinary coverage must be the “declaration of intentions” involved in prime time assignments to such programs as The Nation’s Future, Face the Nation, Exposition. CBS Reports, Winston Churchill’s Memoir, Tomorrow, the NBC White Paper and other informative shows. Though many of these shows must still prove them- selves, it is true that, in the wind, a sign that the networks have paid heed to those of us who have long insisted that there is a place for information as well as entertainment in TV.

It is ironic, indeed, that at a time when public affairs programming has ascended to prominence, TV’s performance in the field of entertainment has dipped to an all-time low. Of 37 “new” programs viewed at this writing (Nov. 11, 1960), only two are really good. CBS, of course, has all but one against the other—Angelo (CBS) and My Three Sons (ABC), at 9 P.M. Thursdays. Two hour-long adventure series, Naked City (ABC) and Hong Kong (ABC) have a certain excitement appeal, but “City” after a good start has bogged down in stories that could be better told in half the time and the “Kong” is pitted strangely enough, with an inevitable sameness about them. The most pleasant surprise of the holdover shows has been Perry Como’s hour. The injection of fresh production ideas (by Nick Vanoff), to the return of the fold of Goodie Ace and his ace team of writers and the introduction of exciting choreographed touches by Hugh Long, have lift this show by its bootstraps to the most consistently entertaining show on the air today.

The decline of the series has been most noticeable. Few of the non-reg-ular programs screened in the first 10 weeks of the new season have packed much excitement. Notable exceptions were Fred Astaire’s third hour, and Art Carney spoof of “love,” and, to a lesser degree, shows headed by Bing Crosby, Danny Kaye and Phil Silvers.

Nick Kenny, New York Mirror, New York, N. Y.: More complete information on individual programs rather than publicity on a whole series is needed from both the networks and agencies.

Bob Sokolsky, Herald-Journal Syra- cuse, N. Y.: What can be said of such a season? There have been a handful of good specials but the overrun of product—series and specials — has been rare. Originality, freshness of approach and anything else that might smack of quality has become quite secondary. The industry has the ability to do many wonderful things, but it rarely takes advantage of that fact. Never has there been such dissatisfaction and never has there been less effort to correct such a situation.

Drama is in distressingly low estate. Playhouse 90 died quickly and in its last series there seemed to be an extremely bad Michael Shayne and a crop of adventureless adventure hours (The Islanders, Surfside Six, ad/ad). Even the least well-advertised series have thus far failed to perk. Hall of Fame’s “Shangri-La” and Show of the Month’s “Men in White” were low points for both showcases.

So the viewer finds himself in the unique position of depending on a CBS Reports “Year of the Polaris” or an ABC “Campaign and the Candidate” show for an attention-holding evening. How long ago was it that we were clamoring for good public affairs shows to go along with the entertainment? Strangely enough, the situation is reversed.

Wayne Allen, State Journal-Register, Springfield, Illinois: I think the tv industry could establish a new standard of excellence if it would de-emphasize “block booking,” i.e., too many westerns in consecutive time slot, mysteries and variety shows. Have Gun and Cowtown should be abandoned likewise “Hitchcock” and “Thriller”; Maverick,” “Lawman,” and The Rebel. Saturation booking leaves too little choice for that portion of the audience not “embedded” in “mystery” night “western” night.

George W. Anderson, New Kening ton Daily Dispatch, New Kening ton, Pa.: Worst trend in TV and the most self-destructive is the massive injection of mediocrity as exemplified in the W. B. Van Orman brothers shows, “77 Sunset Strip,” “Hawaiian Eye,” etc. The trend to film (and second rate B movies at that) is the worst thing current in TV. Best thing is the least of stations, simplicity and quality of news specials.

Ted Holmberg, Journal — Bulletin, Providence, Rhode Island: In this, the darkest and most dis- mal of TV seasons, one ray of hope appears, that being the first steps in meaningful cooperation between the networks and affiliates in a blending of national and local programming, referring to the “Expedition” experiment, in which ABC affords its affiliates the opportunity ever so often to screen a local effort in exploring the world. However, it’s a little thing similar with “Face the Nation” in allowing its affiliates a half-hour every third week for the same kind of thing. I don’t think that the potential- ities of these concepts can be overlooked by anyone sincerely interested in the future of the medium.

Affiliates, except the most wealthy of stations, simply cannot afford to turn out professional programs of the highest quality for prime time evening showing on a weekly basis. But, given clear guidance and direction from the networks they will be able to bolster network programming with informative and intelligent offerings of their own every month or so.

Judging by the kind of excitement generated at the local station in Providence which carries “Expedition” (it is an NBC affiliate, by the way, which has had the misfortune of a two-station situation) I think the idea might allow some fresh air into a medium which is fast becoming oppressively lacking in any imagination whatever.

Aside from this, however, and some specials like the Art Carney affairs, Danny Kaye and an occasional Robert Alan Arthur offering, if all is not lost, it certainly looks that way.

Mary Hopkins, Ledger-Star, Norfolk, Va.: The shock of hour-long or 90-minute dramatic shows continues to be deplorable, along with the scarcity of GOOD musical programs. However, the new situation comedies include several good ones, particularly “Carol Bigel” and “Guestward, Ho!” The special, “Just Polly and Me,” was the highlight of the fall season—Phil Silvers and Polly Bergen are a natural team whose emergence with a monthly music and comedy show would be a welcome addition to television.

Frank Clayton, The Tuscaloosa News, Tuscaloosa, Alabama: Everything considered, this seems to be the best all-around year the television industry has witnessed in the few scant years of its population existence. There are more comedy shows, more dramatic shows, sports and public interest shows, varieties, a proper spacing of Specials which in fact make an outlet little “special” and not the ballyhoo they were last year. And, of course, there are the westerns. In short this is tv’s best year. It’s rather ironic, but the industry’s high- est rated programs weren’t sponsored—the Great Debates. The industry is to be commended on these excellent programs.

**Sale of W. Va. Station**

To Reeves Corp. Approved

From The DAILY Bulletin

WASHINGTON, Dec. 26. — Sale of tv station WHTN-TV, Huntington, W. Va., to Reeves Broadcasting and Development Corp. has been approved by the Federal Communications Commission. Seller is Cowles Magazine and Broadcasting, Inc. Price is $1,925,000. Commissioner Robert Bartley dissented to the sale of the channel 13 outlet.

FCC has also substituted channel 13 for channel 9 at Alturas, Calif. It assigned channel 9 to Redding, Calif., using the channel to Susanville, Calif.
Now in Preparation

FAME
for 1961

AUDIT OF PERSONALITIES
handsomely celebrating the talent responsible for the top successes of motion pictures and television throughout the preceding year, with the facts of public performance that distinguish these achievements. Thus FAME again provides — as it has done for 29 years — the only full-dress recognition of the people who create the leading productions of theatre screen and telecasting.

$3 PER COPY

QUIGLEY PUBLICATIONS • 1270 Sixth Avenue, New York 20
HOUSTON, Dec. 27—ACE, long-range projection of the American Congress of Exhibitors, has set back the deadline for completion of its financial structure from the originally announced Jan. 5. May 3, 1961, it was learned here.

The extension of the deadline applies specifically to the escrow agreements under which the five national circuits, AB-P, N-T-A, Loew's, KO and Stanley Warner, have subscribed $2,000,000 to the ACE bonds, financing, and 32 other circuit operators have posted well over $1,000,000 more.

"We want to build this organization solidly," an ACE spokesman explained. (Continued on page 2)

Production Symposiums Slated by Three Firms

Three manufacturers of equipment for the production of motion pictures have announced plans to combine efforts in a series of question-and-answer symposiums to be held throughout the country during 1961. The three announcements will set the theme for the shows.

The latest equipment available is (Continued on page 4)

McMaster Retires from Eastman Kodak Post

Sponsored by THE DAILY

ROCHESTER, N. Y., Dec. 27—Donald McMaster, chairman of the executive committee of the Eastman Kodak Company, will retire from active duty Jan. 1, 1961, after more than 43 years with the company. This announcement was made following a meeting of the Kodak board of directors. (Continued on page 4)

TOP TEN POLL OUT TOMORROW

The 29th annual selection of the Top Ten Money Makers of the Year will be announced tomorrow in Motion Picture Daily. Chosen by exhibitors on the basis of their box office drawing power, the Ten Money Makers have achieved, throughout the years, the status of the most accurate reflection of star popularity.

The poll traditionally makes no distinction between male and female stars and the ratio of men to women in the final selection of ten has formed an interesting pattern through the years. One of the surprises of this year's list is a reversal of the trend of recent years.

The results to be published tomorrow will attract attention throughout the industry.

Monday Reported Especially Big

HOLIDAY GROSSES SET RECORDS OVER COUNTRY

Circuit Heads Expect Upturn in Business To Continue Thru New Year's Holiday

By SIDNEY RECHETNIK

"Excellent attractions drew excellent business" was the general consensus of opinion among circuit executives and managers in bailing the "very big" Christmas business enjoyed by motion picture theatres across the country over the past four-day holiday. While Friday (a day which saw the vast majority of businesses closing in the early afternoon) and Saturday were comparatively slow—a fact attributed to last-minute gift shopping—Sunday was "very big" and the Monday holiday "usual" everywhere, with house records set in some instances on that day.

Circuit heads canvassed on the holiday business are looking forward to a tremendous week from now through the upcoming New Year's holiday. Broadway here was surging with adults and children on school vacations lining up at the film houses, with the Radio City Music Hall being a major attraction. (Continued on page 6)

* * *

ARCHITECTS FEES OK'd FOR FILM-TV MUSEUM

From THE DAILY

HOLLYWOOD, Dec. 27—The proposed $4,000,000 Hollywood Motion Picture and Television Museum came a step nearer to reality today when, after two weeks of consideration for a feasibility study, the County Board of Supervisors approved the proposal. (Continued on page 6)

* * *

WEST SIDE' WILL BOW AS ROADSHOW IN OCTOBER

"West Side Story" will have its world premiere roadshow engagement Oct. 18 at the Rivoli Theatre here, it was announced yesterday by William J. Heiseman, United Artists vice president in charge of distribution, and Salih M. Hassanain, vice president of United Artists Theatres Circuit.

"West Side Story," a Mirisch-Cohn production, opened nationwide in early July. (Continued on page 4)
Financial Comeback of M-G-M Since Troubles of '57 Highlighted in Article by Investment Concern

The financial comeback made by Metro-Goldwyn-Mayer, Inc., since 1957 is the subject of a feature article in "Investor’s Reader," published fortnightly by Merrill, Lynch, Pierce, Fenner and Smith. The article recapitulates the fiscal troubles of the company in the early 1950’s and details the management and operational reforms instituted by Joseph R. Vogel after he became president four years ago.

The recent annual report for fiscal 1960 showing earnings up 25 per cent to $9,900,000 or $3.83 a share, a 12 year high even including the years when subsidiaries of the company were consolidated, is cited. Mr. Vogel is quoted as saying "I have never been so optimistic about the future of the company as I am right now. We will earn $5 a share from operations in fiscal 1961."

The story attributes much of the gain to the earning power of "Ben-Hur" and "Advise and Consent," that this picture will gross at least $646,000,000 on its first run and probably $100,000,000 more.

Among the company’s other solid assets the potential revenue from film sales to television, the increasing value of the Culver City studio properties, and the box office potential of productions now in work is mentioned. Among these is "The Four Horsemen of the Apocalypse" and "Mutiny on the Bounty" as well as the reissue value of "Come and the Wind."

ACE Pictures

(Continued from page 1)

NAB Sets ‘Hand’ for Opinion Leader Survey

"Hand in Hand," a Columbia release, was chosen by the respondents of the NAB opinion leader survey to be conducted by National Audience Board January 3, it was announced by the Board. NAB’s audience panels—composed of executives and members of a variety of civic, church, cultural and educational organizations—will view the film in New York and Los Angeles.

National Audience Board, a non-profit, independent organization, has been engaged in entertainment evaluation since 1954. It conducts studies at cost on request from film producers and distributors, radio and tv producers, packagers, syndicators, stations, advertising agencies and sponsors.

Raleigh Theatre Sued Over Contract with NTS

Special to THE DAILY

RALEIGH, N. C., Dec. 27—National Theatre Supply of New York, filed a lawsuit against the owners of the Colony Theatre here Dec. 23 in Wake Superior Court. The plaintiff alleges that J. M. Seago and Patty H. Seago, operators of the Colony, failed to comply with a conditional sales contract.

The New York concern contends it supplied the local theatre with merchandise in January of 1955 and the Seagos still owe National Theatre Supply $1,095.

R. C. Mathewson Dies

NEW BRITAIN, Conn., Dec. 37—Raymond C. Mathewson, 61, veteran projectionist at the Stanley Warner Strand Theatre here, is dead following a heart attack.

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Lopert Coordinator For UA in Europe

Ilya Lopert, who will now permanently reside in Europe, has accepted the post of United Artists coordinator of European operations. It was announced yesterday by Arthur B. Krim, president of UA. Lopert will continue his duties as president of Lopert Pictures Corp.

In announcing the new post Krim said, "I am personally very gratified that Mr. Lopert has agreed to oversee and coordinate our production operations in Europe. His extraordinary talent in the field of European film production and his widely respected throughout the industry. I consider Mr. Lopert’s acceptance of this post an extremely important step forward for UA’s global operation."

In his new post, Lopert will work closely with Oscar Dancigers, UA’s supervisor of European production.

Installation Dinner

Set by N.Y. Bookers

The Motion Picture Bookers Club of New York will hold its 22nd installation dinner dance on Monday, Jan. 16, at the Tavern on the Green, Max Fried and Ed Richter, dinner chairman, announced.

Mr. Krim, who is now president of Filmgroup, Inc., resigned recently as vice-president of United Artists, will act as toastmaster.

Myron Starr President

The newly elected officers who will be installed are: President, Myron J. Starr (U.S.); 1st vice-president, Martin Perlberg (Flors); 2nd vice-president, Frank Patterson (Flors); 3rd vice-president, Lillian Seidman (Harris); financial secretary, Lester Schoenfeld (Schoenfeld); secretary, Peggy Donnelly (Fabian).

Woolner Adds the East

Skip Regan, vice-president in charge of Filmgroup sales and distribution, has announced the addition of the Eastern United States to the territory of Lawrence Woolner, vice-president and Southern division sales manager.

Woolner now is in Hollywood for conferences with Robert Cooper, Filmgroup president, and Regan on the sales campaign for the forthcoming "Atlas."
NEW YORK SATURATION:
Tremendous week — tops $300,000! More than “Please Don’t Eat The Daisies”!

OHIO-INDIANA SATURATION:
In 86 engagements, beats “The Mysterians”, “Giant Of Marathon”, and 40% better than “Time Machine”!

CAROLINAS SATURATION:
Consistently topping “The Mysterians” by 40% and “Giant of Marathon” by 30%!

LOS ANGELES AREA SATURATION:
Bigger than “Please Don’t Eat The Daisies”, “Time Machine”!

TEXAS-OKLAHOMA SATURATION:
Despite severe snow and storm, tops “The Mysterians” and “Time Machine” —double “Giant Of Marathon”!

AND GREAT REVIEWS!
“One of the trimmest, most original and serenely unnerving chillers in a long time!”
— N. Y. TIMES

“One of the neatest horror pictures since Peter Lorre went straight!”
— TIME MAGAZINE

“Far and away the neatest, cleverest and most believable of that genre!”
— N. Y. HERALD TRIBUNE

“Corking good entertainment! Highly recommended!”
— COLUMBUS, OHIO CITIZEN JOUR.

MORE AREA SATURATION OPENINGS BEING SET! BOOK NOW FOR YOUR THEATRE!
Landis Report Charges FCC Lacks Leadership, Has Varying Standards

By E. H. KAHN

WASHINGTON, Dec. 27.—The Federal Communications Commission has been sharply criticized for its lack of "strong and competent leadership" and for its "varying standards" and "Alice-In-Wonderland" procedures in a report to President-elect John F. Kennedy.

The report, which covered all the Federal regulatory agencies, was made by James M. Landis, former chairman of the Securities and Ex-

change Commission, and aeronautics board, who once was Dean of the Harvard Law School. Landis represented Skatron Electronics and Television Group in a proceeding be-

fore the S.E.C. earlier this year, and was a director of the pay-tv firm.

Some Praise Included

Landis commends the staff of FCC for its "technical excellence" but says that in spite of this, the "commission has drifted, vacillated, and stum-

bled in almost every major area."

He notes that in granting broad-

cast licenses, "anonymous opinion writers for the commission pick from a collection of standard responses that will support whatever decision the commission chooses to make." There are no real criteria for decision. FCC's procedures are criticized as generating "unreal" issues which are argued with "useless evidence." Landis notes that though potential licensees propose programming of "high-social, moral and ethical value," FCC knows programming "bears no reasonable similitude to the programing pro-

posed."

Cites 'UHF Debacle'

Landis states flatly that on "major policy matters, the commission seems incapable of reaching consensus." He cites the "UHF debate" as evidence of FCC's inability to make up its mind. He asserts, too, that FCC "has been subservient, far too sur-

ervent, to the subcommittees on communications of the Congress and their members. A strong suspicion also exists that far too great an in-

fluence is exercised over the com-

mission by the networks."

Landis suggests that the President be given power to reorganize and oversee the regulatory agencies. Among other things he would make it clear that the chairman is the agency's chief administrative and budgetary officer. He would also dele-

gate additional duties to commission members.

Urges White House Authority

Landis wants the office of the President to play a greater role in the communications field. He would have communications policy coord-

inated and developed at the White

House, including defense communication now handled by the Office of Civil and Defense Mobilization.

'Marriage' Here Jan. 6

"The Marriage-Come-Board," 23rd Century-Fox release, will open Jan. 6 at the Paramount and Trans-Lux 85th Street Theaters here.

Del. Shopping Center Will
Have New Drive-In Theatre

Special to THE DAILY

PHILADELPHIA, Dec. 27. — A drive-in theatre is included among the many features of the billion dollar discount shopping and amuse-

ment center which has been started by Albert A. Gilburt, local realtor and developer. Price's Corners, three miles southwest of Wilming-

ton, Del.

The center, which will also include a skating rink, amusement park, service station, restaurant and other specialty and service shops in addition to a discount department store, is expected to be completed during the summer.

Symposiums

(Continued from page 1)

to be introduced and solutions to major and minor problems confront-

ning the industry. The picture photography users will be offered by Arrilites Corpora-

tion of America, Natural Lighting Corporation and Magnasun Corpora-

tion.

First Show Reb. 14-16

Open to all industrial, commercial and private motion picture produc-

ters, the first show is slated for Kan-

ساس City, Feb. 14 to 16, at the Prom

Motor Hotel. Subsequent sessions are on tap Feb. 20 and 21 at the Sheraton-Jefferson Hotel in Dallas; Tex. March 31 to April 1 at the Mir-

amar Hotel, Santa Monica, Calif. 

Other cities tentatively scheduled

throughout the year are Salt Lake City, San Francisco and Seattle.

"Exodus' Grosses Top

'80 Days,' Says U.A.

Otto Preminger's "Exodus" has rolled up a first week gross of $203,234, which company officials hope will make the total receipts of $147,338 regis-

ted by Mike Todd's "Around the World in 80 Days," one of the film industry's all-time biggest hits, for a comparable period in the same situ-

ations, it was announced yesterday by William J. Henneman, vice president of United Artists. Both pictures are UA releases.

The seven cities covered by the comparative boxoffice report are: Los

Angeles, Chicago, New York, Miami Beach, Dallas, Baltimore and Boston.

"Sundowners' Strong

Warner Brothers’ "The Sundowners" is setting boxoffice records in situations from here to the Coast, it was reported yesterday by the company, which has a highlight the market set by the film in its world premiere engagement at the Radio City Music Hall here, where it grossed $37,933 on Monday of this week. West Coast reports to Warners tell of a gross for Sunday and Monday at the Beverly in Los Angeles.
Holiday Grosses Set Records over Country

Both ‘Family’ And ‘Adult’ Films Score

(Continued from page 1)

Hall attracting its usual blocks long line for its annual Christmas stage show.

Among the theatre chains reporting big Christmas holiday business, especially Sunday and Monday, were Loew’s, American Broadcasting-Paramount Theatres, RKO and Stanley Warner, with the attractions at these houses showing a variety of entertainment fare which offered solid ‘family’ shows as well as several ‘adult’ features. They included "The World of Suzie Wong," "CinderFella," "Swiss Family Robinson," "The Grass Is Greener," "Flaming Star," "Where That傑瑞's Back," "Three Worlds of Gulliver," "Facts of Life," "Butterfield 8," "Esther and the King" and such hard-ticket shows as "The Alamo," "Spartacus," "Ben-Hur" and "Exodus." 

$136,000 at Music Hall

Bar Clava Music Hall with its Christmas show and Warners’ ‘Sunflowers’ on the screen led Broadway with a very big $136,000 for the five days, Thursday through Monday, with a tremendous $290,000 expected for the week ending tonight, this despite the comparatively slow Friday and Saturday business.

Other attractions on the street also drew big business during the four-day weekend. Paramount’s ‘CinderFella’ recorded $22,192 for this period at the Victoria, which equalled the receipts of the entire first week’s business (pre-holiday) at this house. The "The Grass Is Greener," playing a dual run, did $30,385 at the Astor, including a "sensational" close to $20,000 on Monday, and $13,477 at the Trans Lux 52nd Street, with a combined four-day take at both houses of $43,462, according to Universal, which expected close to $30,000 for the week at the latter theatre.

‘Gulliver’s Strong

Columbia’s "The 3 Worlds of Gulliver" racked up $18,608 at the Forum for the four-day period, including a house record of $7,170 on Monday. Columbia reported MGM’s "Butterfield 8," in its sixth week at the Capitol, also drew its share of the holiday crowds with a very strong $13,000 for the four days.

Walt Disney’s "Swiss Family Robinson" scored strongly at its day-and-late engagements at the New Em- pire, where it took $12,000, including $4,700 on Monday, and at the Normandie where it attracted $10,000 for the same period, with a $4,100 Monday take.

Buena Vista anticipates that the attraction will break the Normandie house record of $22,000 for a full week set by the "Robinson" first week tomorrow night.

"Can-Can" playing its popular price Broadway engagement at the Palace was expected to wind up its first week in New York with very fancy $38,000. The 20th Century-Fox musical is playing concurrently at the first-run Albee Theatre in Brooklyn which is reported as doing "very well."

Presley Film Draws Well

Elvis Presley’s, "Flaming Star" recorded a good $16,500 for the four days at the Paramount theatre.

Ballad of a Soldier," a Russian film, set a new opening day record of $3,426 at the Murray Hill theatre Monday, the first day of its American premiere engagement at this East Side art house, according to Kingsley International, the picture’s distributors.

Exceptional box office strength was demonstrated by all five of the roadshow engagements currently featured on Broadway.

Oto Preminger’s "Exodus" (United Artists) played to capacity audiences for the four days, this representing a take of $29,773 at the Warner theatre. Capacity is reported for the rest of the week in the same house. The company’s "The Alamo," which is playing a hard-ticket engagement at the Rivoli, reported $17,976 for the same period.

Universal’s "Spartacus" at the DeMille is the only roadshow film attraction on Broadway to add an extra morning show starting Monday, and was down in the weekend. It did $26,055 for the four days, according to U. The company anticipated $38,000 for the week ending tonight.

Sellouts for ‘Pepe’

Eight complete sellouts out of nine performances during the four-day weekend were reported by Columbia for its hard-ticket run of "Pepe" at the Criterion, representing a take of $35,708 against an absolute maximum potential of $36,827. The company reports the house as completely sold out through New Year’s Day.

On top of a comparatively "light" Friday night, "Ben-Hur" at Loew’s State picked up on Saturday, and drew capacity business Sunday and Monday for a very fine $29,000 for the period, with Metro-Goldwyn- Mayer $40,000 for the week ending tonight. Company also reports that all matinees are sold out for this week.

Moviegoers Out in Force

At Baltimore Theatres

BALTIMORE, Dec. 27 — This week promises to be a busy one at first-run theatres. Starting Christmas Day, moviegoers turned-out in force resulting in "Exodus" showing to capacity at the Mayfair; "The World of Suzie Wong" breaking records at the Charles, an art house, "Ben-Hur" picking-up, what withheld responses of its three final weeks at the Town: "The Grass Is Greener" opening strong as a holiday attraction at the Stanton and retaining that substantial "Ben-Hur" which had tapered-off slightly in face of pre-Christmas shopping in its fifth week, staged a comeback and filled the nearly 3,000-seat Hippodrome capacity.

"CinderFella," at the Century and "Facts Of Life" at The New are somewhat above average with both holdovers.

Dallas Enjoy’s ‘Merriest Christmas in Years’

Special to THE DAILY

DALLAS, Dec. 27 — The merriest Christmas in years was enjoyed at theaters here this week, executives of leading circuits said today.

Interstate Theatres captured all age groups with a tremendous rush to see "Grass is Greener at the sold-out East Coast basis at the downtown Tower. There was SRO at the suburban Village for "Swiss Family Robinson," Also playing to large audiences was the "Three Worlds of Gulliver" at the suburban Inwood. "CinderFella" at the Palace and "Flaming Star" at the Majestic had better than good attendance.

One of the "Suzie Wong" at the Esquire drew capacity crowds.

It was bigger than last year’s business, stated James O’Berry, city manager. However, we have been running ahead of last year’s figures all fall," he added.

Bob Euler, supervisor for McLendon Theatres, said, "We doubled last year’s figures with "The Three Worlds of Gulliver," at the Cas Linda and the Preston Royal. "Ben-Hur," after a brief absence from the Dallas scene, came back for terrific "Busily" and Isley’s Granada and Bowley United’s Wynnewood.

At Trans-Nex News Levinson reported the Capri behind the "Adult" figures of "The Alamo" competing against the first week of "Solomon and Sheba." However, their art house, the World, with the revival of "Lili," surged ahead of last year.

Holiday Brings Upsurge

In Charlotte, N.C. Business

CHARLOTTE, Dec. 27 — The holiday season brought an increase from a "normal" Christmas business, thanks mainly to pictures like "Swiss Family Robinson," "Where The Boys Are" and "Carry On Nurse."地方 manager Byt Suen said "Swiss Family Robinson" business also equaled that of "Ole Yeller" and said it was ahead of that for "Operation Petticoat" last Christmas. Suen said "We’ve turned away people at every performance."

The same record-breaking business was reported by the Plaza Theatre playing "The World of Suzie Wong" at the Coronet and "Suzie Wong At The New are somewhat above average with both holdovers.

The picture opened Thursday before Christmas high and will give the theatre its best December in history.

The Carolina Theatre reported Ed- vis Presley’s "Flaming Star" opened slowly on Wednesday before Christ- mas for this business, improved consider- ably on Christmas Day and the day after. The Imperial also reported a Christmas Day pickup for Jerry Lewis ‘CinderFella.’

Holiday Weekend Proves

Box Office Bonanza in L.A.

HOLLYWOOD, Dec. 27 — The three-day Christmas holiday weekend proved a box office bonanza at 27 theatres, opening first-run films, reporting close to $180,000 for the three-day return.

Topping the list of eight new films for the period was "Exodus," at the Fox Wilshire with $16,500 in the tin aided by the advance sale. Another standout was "Sunflowers" at the Beverly with $7,700 (and "Cimarron," opening Christmas night, reported $7,300 for a two-day take.

On regular holders "Swiss Wong" reported $20,000 for three days at the Chinese. "Never On Sund- day" registered $4,500 for the week- end in its fifth frame. "Ben-Hur," in its 57th week racked up a capacity of $18,900; "Spartacu" took 13,307 in its tenth week; "This Is Cim- rama, $9,000; and "The Alamo," $8,000, now in its ninth week at Carolina.

'Swiss Family' a Hit

Other standouts were "Swiss Family Robinson," which doubling with "Raymie" took $14,000 in three houses; "Three Worlds of Gulliver" grossed $8,700 in three; "Flaming Star" teamed with "For The Love of Mike" took $7,200 in two houses; and "Where The Boys Are," in exclusive run at the Star, garnered $7,000 for the weekend.

"CinderFella" banked $16,700 in four spots.

One of the largest star turnouts in years was on hand tonight for the gala West Coast invitational pre- miere of George Sidney's "Pepe," starring Anthony Quinn and Stanley Warner Beverly Hills Theatre. Road- show engagement of the picture be- gins tomorrow.

Key Cities Report Takes Ahead of '59
**National Pre-Selling**

I N THE year end issue of "Life," which celebrates 25 years of publishing, there is a gallery of beauties who have graced the pages of "Life" down through the years.

Many are motion picture stars. There are attractive photos of Rita Hayworth made in 1941, Ingrid Bergman in 1945, Marlene Dietrich and Marjorie Main in 1948, and three times New Yorker Gardner in 1954, Elizabeth Taylor in 1953 and Brigitte Bardot in 1958.

*The Three Worlds of Gulliver,* the Columbia film which charts an entertaining course through the adventures of a English ship's doctor, is reviewed in the December issue of "Seventeen." The doctor finds himself a prisoner in the curious lands of Lilliput and Brobdingnag. This engaging film was based on Jonathan Swift's internationally famous satire "Gulliver's Travels."

*John Wayne,* "The Alamo," reports Catherine Edwards in the January issue of "Parents," has a very human quality which permeates this authentic telling of the gallant defense of the Alamo, an improvised fortress in San Antonio by 183 men, all of whom lost their lives.

At the time, 1836, Texas was part of Mexico and its citizens were revolting against the tyranny of dictator General Santa Anna.

An excellent page ad on "The Grass Is Greener," in a bright green, appears in the Jun. 3 issue of "Look." This new U.S. first class story Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons.


*Midnight Lace,* the slick mystery film starring Doris Day and Des Harrison, receives a lavatorial review in the December issue of "Redbook."

In this U.S. film Doris Day plays the wife of a wealthy composer who narrowly escapes being hit by a falling girder and is almost run over by a bus. But she can't convince her husband she is telling the truth. This film should keep its seats on the edge of their seats.

*The World of Suzie Wong* and its star Nancy Kwan received an upbeat review in the Dec. 4 issue of "The American Weekly.

**TENT TALK**

**Variety Club News**

**REVIEW:**

**Tess of the Storm Country**

HOLLYWOOD, Dec. 27. — A new film production company has been formed here by Arthur Silber, producer; Edward Small, exhibitor and furniture chain owner, and Arnold Stoltz, former sales manager of Edward Small-Eagle-Lion releases and national division of F.R.C. and exploitation chief of United Artists. Stoltz is also a winner of the Quigley Publication Silver Grand Award for showmanship.

Silber-Stoltz Productions plans to make "big budget" films, it was stated. They will make one picture a year, using "best-sellers" in the "off-beat" field.

*Hiroshima' Wins 60 Burstyn Award*

"Hiroshima, Mon Amour," a Zenith International release, will receive the eighth annual Joseph Burstyn Award as the "outstanding foreign language film of 1960," from the International Film Importers and Distributors Ass'n., it was announced yesterday by Michael F. Mayer, executive director of IFIDA.

Second prize went for "General Della Rovere," released by Continental; third was a tie with "Never On Sunday," released by Lopert, and "Ballad of a Soldier," released by Kinglsey International, and the fourth was "World of Apu," released by Harrison Film Corporation.

The selection was made by importers and distributors of foreign films in the United States. The Burstyn Award for 1959 also went to a Zenith International release, "The 400 Blows."

The formal presentation of the Burstyn Award for 1960 to Daniel Franke, president of Zenith International, at a cocktail party is now being planned.

DALLAS—A diversified entertainment program has been prepared for the new quarters of Dallas Variety Club, located in the building housing the Town and Country Restaurant. The club will occupy the new rooms on Feb. 1. In addition to weekly previews of hit films in its screening room, the club will have a series of "nights" which will cater to various areas.

**SUNDAY FILMS FOR SCOTS BUT WITHOUT 'X' TYPE**

GLASGOW, Scotland, Dec. 24 (By Air Mail)—Sunday cinema shows are to be allowed in Lanarkshire, important industrial county of west Scotland, but those with "X" certificates will be banned. This has been recommended to Lanarkshire County Council by its General Purposes Committee.

It is stipulated, also, that film performances must not commence on Sundays between 7:30 P.M. This will avoid clashing with church services, a dedicated problem in this country. It is also recommended that theatres and other places of public entertainment be allowed to open on Sundays, except for dancing and the game of "housey-housey." (Ringo.)

**ARCHITECTS' FEES OK'd**

(Continued from page 1) proved the economic survey by vote of four to one, and appropriate $162,500 for architects fees.

Supervisors also agreed to order the county planning council to prepare an enabling ordinance for submission to the state legislature, stipulating that they would not condemn land for building site, valued at $500,000, until an enabling ordinance is passed.

Laurence A. Tisch, chairman of the board of directors of Loew's Theatres, Inc., has been elected a member of the board of overseers of the Albert Einstein College of Medicine. The board of overseers directs the over-all planning and implementation of the college's development program.

Louis de Rochemont, film producer, has joined with D. C. Heath Co. of Boston, textbook publisher in the formation of a new organization, Heath-de Rochemont Co. with offices in New York and Boston, specializing in the utilization of mass media communication techniques in educational purposes. The first project owned by the company is an advertising campaign for "Farois Française," currently being televised through the facilities of the National Educational Television a Radio Center for third and fourth grade students.

Roger Tilton, former instructor at City College of New York at Columbia University, has been named a pointed head of the motion picture department of the Brooks Institute of Photography, Santa Barbara, Calif.

He has produced film work in it for the U. S. Army, United Nations, NBC and CBS.

Maurice F. Barr, vice-president of Paramount Gulf Theatres, New Orleans, has been elected to the board of directors of the New Orleans Chamber of Commerce.

Fred F. Florence

Fred F. Florence, Dallas financier who was involved with the late Louis B. Mayer in the proxy fight in 1957, died at the week's end. He was chairman of the executive committee of the Republic National Bank of Dallas and a director of many companies, including Borden Stores, Inc. In 1957 Florence and Stanley Meyer, representing several blocks of Loew's stock, including the one owned by Mayer, led an unsuccessful fight to oust Joseph R. Vogel, president of the company.

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Gross Down 6%
Decline in U.K. Industry Seen Slowed

14% Admission Drop in '60 Vs. 20% Last Year

By WILLIAM PAY
LONDON, Dec. 28.—The rate of decline in the British film industry which has been noted over the past several years appears to have been retarded during 1960.

The Board of Trade has provisionally estimated that theatre admissions for 1960 will aggregate 525,000,000. This is 14 per cent lower than the decline registered in the previous year. The rate of decline in 1959 was 20

(Continued on page 2)

See Wage Exemption To Remain for Theatres

From THE DAILY BUREAU
WASHINGTON, Dec. 28.—Rep. James Roosevelt (D., Calif.) has told Motion Picture Daily that "the odds are that the exemption will remain for theatres when the new minimum wage law is introduced in the next session of Congress."

Roosevelt, chief architect of last (Continued on page 3)

Insurers Reject Full Claim for 'Cleopatra'

From THE DAILY BUREAU
LONDON, Dec. 28.—London underwriters have repudiated liability to 20th Century-Fox for the latter’s $2,350,000 insurance claim on “Cleo-

pata.” the production of which was interrupted here by the illness of its star, Elizabeth Taylor.

A spokesman for the insurance (Continued on page 2)

Top Ten Money Making Stars

By RICHARD GERTNER

In WITH THREE “blockbusters” going for her throughout the past year, Doris Day easily topped the Number One spot in the annual Money Making Stars poll conducted by Motion Picture Herald for Fame.

Miss Day won the honor by a wide margin. The pictures that put her on top were “Pillow Talk” and “Midnight Lace,” both for Universal, and “Please Don’t Eat The Daisies,” for M-G-M.

Miss Day is the first woman to lead the poll since 1943 when Betty Grable was Number One. Only two others of her sex have held the top spot in the 29-year history of the poll. They are Marie Dressler and Shirley Temple.

The other nine stars in the Top Ten for 1960, in order, are as follows:

Rock Hudson, Cary Grant, Elizabeth Taylor, Debbie Reynolds, Tony Curtis, Sandra Dee, Frank Sinatra, Jack Lemmon, and John Wayne.

(Continued on page 5)

Top Product Line-Up
Para. Slates Two National Sales Meetings

Set in New York, Jan. 4-6; Also in Chicago, Jan. 10-12

Heralding one of the most important product line-ups in the history of Paramount Pictures, Jerome Pickman, vice-president and domestic general sales manager, has announced two national sales meetings to be held in New York and Chicago beginning next week. The meetings have been scheduled to be held in 4-6, and in Chicago, Jan. 10-12.

Formulation of sales and merchandising plans for all Paramount fea-

(Continued on page 5)

Loew’s 72nd St. Closes Sunday
Loew’s 72nd Street Theatre, located on the west block-front of Third Avenue between 71st and 72nd Streets, will draw its curtains for the last time after Sunday night’s presentation of “The World of Suzie Wong.”

Shortly thereafter, it will fall beneath the wreckers’ hammers to make way for a 20-story luxury apartment house to be erected by the Tishman Realty Company, which, eight months ago, consummated a 90-year ground lease with Loew’s Theatres, Inc., owners of the property.

Unlike such theatres as the Roxy

(Continued on page 5)
U.K. Industry

(Continued from page 1)

per cent, and in 1958 and 1957, it was 17 per cent.

The 1960 theatre gross is estimated at £65,000,000 ($128,000,000), some six per cent lower than 1959. The average 1960 admission price was 30 pence, compared to 27.7 pence the year before. This is due principally to increased admission prices but also to an upward drift in average grosses in the course of the year.

The number of theatres operating declined from 3,450 at the end of 1959 to some 3,100 at the end of 1960. The estimated net closings of 350 in 1960 compares with 440 closings in 1959.

Rentals Off Slightly

The gross film rentals charged by distributors in 1959 were £19,300,000 ($31,040,000), compared to £21,400,000 ($35,020,000) in 1958. Of this £7,900,000 was for British films and £19,900,000 for films from the dollar area.

"Alamo" Does $25,300

John Wayne's Todd-AO production of "The Alamo" grossed an outstanding $25,300 for the ninth week of its road-show engagement at the Rivoli Theatre on Broadway, it was announced by United Artists.

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Dec. 30, nor Monday, Jan. 2, because of the New Year holiday.

Albany Yule Business Fair; 'Swiss' Strong

ALBANY, N. Y., Dec. 28.—"Swiss Family Robinson" proved the picture doing the most to thaw out some of the holiday box-office freeze in the Albany exchange district. The Buena Vista release, which played Fabian's Palace here, as well as a number of out-of-town first runs, was probably comparatively strong mattinee draw. Local matinée children's admission was 50 cents.

Patronage on Christmas Day was generally "off." Monday's trade ranged from good to poor, depending on the situation and the picture. Spring-like weather both days was not considered helpful.

"Ben-Hur," in its 13th week at the Stanley Warner Ritz, rebounded the day after Christmas. The Metro spectacle played to an estimated 70,000 persons, at $4 and $2.50 top. Ten per cent of this schoolchildren, paid a group rate of 90 cents. Support from Cathlick institutions has been unusual lately.

Utica Engagement Ends

A "Ben-Hur" eight-week engagement at Kelle's Uptown, Utica, ended last Wednesday, when "The 3 Worlds of Gulliver" followed. "Flaming Star" reportedly was non-networth, but fair, on its first regular showing in Watertown. "North to Alaska" moved ahead nicely in smaller situations.

Summarizing, it can be said that this year's pre-Christmas slump was deep, due to product weakness, weather and other unfavorable factors; that holiday ticket-buying fell below the 1950 level.

Industry men hope for a bigger New Year's weekend attendance.
TOP TEN MONEY-MAKING STARS

(Continued from page 1)

her first picture, "Romance on the High Seas," for Warner Bros. Until that time, she was unknown to the public except as a singer.

She spent almost eight years at Warners, making some 17 pictures there. She left that lot in the Winter of 1954 for her first outside picture as the star of MGM's "Love Me or Leave Me," in which she portrayed Ruth Etting, famed songstress of the 1920s. Her talents have not been restricted to singing for a long time. She first played a dramatic role in "Young Man with a Horn" in 1950 and has since done "Storm Warning," "The Man Who Knew Too Much" and "Julie." Her performance as the distraught heroine of "Midnight Lace" won critical plaudits last year.

Hudson Former Double Winner

In winning first place in the poll this year Miss Day edged out the Number One winner last year, Rock Hudson, who nonetheless was voted into the Number Two Spot. Hudson led the Top Ten twice, the other time being in 1957, in which year he first appeared on the list. He has not missed a year since, having been Number Five in 1958.

Hudson's big hit for 1960 was "Pillow Talk," in which he co-starred with Miss Day. Coming up in 1961 are "Day of the Gun" and "Come September." It also took only one "blockbuster" to enable the Number Three star this year—Cary Grant—to hold his own again. The picture that did the trick was the phenomenally successful "Operation Petticoat.

In Top Group Four Times

Grant has been among the Top Ten on four occasions, the previous years being 1944 (No. 6), 1949 (Continued on page 8). With "The Grass Is Greener" going out late in 1960, it looks a sure thing for him to be on the list next year, too.

Returning to the Top Ten after having been absent last year is Number Four, Elizabeth Taylor. In 1958 she held the Number Two position. Credit for her strong showing this year goes to a film—"Suddenly, Last Summer," for which she won an Academy Award nomination, and "Butterfield 8," which may win her the same honor in 1961. Her next role will be the lead in "Cleopatra.

Miss Reynolds Again Fifth

Holding the same spot this year that she had last is Number Five—Debbie Reynolds. This versatile young star (she is equally adept as singer-dancer and actress) showed off her talents in 1960 in "The Gazebo," a comedy-melodrama, and "The Rat Race," a drama. The result: she's as big as ever with audiences and exhibitors.

Joining the veterans on the poll this year as Number Six is Tony Curtis, who was chosen by exhibitors as a "Star of Tomorrow" back in 1953. In 1955 he was 23rd on the Top Money Making Stars list, and now five years later he has made his way into the circle of the select 10. One of the busiest stars in Hollywood, Curtis keeps moving from one major role to another. His successes in 1960 included "Who Was That Lady?" and "The Rat Race," the latter with Miss Reynolds. He is also credited with boosting "Spartacus," which had a few special engagements in the Fall of the year.

Sandra Dee a Newcomer

Another newcomer to the poll is Sandra Dee, Number Seven. Her appearance among the Top Ten is rapid indeed, since she was voted the Number One Star of Tomorrow only last year.

This is reflective of the speed with which her entire film career has moved; she made her debut only four years ago in "Until They Sail." That picture was for MGM on loanout from Universal; since then her home studio has starred her in "Imitation of Life," "Stranger in My Arms," "Portrait in Black," and the upcoming "Romanci and Juliet" and "Come September." On loanout also she made "The Reluctant Debutante," "Gidget" and "A Summer Place."

Sinatra Down a Notch

Down one notch this year—from Number Seven last to Number Eight—is Frank Sinatra, who has been a Top Ten winner every year since 1956. In circulation for him in 1959 were three hits: "Never So Few," "Can-Can" and "Ocean's 11."

At the Number Nine spot is another newcomer to the Top Ten, Jack Lemmon. He was pegged for stardom in the stars of Tomorrow poll back in 1955 when exhibitors put him in the lead that year. A versatile actor, Lemmon had an extensive career in television in New York before he made his film debut at Columbia in "It Should Happen To You" in 1954.

Other top credits include "Operation Petticoat," "Bell, Book and Candle," "It Happened To Jane," "Some Like it Hot." In 1960 and "The Apartment," in which his performance earned rave reviews from critics.

Wayne's Record Impressive

John Wayne, the Number Ten Star, has been among the Top Ten more times than any of the others on this year's list. First appearing in 1949 he took the Number One spot three times over the years. And except for 1958, when he slipped just below the magic circle, he has been among the ten winners ever since.

In 1960 he made two top films: "North to Alaska" and "The Alamo," the latter, which he also produced and directed, the culmination of an old dream.

Minimum Wage

(Continued from page 1)

session's house minimum wage bill, said that "great progress is being made" in drafting a new pay floor law. He said that in all probability, similar or identical bills on minimum wages will be introduced in the House and the Senate.

The bill is still being worked on jointly by the staffs of the Senate and House labor committees and representatives of the incoming administration. Though Roosevelt seemed confident that the motion picture theatre exemption would continue, said he was unable to "give any idea at this time" as to the other industries that might be excluded from the law that will be proposed.

Commenting on a report that Sen. Fulbright (D., Ark.) has said that he will urge President-Elect Kennedy to defer action on raising the minimum wage bill until after the U.S. has rectified its balance-of-payment problems, Roosevelt noted that Fulbright is on the Senate foreign relations committee and that wage legislation does not fall within the group's province.

"Eichmann" Date Mar. 6

HOLLYWOOD, Dec. 28. — The target date for getting "Operation Eichmann" into theatres was fixed by Allied Artists producers Samuel Bischoff and David Diamond as March 6, day when the former Nazi S.S. colonel Adolf Eichmann goes on trial for his life in Israel, charged with responsibility in slaughter of six million Jews.

THE NEXT FIFTEEN

Immediately following the box office champions in the Money Making Stars Poll were 15 stars, who are, in order as follow: Jerry Lewis, Glenn Ford, Rock Hudson, Kirk Douglas, Charlton Heston, Shirley MacLaine, James Stewart, Burt Lancaster, Joanne Woodward, Elvis Presley, Pat Boone, Yul Brynner, Robert Mitchum, and Cary Cooper.
**The Critics Say...**

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper columnists who, in their reviews, they inevitably reflect regional preference—more often than not without national validity. These reporters, asked to vote again this year in the annual NATIONAL PICTURE DAILY FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Carmela Martin, Press-Tribune, Roseville, Calif.: The most chronic complaint we receive is that the networks schedule good shows to compete with one another. There are so few good shows on TV it is too bad they must compete. I really feel the advertisers would gain more if they did not compete, then the audiences for the top shows would be increased.

With so few shows designed and suitable for children, it is too bad that Shirley Temple must compete with Lassie when both are among the best children's shows.

- Marvin M. Midgette, The Valley News, White River Junction, Vermont: Deplore continued dependence upon violence, although pick Untouchables as top show. Appreciate indications that networks are spreading out better regulars and spectaculars throughout the week, rather than crowding them opposite each other. Public service programming (education, public health) that medium is moving toward. Hate cop TV themes (Surfside Six, Islanders, etc.). Glad Omnibus is back; miss Telephone Hour.

- Allan Gilbert, Jr., Northwest Arkansas Times, Fayetteville, Arkansas: It is interesting to note that tv has made giant strides in the field of interpretive, documentary and spot news coverage (non-fiction), while slipping backwards in the entertainment (fiction field). News, being relatively concrete, offers a challenge with an obvious, tangible solution. I feel the networks have done a good job of finding the solution. On the other hand the networks remind me of the old alchemists with their eternal hope that the next series of lead they drop into their crucibles will emerge pure gold. This season they've almost reversed the process by turning several pieces of silver into zinc (Maverick, for one). This process was never more evident than this winter with countless shows starring persons (with desultory results) who were really models in earlier seasons as supporting players. The switch of Maverick (a good show) and the Alaskans (a mediocre show) for Maverick (now a mediocre show) and the Rotting 20's (a poor show) is typical. What's to be done? I think TV should eventually endeavor to divide its efforts in as practical a manner as possible to achieve the results that the networks hope for. Each of the evening hours have a choice between (1) a play, (2) News, (3) Music, (4) variety, quiz or panel show. By producing an equal amount in each category and scheduling them properly the viewer would be able to suit his own tastes and the networks could spend more time and talent on each production. The major point being a balanced distribution in the area of plays, filling that void with good musical and news or variety programming. By restricting tv appetite for play scripts, perhaps better ones would result.

**AROUND THE... TV CIRCUIT**

**with PINKY HERMAN**

Presented for the first time back in March, 1956, NBC-TV’s dramatic “The Twisted Cross,” will be shown for the fifth time, Tuesday, Jan. 3 (10-11 P.M.). Produced by Don Hyatt, with Alexander Scourby, the narrator, the filmed documentary of Hitler’s hymn of hate will feature an introduction by Brig. Gen. Telford Taylor who was chief counsel for the prosecution in the Nuremberg war criminal trials. A special deal, concluded by Ray Junkin for Program Sales Inc. and Geo. Richfield, calls for the product next year of Wally Beas’ filmcartoons to be billed at the Bill Sturm Studios in New York. He’ll take a good suggestion anytime. We mean young Bob Velazco. His phone has been so busy these past few months that many of his satisfied clients said, “Bob, you should incorporate.” He did so and his enterprising firm is now Musifex, Inc. Sid Caesar, Ronald Reagan and Patricia Barry will co-star on CBSunday, Jan. 22 in “General Electric Theatre” presentation of a comedy, “The Devil You Said.” Birthday-partying his daughter Stephanie this year at East Side Club in N’Yawk, Bill Bendix admitted to all and sundry that he wouldn’t mind show his guests a song & dance man, Starring in the musical “Take Me Along” has brought out the musical “ham” in him, humm... Howard Cosell’s 55-minute radio special “Sports Review—1960” to be ABCCast next Sunday will feature sports acts Jimmy Piersall, Rafer Johnson and Joe Bellino among others. Flickstar Van Johnson will be featured Sunday, Jan. 8, on the Allen Funt-Arthur Godfrey CBSincbillating “Can- did Camera.” Incidentally, about 18 months ago when Godfrey was re- cuperating from cancer surgery, he broached the idea of a show where Friedman, who wrote of his admiration for the red-head’s courage, etc. As a result, the letter writer, Anthony Termini, produced a one-hour video taped program in which Godfrey asks frank and down-to-earth questions about the dread disease of Dr. Jonathan Rhodees, Dr. Thomas Dougherty and Lane Adams, exec veepee of the American Cancer Society. Film is so fine that kinescopes have been made for distribution around the country.

Bess Myerson, former “Miss America,” who utilized that rare combination of Beauty, Brains and Business acumen to attain stardom in TV, will be featured with Robert Cummings (Queen & King) in the national telecast over the ABCnetworks of the “Tour- nament of the Decades” Parade, Monday, January 9. Should be quite a shindig when the Lambs Club Honors the great Mischa Elman with a “Night.” Jack Waldron will emcee... Barbara Orteig, who turned down a 20th Century-Fox flicker contract 8 years ago, currently Hostessing featured as co-host (with Bill Plante) a Mon-Thu-Friday teleseries “Open House 12” on WISN, Milwaukee. Barbara is the talented daughter of Palt Barnes, who for years was one of the most popular radioasts in the day... the new Goodson-Todman TV game show, “Say When” which NBCCommences Monday, will be emceed by Art James, produced by Bob Rowe with Dick Schneider, megging... Mike Merrick, whose deft handling of press relations for Harry Belafonte has earned the crack flack the respect and admiration of Ye Fourth Estators, has been retained to handle similar chores for Robert Goulet, who stars as “Lancelot” in the new Learner-Loeve smash-eroo “Camelot.” Jane Fonda, currently featured on Broadway in “Invitation To A March,” will be starred in an NBC-TV vehicle, “A String of Beads,” skedded for early February with Whitman Chocolates, the sponsor...
Prospect of Dual Title Fights on Theatre TV Seen for February-March

A double-feature in title fights for theatre-tv is in prospect for the event. Feaster, Sports, Inc. completes arrangements for a February light-heavyweight match between Archie Moore and Erich Schoeppner of Germany.

The bout is being sought to precede the Floyd Patterson-Ingemar Johansson heavyweight title fight in Miami Beach by about 15 days.

Promoters point out that if the two title fights can be staged close together both could be put on theatre tv for the maximum television production cost of one.

TelePrompTer Corp. handled the first two Patterson-Johansson fights, establishing a new theatre tv grossing record and record for number of participating theatres for the second bout last June. The same closed circuit and community antenna tv operator is discussing a deal for the theatre tv of the third bout next March with Feature Sports and a decision is expected to be made today or tomorrow.

Not Interested, Says Kahn

However, Irving Kahn of TelePrompTer said yesterday that his company is not interested in handling the third Patterson-Schoeppner fight, if one is arranged.

Kahn agreed that there is a good chance that new records will be set with the TelePrompTer of the third Pat-terson-Johansson fight on March 20 from the Miami Beach Convention Hall. The fact that for the first time both the Los Angeles and New York areas will not be blacked-out to theatre tv will add about 40,000 seats to the gross potential—the 70,000 that will be available in New York, minus the 30,000 that were sold in Florida last month.

Moving Expense a Factor

Some of that will be offset by the cost of moving television cameras and crews from New York to Miami but it still leaves a good margin for setting new theatre tv records.

According to the second Patterson-Johansson fight, including theatre tv, radio and motion picture accounted for about $2,600,000 of the $3,500,000 gross. For that fight TelePrompTer had 231 theatre locations in 150 cities.

Robinson' Reported Big

Walt Disney’s “Swiss Family Robinson” opened to outstanding grosses opening weekend, and in more than 187 cities across the country totaling $1,161,844 to date, according to Buena Vista. The figure represents a comparable gain of approximately 50% over Disney’s record-breaking “20,000 Leagues Under the Sea,” which grossed over $6,000,000 in its domestic release.

Sunday’ Gets $244,496

“Never On Sunday” set an all-time record at the Plaza Theatre, grossing $244,496 in its first ten weeks, it was announced by Ilyas Lopert, president of Lopert Pictures Corp.
Strike It Rich

With SOPHIA LOREN & PETER SELLERS

"THE MIGHTY MILLIONAIRESS"

The First Big Comedy Smash of '61!

PENGUIN Paperback Edition

LOREN • SELLERS
Great Record On CAPITOL!

$1,000,000 Merchandise Display Tie-In With Department Stores!

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"THE MIGHTY MILLIONAIRESS" Will Make You Nothing But Money!

Produced by Pierre Rosve • Directed by Anthony Asquith • Screenplay by Wolf Mankowitz • A Dimitri de Grunwald Production • Released by 20th Century-Fox