Legion Outburst

Warner Retorts

To Communist

Implications

Objects to All-Inclusive
Nature of Statements

By SAMUEL D. BERNS

HOLLYWOOD, June 30—Jack L. Warner, president of Warner Bros., today hit back at Los Angeles district American Legion Posts which, in a convention resolution last week termed the production community a refuge for Communists because the Academy of Motion Picture Arts and Sciences had rescinded its ban on permitting known Communists to receive “Oscars.”

In addition to replying to the
(Continued on page 2)

Robert Perkins Retires; Was W.B. Legal Head

The retirement of Robert W. Perkins as vice-president, secretary and general counsel of Warner Bros. Pictures, Inc., was announced yesterday by Jack L. Warner, president. Perkins will continue as a member of the board and as a consultant to the company.

The Los Angeles law firm of Preston and Files will become general counsel for Warner Bros., with Herbert Silverbach.
(Continued on page 2)

See 8,000 Playdates

For Title Fight Film

Tremendous exhibitor demand for the Patterson-Johnson heavyweight championship fight film points to a record booking of 8,000 playdates, according to William J. Heineman, United Artists vice-president in
(Continued on page 9)

U.A., Sold on ‘Solomon and Sheba,’

Spending $1 Million to Sell World

A starting budget of more than $1,000,000 will launch United Artists’ global promotion campaign for Edward Smalls’ 60,000,000 production “Solomon and Sheba,” starring Yul Brynner and Gina Lollobrigida.

Plans for the promotion, involving a special “Solomon and Sheba” unit, were revealed at a luncheon press conference at the Plaza Hotel here yesterday by King Vidor, director of the UA release; William J. Heineman, vice-president in charge of distribution; Arnold M. Picker, vice-president in charge of foreign distribution; and Roger H. Lewis, national director of advertising, publicity and exploitation.

“Our campaign for ‘Solomon and Sheba’ is the most extensive, thorough-going, pre-selling effort that we’ve ever undertaken,” Lewis said. “In terms of money, man-power and activity
(Continued on page 4)

Two Wall St. Groups

Invest in Ziv TV

The management of Ziv Television Programs, Inc., yesterday announced that two Wall Street organizations “are making an investment” in the company. No information was available, however, as to how much money
(Continued on page 4)

Approve ‘Denim’ Theme

As Fare for Screen

More than 150 representatives of civic, social and welfare organizations were in unanimous agreement yesterday that teenage pregnancy and abortion, as depicted in 20th Century-Fox’s “Blue Denim,” are
(Continued on page 9)

Anatomy of a Murder

Carlyle Prod.—Columbia

ALL THE FASCINATION and suspense of a sensational murder case and its trial in court that Robert Traver put into his best-selling novel “Anatomy of a Murder” has been captured by producer-director Otto Preminger in his film. As a matter of fact, this is one sure instance in which the picture is better and more entertaining in many respects than the book.

The chief reason for the superiority of the film is easy to spot: It lies
(Continued on page 9)
PERSONAL MENTION

LEO JAFFE, Columbia Pictures vice-president and treasurer, has arrived in Hollywood from New York.

SAMUEL GOLDBYN and Mrs. Goldwyn returned to New York last night from Boston.

LEO WIDNER, of the Warner Brothers publicity department, has entered Mount Sinai Hospital here.

BRUCE ELLIS, executive vice-president of United Artists Television, has returned to New York from the Coast.

BILL GIBBS director of the industrial and commercial films division of M-G-M-TV, will return to New York today from the Coast.

Committee Named for Coast Film-TV Museum

From THE DAILY BUREAU

HOLLYWOOD, June 30.—The Los Angeles County board of supervisors today appointed 11 members to the newly created Los Angeles County Hollywood Motion Picture and Television Museum Commission.

The following were named members of the commission: Sol Lesser, E. E. England, Hollywood Chamber of Commerce; George Flaherty, representing Hollywood Labor unions; John Dale, Screen Actors Guild executive secretary; Jack Wather, television executive; Harry Ackerman, television executive; Samuel G. Engel, Screen Producers Guild representative; Mervyn LeRoy, representing the Screen Directors Guild and Curtis Kenyon, Writers Guild of America representative.

Warner Replies

(Continued from page 1)

Legion. Warner by implication criticized the Academy also for delegating by its action to producers alone the responsibility for engaging, honoring and encouraging known Communists.

Warner’s statement in full follows: “I am sorry to see,” he said, “that the American Legion’s resolution regarding the employment of known Communists in motion pictures has been interpreted as having reference to an entire industry encompassing all producers of motion pictures and the people who make them.”

Warner is strongly opposed to the contrary. We at Warner Bros. have always avoided association with persons of known questionable loyalties.

“The action of the Motion Picture Academy of Arts and Sciences in repealing its anti-Communist credit by-law is not valid when its reason for so doing delegates to motion picture producers alone the responsibility for engaging, honoring and encouraging known Communists. It is not alone the responsibility of motion picture producers to guard against subversive influence. Each company has a responsibility to the nation and the rest of the nation and the free world. It is unfortunate that reflection has been cast on the entire industry and all its personnel.”

Yesterday, B. B. Kahane, newly elected Academy president, charged that the Legion had failed to investigate the background of the Academy’s action in rescinding the Communist award won before adopting and publicizing its resolution condemning the Academy.

Calls By-Law ‘Impractical’

“The by-law in question,” he said, “was deemed impractical due to control of talent for films being the sole responsibility of the producer, and the Academy’s function is to confer honors only on achievements as presented.”

It is felt that Warner then took umbrage at this Academy statement’s all-inclusive nature.

Highroad Productions Opens Quarters Here

Following an eight-month survey of the European scene which involved virtually every important capital of the Continent, Irving Rubine, founder of Highroad Productions, who has been based in London, will open world-wide headquarters here today.

‘North’ World Premiere In Chicago Tonight

Special to THE DAILY

CHICAGO, June 30—The eyes of this city will be turned to the United Artists Theatre tomorrow night for the world premiere of Metro-Goldwyn-Mayer’s “North By Northwest.” Alfred Hitchcock and Eva Marie Saint will be the stars of the evening as Chicago’s State Street will be blocked off for the premiere activities.

Thousands will gather around the theatre to see the celebrities and hear them interviewed by Newsreel colleagues and MAC.

The air will be piped to the crowds on the street.

Producer, Two Stars Exploit ‘Big Circus’

From THE DAILY BUREAU

HOLLYWOOD, June 30.—The producer and two of the stars of Irwin Allen’s “The Big Circus” leave here to exploit the picture in seven cities, as it has its first theatre openings throughout the country. Producer Will Hays will open the picture today in Hollywood, and from there tomorrow, then head to Indianapolis, Indiana premiere in Per, former winter quarters of both the Col. Bros. and the Walter L. Main circuses, the following day.

Rhonda Fleming planes out for tomorrow’s world premiere celebration in Baraboo, Wis., where the Ringling Bros. circus originated. The premiere will highlight celebration marking the opening of the Circus World Museum there. En route, the actress stops in Chicago for press interviews and TV appearances, and after the premiere she will attend a reception in her honor in Madison, capital of Wisconsin, and spend a day promoting the picture in Milwaukee.

Producer Howard St. John men- s of the Santa Fe Super Chief for New York City, where he will meet the press prior to his departure for Europe on the liner Liberté. “The Big Circus” will open at the Roxy late next month.

Films Claims Against Japanese $2,000,000

From THE DAILY BUREAU

WASHINGTON, June 30—Seven film companies urged Congress to repay them for rental income realized by the Japanese government on their films seized in the Philippines during World War II.

Attorney Harold Leventhal told a House Commerce Subcommittee the claims amounted to about $2,000,000. He said this was a downward adjustment of the original claim filed by Columbia, Loew’s, Paramount, RKO, 20th Century-Fox, United Artists and Universal.

Robt. Perkins

(Continued from page 1)

bent Freston, the senior partner, having been elected secretary of the corporation. Freston and Fils has served as West Coast counsel for Warner Bros. and its predecessor since 1923.

In his announcement, Warner said: “It is with the utmost regret that I have accepted Bob Perkins’ wish to retire from the practice of law so ably for so many years. For more than three decades, he has played an active role in the affairs of our company and our industry and, as an executive, he earned a distinguished and distinctive place.

‘I am pleased, however, that Bob’s most valued advice and counsel will continue to be available to us and that we will be able to benefit in the future, as in the past, from his wisdom and experience.”

Honored by MFA

Perkins was honored by the Motion Picture Association and film company attorneys at a dinner at the Harvard Club here last night.

Perkins became secretary, general counsel and a director of Warner Bros. in 1936. He has been a vice-president of the company since 1945.

He was engaged in private law practice before joining First National as general counsel and secretary in 1925. He will continue to maintain an office at Warner Bros. here.

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Aircraft: COMET 4! (pure jet)

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BACK AT WORK! IT’S ALWAYS A GOOD TIME TO WATCH YOUR EYES AS THEY WIDE OPEN!

Bibliography:

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Guest Stars CATHY CROSBY • RAY ANTHONY • DICK CONTINO • IN CINEMASCOPE

Written by RICHARD MATHESON and LEWIS MELTZER • Directed by CHARLES HAAS

You Can Bank on M-G-M
**Soviet Film**

(Continued from page 1)

Mayfair Theatre here last night where it began its limited engagement.
The film is being presented in the U.S. by the Ministry of Culture of the U.S.S.R. in conjunction with the Soviet Exhibition of Science, Technology, and Culture now at the New York Coliseum as a part of the cultural exchange program between the two countries. The American Trade Fair, a domicilier of Cinerama, the Walt Disney wide-screen process, will take place in Moscow later this summer.

Novelty Appeal Present

For Americans "Great Is My Country" has some obvious novelty appeal in providing a look at life in modern-day Russia. It takes the spectator on a tour of Moscow with its modern buildings and wide streets; to ancient Leningrad; and to the Ukraine with its many towns housing the miners of the Donbass coalfields. The film also gives glimpses of Siberia, that fabled land of exile, which is shown today as transformed from wasteland into large agricultural projects.

These scenes provided a fascinating look at the Baku oil-producing fields around the capital of the Azerbaijan Republic on the Caspian Sea. Shown is one entire oil town built on steel piles in the middle of the vast expanse of water 60 miles from shore!

Of Travelogue Nature

In spite of these attractions, however, "Great Is My Country" is ultimately a somewhat flat and disappointing travelogue. The material was put together in haphazard fashion without any general pattern or design, and the commentary accompanying it is deadly. It consists of questions asked of the moviegoers that is shown, with a woman commentator making queries in naive, wide-eyed wonder and a male guide supplying the answers in true Chamber-of-Commerce style.

And the climax of the film is really an anti-climax, consisting of a hodgepodge of scenes from the sixth world youth and student festival held in Moscow in 1957. An impression of sound and fury—and little else—emerges from these episodes.

**Duplicates Cinerama**

While some of the subject matter of "Great Is My Country" has novelty value, as noted, there is nothing new in the fact that Americans in the screen technique employed. The Soviet process Kinopanorama (changed at the last minute here from Cinepanorama) is a straight copy of the American Cinerama, introduced back here in 1952. Three cameras and three projectors are employed in the Russian process also with sound recorded on nine tracks. The color, called Sovcolor, is green.

As shown at the Mayfair Cinerama looks like Cinerama in its earlier and rougher stages; the Russians have not perfected the process to any noticeable degree. On numerous occasions they emulate the famed Cinerama roller-coaster ride technique, photography scenery from a boat, train, or car at a fast and dizzying speed.

The film is being projected at the Mayfair with American Cinemascope equipment, a portafilm, which has been installed in the rear of the orchestra. Projection is head-on from a single booth to a screen 60 feet wide and 25 feet high with a curvature of 45 degrees. Sound is reproduced in three speakers behind the screen and three each on either side of the main auditorium.

A Soreyfilm release, "Great Is My Country" was made at the Mos- cow Popular Science Film Studio. R. Karmen was director and producer and Z. Feldman co-director. The film consists of 13 reels, with a 15-minute intermission being employed at the Mayfair.

**Big U. A. Drive for 'Solomon'**

(Continued from page 1)

ity we are going all-out to develop and exploit the film's enormous boxoffice potential.

"This is the first time in our history," he said, "that we have ever used a unit to promote one of our films."

Vidor said "Solomon and Sheba" is the most exciting vehicle of mass entertainment that he has ever built. Emphasizing its built-in production and promotion values, he cited the international popularity of its stars, the universal appeal of the Biblical tale on which it is based; and the action and stature of the production filmed in Technirama and Technicolor on location in Spain.

Heineman said distribution patterns are being formulated to insure maximum selling impact. The nation's exhibitors, he said, can anticipate the very highest boxoffice results comparable to the biggest grossing pictures.

**Heineman, Lewis to London**

Heineman said he and Lewis will go to London in about two weeks to see a rough cut of the picture, after which distribution plans for it will be set.

"I know exhibitors want this picture as quickly as possible," Heineman said, "We could sell it by telephone. But we will have to decide whether we should be released at once or delayed a little. We'll know after we've seen it."

Picker, who saw "rushes" and other footage from the production in London several weeks ago, enthused over it, saying it "out-DeMilles De-Mille." The usually restrained foreign sales head called it "the most important picture our company has handled. He said sales and promotion campaigns were being developed in the country's overseas exchange areas as part of an overall plan to reach the world's greatest possible international market.

Lewis disclosed that the "Solomon and Sheba" special unit headed by Jonas Arnold and Lois Weber under unusual occasions they emulate the famed Cinerama roller-coaster ride technique, photography scenery from a boat, train, or car at a fast and dizzying speed.

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To reach the supervision of Fred Goldberg, Lewis' executive assistant, is already at work developing and coordinating specially prepared materials and promotion aimed at specific audiences.

The director and producers are preparing the all-media promotion at national headquarters in New York, with Jack Goldstein campaign coordinator for the East and Ted Carl campaign coordinator for the West.

In addition, Lewis revealed, the unit will be supplemented by various promotion experts in the fields of religion, education, literature, church, civic and community organizations to generate the widest possible audience interest in the film in advance of its national release date in December. All told, some 25 exploitation specialists will be used in specialized areas of promotion, in addition to the company's field force now on tour.

Syrem Shimmin has been commissioned to do a 40 x 11-foot mural which will be a key item in the publicity campaign planned for the film.

**50 Key Cities Dated**

In the next five months local level campaigns embracing all media will get going in some 50 key cities in the U. S. and Canada. The overall campaign is designed to penetrate every audience potential of the world market, Lewis said.

Heavy cooperative advertising, a major trade press ad campaign, off-the-amusement page advertising, heavy radio and television penetration, national magazine, Sunday supplement, special TV featurettes and newscast clips and numerous other advertising promotion activities are included in the campaign.

The press interview was followed by a luncheon fit for a Solomon—or Sheba—in the Baroque Room of the Plaza, during which Vidor presented the trade press representatives with engraved Tiffany medallions.

**Two Wall St. Groups**

(Continued from page 1)

was involved or whether the deal put the control of the company in the hands of F. Eberstadt and Co. and Lazard Freres and Co., the investors. F. W. Ziv, chairman of the board, and John L. Sinn, president, reported jointly that the Eberstadt-Lazard investment will not affect the executive slate of the TV programmer, nor will it bring about any changes in operations.

**Mrs. Rebecca Schwabere**

BALTIMORE, June 30.—Funeral services have been held here for Mrs. Rebecca Schwabere, 94, mother of Milton Schwabere, head of Schwabere Theatres. Two other sons and triplets survive, also 17 grandchildren and 34 great-grandchildren.

**Gala Premiere Tonight For 'Murder' in Detroit**

Special to THE DAILY

DETROIT, June 30.—Otto Preminger's "Murder," as Michigan's "Product of the Year," will have its world premiere here to-morrow night following two days of celebration and two months of preparation, according to the gala opening at the United Artists Theatre will be motion picture celebrities, civic officials, top industry representatives, a full press corps, and prominent Michigan citizens.

Highlight of the pre-premiere activities will be a parade from the Detroit City-County Building to the United Artists Theatre in honor of the film. The parade, which will be staged in cooperation with the "International Freedom Festival," marks the first time the famed Royal Canadian Mounted Police are participating in a motion picture premiere. All of the visiting celebrities will be in the line of march.

**Press Conference Held**

Preminger, now here for the event, spoke at a press conference today, comparing the success of the screen and newspapers as informational media, pointing to the value of each as an instrument for bringing the truth to the public.

Host at the luncheon was Arnold Hirsch, of the Detroit Times.

**Fox Subsidiary**

(Continued from page 1)

policy change, it was said. While here before the activities of Twentieth Century-Fox centered chiefly around its studio produced films, the new foreign TV set-up will offer its complete services as agents to independent producers of quality programs, in addition to doing the material produced by the company.

Furthermore, the company will distribute TV series produced abroad or in the U. S. through its foreign co-production and TV investments as part of its diversified program.

All Facilities Available

Although the TV company will operate as a separate unit, Twentieth Century-Fox will put all facilities of its organization at the disposal of the world at the disposal of the new subsidiary.

Twentieth Century-Fox TV International will be engaged in all aspects of television; it will offer independent TV film producers an opportunity to associate themselves with a major distribution organization.

After taking part in conferences at the home office, David Raphael, managing director of the TV company in Europe and England, and Ernest Turnbull, who will head the company's activities in Australia and New Zealand, have returned to their headquarters.

Silverbach joined Twentieth Century-Fox International of 1946. He has added in various sales executive capacities and became foreign sales supervisor in 1957.
THE BIGGEST CIRCUITS
THE BIGGEST THEATRES
ARE CLIMBING ABOARD
THE
BIG CIRCUS
BOX OFFICE BANDWAGON!!!

...the BIG ONE from ALLIED ARTISTS!
ALLIED ARTISTS proudly presents A SHOWMAN’S DREAM COME TRUE!

Here is the all-time great behind-the-scenes drama of The Biggest Show In The World! The spectacular story of the tinsel and tanbark empire...alive with danger and daring...burning rivalries...undying loves! Nowhere in the world but under the Big Top are there people like these...nowhere such excitement...such laughter...such unending thrills!
THE NATION’S LEADING SHOWMEN UNANIMOUSLY HAIL ALLIED ARTISTS’ “THE BIG CIRCUS” AS THE SEASON’S PERFECT BLOCKBUSTER!

It’s the picture with something for everyone... stars... story... excitement... color! Its appeal reaches into the hearts of every age... kids... teenagers... adults. To those who have never seen a circus... to those who remember them fondly — “THE BIG CIRCUS” is an attraction without equal in our times!

BOOKED FOR THAT PRIME SUMMER PLAYING TIME!

Across the land — from the Roxy, New York to the Golden Gate, San Francisco... from the Saenger, New Orleans to the State-Lake, Chicago — the top flagship houses, border-to-border, coast-to-coast are set for “THE BIG CIRCUS” profit parade!
Republic Buy

$7,000,000. There are 2,000,000 com-

(Continued from page 1) 
nom shares outstanding.

The securities represent the com-
plete holdings of Yates and several of
his associates, including Ben Goetz,
in Republic Pictures.

If the deal is closed this morning as
expected, the Republic board of
directors at its meeting this afternoon
will elect a new slate of directors.
The new group will meet thereafter
and elect officers, with Carter to be
named president succeeding Yates.

The latter is expected to retain some
denomination with the company he
founded in 1918 and which he has
directed since.

The company discontinued film
production about two years ago and
since has relied on two committees
to television film producers. Con-
solidated Film Industries, the laboratory
company, and Consolidated Molded
products are the two principal affili-
ated operations.

In recent years numerous ove-
tures have been made to Yates for pur-
chase of his controlling interest, none
of which were consummated.

Carter's negotiations were begun
months ago and reached the stage
at spring when an option was
sought to him, which presumably ex-

Two ACE-MPA Days

(Continued from page 1)

Anatomy of a Murder

in the wonderful aptness with which
Preminger has cast his actors in
every role right from the leads down to
the briefest bit part. Talent-
loaded players like James Stewart, Lee Remick, Ben Gazzara, Arthur
O'Connell, Eve Arden, Kathryn Grant, and George Scott, among others,
bring the characters much more vividly alive than they ever became in
the pages of the novel. And a new star makes an unusual and auspicious
debut—Joseph N. Welch, the Boston attorney who rose to national fame
in the U.S. Army—Senator McCarthy hearings some years back.

That much said, it is obligatory in a review to point out that some of
the dialogue in "Anatomy of a Murder" sets a precedent in boldness
and candor on the screen. As many people already know through the
novel, the murder in the story revolves around a rape, and it is a key
issue in the case for the defense to prove that the rape actually occurred.

Questioning and testimony in the courtroom on this involve such ex-
pressions as "having sexual intercourse," "using contraceptives," and
references to tests for sperm, among other blunt things. To read this
in a novel, where such frankness has become customary, is one thing;
to hear such words from the screen is startling, to say the least. Ex-
ludators should know that some of their patrons are going to be shocked
and offended by this aspect of the film.

In other respects, also, Preminger and his script writer, Wendell Hayes,
have closely followed the Traver original, except for introducing a sur-
prise witness for the defense at the climax to give testimony and produce
evidence that clinches the outcome. This is a clever stroke that ends
the film with a bang.

The book was long, and so is the picture, which runs two hours
and 40 minutes. It is no exaggeration, however, to say that interest is steadily
sustained. The first hour or so is spent in getting ready to take the case
to court. A young army lieutenant has killed a tavern owner in a small
town in the Upper Michigan peninsula after the man allegedly raped
his wife. A local attorney agrees to defend the service man and decides
to build his case on the theory that the crime was committed as an "ir-
resistible impulse." On this plea he eventually gets his client off.

IN THE EARLY part of the picture the interest is caught and held by
the highly intriguing nature of the characters involved. Stewart endows
the defense attorney with his pleasant personality, suggesting a shrewd
streak underneath the casual exterior. Two of his co-workers, his secre-
tary and an aging lawyer crony addicted to drink, are interesting, too
thanks to the playing of Miss Arden and O'Connell.

And there is a definite air of mystery about the client and his wife.
The lieutenant, as enacted by Gazzara with a cold and distant manner,
is cocky and insolent, certain at first that he can beat the rap by blending
the "unwritten law" that a man has the right to kill the attacker of his
wife. And the latter is a sly and seductive lady, in the person of Miss
Remick, who doesn't seem to take her husband's plight too seriously,
either, and even tries to seduce Stewart on one occasion. Lurking in
the background is another provocative female, the daughter of the murdered
man. She is portrayed by Miss Grant.

The picture moves swiftly for the most part in the first hour, but it
really shifts into high gear when the trial begins. Preminger has staged
what is probably the longest courtroom sequence on film, for the whole
rest of the picture—over an hour and a half—is devoted to it except for
a very few brief excursions outside.

And what a fascinating trial it is! Preminger parades a stream of
witnesses on the stand with clever, amusing or shocking things to say.
The attorneys clash with each other over legal issues and fence
and parry with the witnesses with many a stern or witty reprimand from
the wise old judge that Welch professionally plays. Scott is also an
important factor in these scenes; he is superb as the prosecutor from
out-of-town who lives up to his reputation for being under-handed and
merciless in his courtroom tactics.

Contributing mightily to the effect of the whole are the location
photography (the film was shot entirely in Marquette County, Mich.),
the ingenious credit titles by Saul Bass, and a smart jazz score by Duke
Ellington.


RICHARD GERTNER

Ehrlisch, National Conference of
Social Welfare; and Catherine Ed-
wards, Parents’ Magazine, Radio and
TV commentator Arnold Michaelis
moderated a discussion following the
screening.

IMG Voted $2,750,000
In Senate-House Confab

From THE DAILY BUREAU
WASHINGTON, June 30. — Sen-
ate-House conferees have agreed
on $2,750,000 for the Information
Media Guaranty program in the year
starting tomorrow. This is $750,000
below the $3,500,000 requested by
the Administration for the program
and will probably result in a program
slightly below the level for the year
just ended. Under the program, the
U.S. Information Agency guarantees
film distributors, book publishers and
others that they will be able to con-
vert their earnings in certain foreign
countries.

The House had originally voted
$2,500,000 and the Senate $3,000,00-
00. The conferees split the differ-
ence.

U.S.I.A. officials won't know for
another few weeks just how large a
program they can carry on with the
new appropriation.

See 8,000 Playdates

(Continued from page 1)

charge of distribution. He said that
within the first 24 hours after the
film was printed it was booked by
1,000 theatres. Laboratories worked
overtime processing 800 prints.
Booming business and increased activity have sent reams of copy out of the 20th-Fox offices of late. Studio activity is high, while the promotional wheels of the company are also moving at a rapid pace. Here, (l to r) 20th exploitation director Rodney Bush, manager Eddie Solomon, and Cleveland-Detroit area representative Adrian Awan go over plans for "The Man Who Understood Women," September release.

In Hollywood, top boxoffice star Shirley MacLaine goes through a dance rehearsal for "Can-Can," soon to go before the Todd-FO cameras under the direction of Walter ("The King and I") Lang. With Shirley will be an all-star array, headed by Frank Sinatra, Maurice Chevalier and newcomer Barrie Chase in the 20th production.

"Blue Denim," 20th's soon-to-be-released drama of teen-agers and their emotional problems, receives special handling by the 20th Advertising department. At right, Abe Goodman, advertising director, sets "Denim" stars Carol Lynley and Brandon De Wilde for special photography layouts to be utilized in the campaign. Aiding Goodman is art department visualizer Harold Van Riel. Noted New York photographer Lester Krauss, awaits the set-up.
Coast to Coast in High Gear

At the 20th studios, work is begun on Jerry Wald's production of "Beloved Infidel," based on the columns of columnist Hilla Graham. Miss Graham has personally been promoting the attraction, even before a single camera rolled. Here she poses with Deborah Kerr, who will play the Cinemascopelike Hilla Graham, to Gregory Peck's F. Scott Fitzgerald.

Part of the success of 20th's current blockbuster "Say One For Me," has been attributed to the joint promotional effort of Columbia Records and 20th-Fox in selling "Say One" via the original cast—Columbia Records LP. At a recent planning session were 20th vice-president Charles Einfeld and Columbia Records director of Artists and Repertory, Mitch Miller.

Another of the big promotions being launched by 20th this Summer involves "The Best of Everything" and Interstate Theatres of Texas. Linda Hutchings (shown below being made up for her role) will be Miss X until she receives a new name via a contest.

Martin Michel, 20th radio and television director gives top disc jockey William B. Williams WNEW a copy of Mitch Miller's recording of the title tune from "Holiday for Lovers." David Weisbart-Henry Levin attraction is a July release. A spectacular music-record-TV motion has been planned.

Fabian (center), set to make his film debut in Jerry Wald's "The Hound Dog Man," lives on the "Fabian Publishing Company" set (no connection) of "The Best of Everything." He is joined by "Hound Dog" co-star (left) Stuart Whitman and "Best" star Stephen Boyd.
Million-Plus 'Solomon and Sheba' Send-Off

Director King Vidor and top United Artists sales and promotion executives tell the trade press about the company's million-dollar-plus global promotion in behalf of Edward Small's $6,000,000 Biblical spectacle 'Solomon and Sheba.' The giant pre-sell, the most ambitious in UA history, is being backed by a starting budget of more than $1,000,000 and the first special promotion unit ever established by the company. Details of the blue-chip promotion campaign were revealed at a luncheon press conference in New York's Plaza Hotel yesterday. The UA release, starring Yul Brynner and Gina Lollobrigida, is a December release.

Left to right, William J. Heineman, vice-president in charge of distribution; Robert H. Lewis, national director of advertising, publicity and exploitation; King Vidor; and Arnold M. Picker, vice-president in charge of foreign distribution, outline elaborate sales and promotion plans for the six-million-dollar production at yesterday's luncheon press conference in the Plaza Hotel.

The first special promotion unit in UA history, under the supervision of Fred Goldberg, second from left, is headed by Jonas Arnold, right, and Lois Weber, with Jack Goldstein, left, and Teete Carl, second from right, as Easter and Western campaign coordinators.

UA vice-presidents Picker, left, and Heineman, right, with promotion director Lewis examine one of several 'Solomon and Sheba' blowups spotlighted at the conference. A gold-service luncheon in the Baroque Room followed the meeting, attended by trade press editors and representatives and top officials.
New York, N.Y., Thursday, July 2, 1950

TEN CENTS

MOTION PICTURE DAILY

NEW YORK, U.S.A., THURSDAY, JULY 2, 1950

VOL. 86, NO. 2

All the News That Is News

Concise and to the Point

‘Equal Rights’

Tex. Drive-Ins Win Victory On Clearance

Can Now Play Product Day-Date with Suburbs

Special to THE DAILY

DALLAS, July 1—Drive-in theatre owners here have won the right to bid for product on the same basis as indoor suburban theatres. The outdoor operations will thereby now be able to show films on a 31-day clearance after the closing date of the downtown theatre engagement.

Instrumental in bringing about the drive-in victory, which will also affect theatres in Ft. Worth, Houston, and San Antonio, were Claude Ezell and Associates, owners of Bordertown Theatres. Bordertown operates 40 drive-ins in Texas with eight in Dallas.

Brandon Doak, chief booker and buyer for Bordertown, said battle for “equal rights” to product with suburban houses has waged for a long time. It came to a head when Ezell and Associates, armed with legal counsel, went after the changes by visiting exchange offices in New York (Continued on page 18)

Report Nationwide Use Of B-B Radio Records

Use of Compo’s business building records for radio started yesterday over a nation-wide front, Charles E. McCarthy, Compo information director, reported. McCarthy listed these developments:

New York metropolitan exhibitors (Continued on page 19)

Legion Rates ‘Anatomy’ In ‘Separate’ Class

The National Legion of Decency announced that it had placed the Columbia picture, “Anatomy of a Murderer,” in its Separate Classification with the following observation: “The clinical analysis with which the sub-

(Continued on page 18)

“Samuel Goldwyn Presents”

“SAMUEL GOLDYN PRESENTS” is an eloquent legend that has decorated the main title of many distinguished motion pictures. The legend last week made its latest appearance with the introduction to the screen of “Porgy and Bess.” That this newest subject presented by Samuel Goldwyn is a worthy companion of the best that have gone before there is no doubt.

“Porgy and Bess,” which has been variously staged from time to time since it first dawned like a clap of thunder upon the theatre-going public all around the world, is only now for the first time seen in all of its potential dramatic and musical brilliance in this Goldwyn production.

The production bears an impress of superlative quality in its every facet of direction, vocal and instrumental rendition, acting, photography, recording and staging.

“Porgy and Bess” in every detail mirrors Samuel Goldwyn’s uncompromising insistence upon quality. And accordingly it is truly representative of the finest of the matured art of motion pictures.

As it has been said that every great institution is the lengthened shadow of a person, it may well be observed that this superlative accomplishment of the screen is the lengthened shadow of Samuel Goldwyn. In it he has given full rein to a characteristic determination never to be satisfied with anything less than the best obtainable.

In it he has achieved the peak performance in a career studded with significant successes in bringing the best in entertainment to the theatre-going public of the world.

MARTIN QUIGLEY

Gruenberg Gen. Manager For NTA Pictures, Inc.

Leonard S. Gruenberg has been named general manager of NTA Pictures, Inc., U.S. theatrical releasing subsidiary of NTA International, Harold Goldman, president of NTA International, announced yesterday. In his new post Gruenberg will be responsible for all sales and distribution activities for NTA Pictures.

Gruenberg joined National Telefilm Associates last February when (Continued on page 18)

Great Plains Groups Plan B-B Campaigns

Special to THE DAILY

MINNEAPOLIS, July 1—Representatives of the five distribution areas in the Midwest, gathered at the Leamington Hotel here, discussed the future release of pictures in the Great Plains area.

The Great Plains Business Builders, headed by Myron Blank of Des Moines, laid plans for the campaigns (Continued on page 18)

Yates Sells Rep. Control Goes to Carter And Associates

L.A. Industrialist Named President; Yates Chairman

Effective working control of Republic Pictures passed to Victor M. Carter, Los Angeles industrialist, yesterday from Herbert J. Yates, founder of the company and its head for 46 years.

Carter was elected president of Republic succeeding Yates at a board meeting which followed the closing of the deal. Yates will continue with the company, having been elected chairman of the board.

A group of business and financial associates of Carter’s acted with him in the deal. Moreover, members of Yates’ family and several other important Republic stockholders joined him in disposing of their holdings to the Carter group.

No details of the transaction were disclosed officially but it was reported by several close to the principals (Continued on page 2)

Files for N.Y. License To Show ‘Chatterley’

Special to THE DAILY

ALBANY, July 1—Ephraim Lon-
don, attorney for Kingsley Interna
tional Pictures in its successful appeal to the U.S. Supreme Court to revoke a New York state ban on the film “Lady Chatterley’s Lover,” has ap
dled to the Motion Picture Division of the State Education Dept. for a
cal to exhibit the French-made film.

Revealing this here, Dr. Hugh M. (Continued on page 16)

See Way Clear for ‘Lady’ In R.I. and Maryland

The U.S. Supreme Court ruling which this week cleared the way for exhibition of ‘Lady Chatterley’s Lover’ in New York State should also solve problems blocking release of the picture in two other situations, (Continued on page 10)
Republic Control to Carter

(Continued from page 1)

that approximately 400,000 shares of Republic common and a substantial amount of preferred and debentures changed hands. The aggregate sale price was estimated at about $7,000.

Export

Harry Stone, Motion Picture Association representative in Brazil, and Mrs. Stone have returned to Rio de Janeiro from New York.

Honey Sanders, television actress and vocalist, will leave here today for Europe.

Lex Benton, president of Benton Bros. Film Express, Atlanta, is re-

Arlene Marx of Cleveland has announced her engagement to Wil-

William Palmer, Motion Picture Export Association Indonesian rep- resentative, is in New York for a visit.

Rosemary De Camp has returned to New York from London via B.O.C.

Delbert Mann, director, has ar-

Donald T. Gillin, producer’s rep- resentative, is in Chicago from New York.

New Kahane Contract

HOLLYWOOD, July 1—Signing of a new contract with B. R. Kahane, vice-president of Columbia Pictures since 1936, was announced today by A. Schneider, president, and S. J. Biskin, vice-president in charge of production and West Coast operations for the company. Kahane will continue active service with the company until the end of 1960 whereby upon a term of advisory services will commence.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Friday, July 3, in observance of Independence Day.

To Honor Preminger With Theatre Plaque

LOS ANGELES, July 1—For his “outstanding contribution to screen entertainment” and his major contributions to the motion picture industry, producer-director Otto Preminger will have a plaque installed in his honor in the Stanley Warner Theatre, Beverly Hills, tomorrow. His latest film, “Anatomy of a Murder,” opens this week. Los Angeles engagement at that theatre the same day.

The revival, second of its kind in the theatre’s 27-year history, will be made in the Gold Room the night the film begins its Los Angeles engagement. The only other film maker to be honored was the late C. B. De Mille, November 15, 1956.

MPEA Approves Film Board in Philippines

Motion Picture Export Ass’n, members at their regular weekly meeting here agreed to set up a local film board in the Philippines Islands, members of which will be the trade agents of American film companies in Manila.

The MPEA meeting also approved the budget for participation in the San Sebastian, Spain, Film Festival. Also discussed was the labor union problem in Mexico, where further concessions are being sought several months after a new agreement.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

AUDREY HEPBURN in FRED ZUNZMAN’S Production of

“THE NUN’S STORY”

ANDERSON’S INVESTOR

AND NUN’S LUSTY EYES

Kinoscope in Scope with nine track Stereophonic sound.

STARTING AND THRILLING, N.Y. Times

THE CHAMPION

MAYFAIR Circle 5-9000

The Ministry of Culture of the U. S. S. R.

“GREAT IS MY COUNTRY”

3137 S. Western CHICAGO

360 North Ave. N.Y.

MOTION PICTURE DAILY

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gu-

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Play Lynley Trailer

Both the Astor and Victoria Thea-
tres will play the Carol Lynley new personal tragedy, beginning this weekend, a month in advance of the opening at the Victoria of “Blue Denim,” in which the young actress stars. RKO theatres across the nation and Fox Western circuit are also playing the Lynley trailer.

Republic Control to Carter
Crowning a Distinguished Career

Newest Goldwyn Production
An Achievement in Cinema
Art by a Master Craftsman

This is the age of the independent producer in Hollywood: his number today is legion and it is truly said that he has come into his own. All the major studios vie for his services, and he has acquired a standing along with freedom of operation that he did not possess just a few years ago.

But there is one man in Hollywood who has enjoyed all the prestige and advantages of that status for almost four decades. He is, of course, Samuel Goldwyn, who is not only a pioneer in the motion picture industry but a pioneer as an independent producer. He has been such since 1922 when there were few men around with both the talent and the nerve to go it alone.

Independence has paid off wondrously well for Goldwyn. His record of box office hits over the years is phenomenal, and 27 of his pictures have won Academy Awards in various categories, “The Best Years of Our Lives,” for instance, garnered seven “Oscars” and brought a special merit award for its producer.

Defining the Goldwyn “touch” has occupied writers and columnists of the film scene at great length, and there are many various and conflicting theories on the subject. It is generally agreed, however, that the Goldwyn style is marked by securing the best available talent to work in all departments of filmmaking; an insistence on perfection from these artists; and quality and taste as the final result.

Exemplifying the perseverance and vision that is the backbone of such achievement is that which Goldwyn put into his production of “Porgy and Bess.” This is the film that he rightly considers the crowning achievement of his distinguished career.

Perseverance was provided by Goldwyn to spare. Twelve long years have elapsed from the time that he first started negotiations for the motion picture rights to the George Gershwin-DuBose Heyward opera to the day that his magnificent Todd-AO color presentation with its six-track stereophonic sound was ready for its first theatre screening.

Ten years were needed just to clear the legal hurdles involved in bringing the musical classic to the screen. Then, on Oct. 8, 1957, Goldwyn announced that he had completed negotiations with the Gershwin and Heyward estates and the New York Theatre Guild and that he would start work immediately. Ten days later he signed N. Richard Nash to prepare the screenplay.

Then began the search for the best acting talent available. In December of 1957 Goldwyn was able to announce that he had acquired Sidney Poitier and Dorothy Dandridge as his Porgy and Bess. Shortly thereafter he added Sammy Davis, Jr. and Pearl Bailey to his stellar cast as Sportin’ Life and Maria.

So it went down the line: music co-directors Andre Previn and Ken Darby to transfer and arrange the melodic Gershwin score to fit the needs of the six-track high-fidelity recording system; auditioning of 300 singers to choose the 32 best voices; sets by Oliver Smith and costumes by Irene Sharaff, both of whom had previously been associated with Goldwyn on “Guys and Dolls.” Otto Preminger was chosen to direct, and although he had three other properties in preparation when the call came from Goldwyn he gave precedence to “Porgy and Bess.”

The final product was well worth the trouble: both the critics and the public have now hailed “Porgy and Bess” as another Goldwyn hit.

The Spectacular World Premiere

THE New York and world premiere of "Porgy and Bess" last week at the Warner theatre on Broadway had all the excitement and glitter of a major motion picture event, as indeed it was. The audience, made eager by advance reports of the picture and by the nature of the work and reputation of its producer, was at its scintillating best—and they were not disappointed. Acclaim for the producer, the director, the stars and all connected with the production rang through the theatre. Some of the distinguished guests are shown here.
No picture is the work of one man. Whatever has been achieved with *PORGY AND BESS* is the accomplishment of a team of creative artists and technicians.

SAMUEL GOLDWYN
The Critics Acclaim a 'Masterpiece'

N. Y. Film Critics Range
From 'Classic' to 'Superb'
In Appraisals of 'Porgy'

THE New York film critics were unanimous in their praise of Samuel Goldwyn's "Porgy and Bess" in reviews printed the day after the opening. Adjectives like "magnificent," "beautiful," "superb," and "haunting" were used unsparingly.

Following are some excerpts from the notices:

Bosley Crowther, New York Times: . . . a fine film version of the famous folk opera "Porgy and Bess". . . . this most haunting of American musical dramas has been transmitted to the screen in a way that does justice to its values and almost compensates for the long wait. . . . For this we can thank Samuel Goldwyn, who was finally able to convince the solemn guardians of this sacred theatre treasure that he was the man most competent to bring it to the screen. And we can also thank his corps of artists, who have so beautifully and tastefully evolved Mr. Gershwin's musical translation of DuBose and Dorothy Heyward's play that we can almost feel the motion picture medium is the one for which it was destined all the time . . . the general fitness of the Irene Sharaff costumes is the full flow of life and human feelings that is made to rush through this film.

N. Richard Nash has adapted and Otto Preminger has directed a script that fairly bursts with continuous melodrama and the pregnant pressure of human emotions at absolute peaks.

Wanda Hale, Daily News: "Porgy and Bess," Samuel Goldwyn's adaptation of George Gershwin's musical drama, is a motion picture of distinction, like the original, a classic that

The public has its say about "Porgy and Bess," too, and the verdict is "Great"!

Sell-out at the Box Office

Samuel Goldwyn's "Porgy and Bess," riding the crest of the enthusiastic reviews quoted on this page and on the heavy advance interest, was completely sold out for every performance during is opening week at the Warner theatre on Broadway. In addition, according to the theatre management, standees to the limit allowed by the Fire Department have been accommodated at every performance. The house, seating 1,450, is scaled from $1.50 to $3.75. Tickets for the next 16 weeks are on sale at the box office and by mail.

can go on from last night's gala premiere at the Warner Theatre until the last print has faded into a blur and crumbled into nothingness . . . Goldwyn has done the true music lovers of their world a great service.

Paul V. Beckley, Herald Tribune: . . . a rich and devoted filming . . . It would be hard to overpraise, for example, Oliver Smith's sets and what I must assume was Goldwyn's ultimate decision to build a Catfish Row rather than chance the probable distractions of a naturalistic location. The result is dazzling, and Leon Shamroy's photography is likewise rich with lighting effects of a luminous mother-of-pearl huster quite in keeping with the sea atmosphere of the sets . . .

Daily Mirror, Justin Gilbert: Sam Goldwyn's penchant for the prodigious never has been displayed more amply than in his vast vision of "Porgy and Bess" . . . the veteran producer has visually and aurally enlarged the dwellers of Catfish Row to the magnitude of Dixie Olympians . . . the oversized image created by the Todd-AO lens, which often sweeps the scene with such enor musity to leave in its wake a feeling of awe . . . The sets are stark and dramatically impressive.

Irene Thirer, Post: Sing out the good news! "Porgy and Bess," produced with integrity and good taste, is eloquent as ever in story and song — and it is faithful to Heyward and Gershwin. Perfectly synchronized, quaintly exquisite prose combined with hauntingly beautiful music. The movie is bound together by poignancy, charm, good humor and pathos . . . Sidney Poitier's Porgy is a sensitive performance, shining with rare radiance . . . Another triumph for producer Goldwyn.

Rose Pelswick, Journal American: Samuel Goldwyn's production of "Porgy and Bess" is magnificent. A screen classic . . . It has beautiful music and beautiful voices to sing them. It has a great cast, vivid drama and movement and extraordinarily fine photography and sound reproduction via the wide-screen Todd-AO process with its lush color and its 6-track high fidelity recording system. On every count, the picture is an impressive achievement . . .

Alton Cook, World Telegram & Sun: It is fresh and mettle some in its rebirth as a movie . . . Samuel Goldwyn and his cohorts have managed to infuse their movie with the sprightly air of a newly blossoming show. The people have gusto and enthusiasm, their emotions run high. The sets are both beautiful and realistic. Catfish Row really lives again . . . Every voice is appropriate as well as ingratiating . . . Perfectly cast . . . Director Otto Preminger has caught the gift of working songs smoothly into his action . . .

"Porgy and Bess" Section
PORGY AND BESS by BEN SHAHN
FROM THE COLLECTION OF OTTO PREMINGER
WHO DIRECTED THE FILM.
SIDNEY POITIER

PORGY and BESS
DOROTHY DANDRIDGE
as
BESS

PORGY and BESS
SIDNEY POITIER AND DOROTHY DANDRIDGE: To play Porgy, Samuel Goldwyn declared he would consider no one else but Poitier. Miss Dandridge was considered ideal for the role of Porgy’s love, the fiercely independent Bess.

BROCK PETERS, who plays Crown, the burly stevedore who is Porgy’s vicious rival for the affections of Bess, is a famed concert, night club, stage and screen performer. Miss Dandridge is with him above.

PEARL BAILEY AND SAMMY DAVIS, JR.: Davis conducted a personal, day-by-day and night-by-night campaign to play Sportin’ Life. Filling the key role of Maria is the inimitable Pearl Bailey.

OTTO PREMINGER, selected as director, himself had tried to acquire the film rights to “Porgy and Bess” some four years previously. But discovering that Samuel Goldwyn was already negotiating, he dropped the project. All of Preminger’s original enthusiasm was rekindled, however, when he was invited to take over the directorial reins, particularly since Dorothy Dandridge, Pearl Bailey, Brock Peters and Diahann Carroll had all been associated with him on “Carmen Jones” and he had visualized them all in the “Porgy and Bess” roles when he had hoped to make the opera as a Preminger production. A stickler for detail in his pictures, Preminger above demonstrates to Miss Dandridge how he wants her to act in a clinch while Sammy Davis, Jr. (left) and Brock Peters (right) look on. The career of director Preminger includes such outstanding pictures as “Laura,” “The Moon Is Blue,” “The Man with the Golden Arm” and “Jones,” among others.

“Porgy and Bess” Section
SAMMY DAVIS, JR.
as
SPORTIN' LIFE
(Thanks to Mr. Goldwyn and Friends)

PERSONAL MANAGEMENT: WILL MASTIN

PORGY and BESS
Another Great

TODD-AO SHOW

JOINS THE RANKS

OKLAHOMA!

AROUND THE WORLD IN 80 DAYS

SOUTH PACIFIC

AND NOW

PORGY & BESS

THE TREND IS

TODD-AO

The Ultimate in Sound and Projection
SAMUEL GOLDWYN'S
Porgy and Bess
IN
TECHNICOLOR

Technicolor Corporation, Herbert T. Kalmus, President and General Manager

Technicolor is a registered trademark
Theatres Re-Equipped
For “Porgy and Bess”

The premiere in New York, and the two subsequent engagements then definitely booked for “Porgy and Bess,” involved substantial technical revisions. While the Carthay Circle in Los Angeles was previously equipped for the Todd-AO process, other alterations were undertaken at this theatre, including acoustical improvements. The other two theatres—the Warner in New York, and the Astor in Boston—had to be equipped for 70mm projection and six-track sound, and new screens were part of the preparations for the Gershwin-Heyward opera at all three of these theatres.

Provisions at the Warner for the premiere on June 24th, involved existing installations for Cinerama, which had held forth here since the second production in the three-panel process. For “Porgy and Bess,” the central projection booth at the rear of the main floor was enlarged at the sacrifice of several rows of seating, to accommodate three Philips (“Norelco”) 70/35mm projectors, one a standby, with Ashcraft Super Cinex lamps. The Astor and Carthay Circle installations also employ this equipment.

Of the three new screen installations, that of the Carthay Circle is the largest, being 58x28 feet. The Warner screen is 50x24. Both of these screens are Hurley SuperOptica, a low-gain pearl-surfaced fabric with lenticulation. The Astor screen is a Hurley SuperGlo, which has a pearl non-lenticular surface of medium gain.

At the Warner, where the technical qualities of the presenta-

Part of port wall of booth on main floor of the Warner theatre on Broadway, showing two of the Philips 70/35mm projectors with Ashcraft Super Cinex lamps. A third installation is at right of this.

tion contributed to the critical acclaim evoked by the premiere—

The screen, replacing the louvered Cinerama screen, extends 66 feet width of the proscenium arch, with a relatively slight curvature.

The four-bank seating is approximately 75 feet wide, with nearly all of the main floor seating within a distance from the screen about one-and-a-half times its width.

Installation by ALTEC
Where Quality of Sound Is Most Important!

Another ALTEC Installation — Warner Theatre in New York for the first operatic production in 70mm—

“PORGY AND BESS”

ALTEC SERVICE COMPANY, 161 Sixth Ave., New York
The Public is told about it

A carefully planned and executed advertising, publicity and exploitation campaign, which actually began last year when "Porgy and Bess" first got under way, started a rolling barrage last week with the opening in New York. Local advertising, supporting each opening, will be heavy, supported by a national campaign which will keep the public conscious of the picture for a long time to come.

Department store cooperation was extensive. Macy's had full page newspaper ads, right, and a special window, above, as did Bamberger's in Newark.

MAIL ORDERS NOW!
Exclusive Engagement*

Write now for reserved seats - so you may be among the first to see
A NEW ERA IN MOTION PICTURES!

SAMUEL GOLDWYN

PORGY and BESS

SINBAD" POTTER - DOROTHY DANDRIDGE
SHANNY DAVIS, JR. - PEARL BALEY

Written and produced by TONY GEMS - directed by OTTO PREMMER

Distributed by COLUMBIA PICTURES CORPORATION

*NEW YORK PREMIERE WEDNESDAY, JUNE 1
WHERE PREMIERE
WARNER THEATRE
Ceremonies Slated for Harlem RKO Theatre

The newly remodeled RKO Regent Theatre in Harlem will be dedicated Monday night in special ceremonies in which Hulan E. Jack, Manhattan borough president, will participate. Many celebrities will attend including Miss Therese Washington, Queen of 1959 Page One Ball, and Miss Cecilia Cooper, winner of Cannes 1959 Beauty Contest. A dozen Opera De Vore models will distribute flowers, copies of Fannie Hurst’s novel “Imitation of Life,” records from the film version’s original sound track, and souvenir programs. Harlem’s prize winning FAL Band of 40 pieces will provide the music. Miss Hurst will also be on hand.

The remodeled theatre has a new stainless steel front; the lobby and boxoffice are modernized; and the auditorium redecorated.

Rosen ‘M.C.’ at Airport

Samuel Rosen, executive vice-president of the Stanley Warner Corp., was master of ceremonies Tuesday at the ground-breaking for the International Synagogue and Jewish Center to be constructed atIdlewild Airport. He is vice-president and chairman of the finance committee and general campaign chairman for the project.

See Way Clear

(Continued from page 1)

According to Ephraim London, counsel for the Motion Picture Daily, in a letter to the state of Maryland, London said here yesterday the film was banned in both situations, and Kingsley had planned legal action. But, London told the Daily, however, London said he was writing the corporation counsel in Maryland to request exhibition licenses for “Lady Chatterley’s Lover.”

Disney Sues ABC Over Two Programs on TV

Walt Disney Productions yesterday filed suit against the American Broadcasting Company charging the network with illegal attempts to prevent two Walt Disney Studio television programs, “Zorro” and “Mickey Mouse Club,” from being televised next fall. The suit, filed in the Federal District Court of New York, asks the court to invalidate the agreements between Walt Disney Productions and ABC under the provisions of the Federal anti-trust act.

The suit does not involve the “Walt Disney Productions annual program which is covered by a separate agreement and will be televised over the ABC network this fall.

Commenting on the action, Roy Disney, president of Walt Disney Productions, stated, “Several weeks ago, the ABC network advised us, and announced publicly, that they would not televise ‘Zorro’ or the ‘Mickey Mouse Club’ next fall, and that the network would not renew the programs or license them for television in the future. At the same time, he said, the network told us we could not offer these programs to other networks or to other broadcasting companies.

MCP to Release Four Films During July

From THE DAILY BUREAU

HOLLYWOOD, July 1 — MCP Film Distributing Co. will release four films in July, and will begin production on a fifth. The first package includes “The Hall Pint” and “Bronco Fury,” the latter a color featurette filmed in Texas. At the end of July “Beyond the Time Barrier” and “The Invisible Snatch” will be released.

MCP will go into pre-production on “Secret Agent X” with tentative starting date on July 27, in Louisiana, to be filmed in wide screen and color.

Handles ‘Magic Flame’

Columbia Pictures has retained Constance Hope to handle the long-range promotion on the personalities and music of William Coetz’s “A Magic Flame,” it was announced.

Younglove Will Seek New Licensing Law

ALBANY, N.Y., July 1—Expressing “amazement at the decision” by the U.S. Supreme Court in the “Lady Chatterley’s Lover” case and inability to “comprehend the reasoning of the learned judges,” Assemblyman Joseph R. Younglove, chairman of the joint Legislative Committee on the Publication and Distribution of Obscene and Obscene Material, said today his group would confer with the State Education Department and the attorney general’s office on the possibility of amending the present licensing law.

Younglove, Johnstown Republican, stressed, “there is no urgency on our part. Changes could not be proposed before the next regular session of the legislature, in January.”

Will Study Ruling Closely

The joint committee will study the decision, with its six opinions, will then ask the Education Department and the attorney general whether they think amendments should be made to the statute adopted. His formal statement declared: “I certainly do not agree with them.” (The Supreme Court judges.)

“Their decision ‘may be a proper legal interpretation of the law, but it does not make good common sense to me. Perhaps we need less law and more sense.”

...concluded Younglove’s statement, “let our quest for freedom causes us to destroy that freedom which we have cherished so dearly, but which is gradually being undermined by those who would overstep all bounds, perhaps for selfish monetary gains.”

Has Lauded the Division

Younglove explained that until the Supreme Court decision has been thoroughly analyzed, it would not be possible to appraise the precise effect of the opinion of the State Education Department motion picture division.

Hasn’t been done.

The committee’s annual report, submitted March 24, likewise praised the division, quoting extensively from a statement by director Louis M. Pesce.

Assemblyman Luigi R. Marano, Brooklyn Republican, who for three years has been a member of a bill requiring the motion picture division to classify pictures, and theatres to advertise the classifications, said: “I think the Supreme Court decision is in conformity with the principles as enunciated by the law in New York State. It is the primary purpose of the state to protect the people from motion pictures which would corrupt morals.”

To Fete Jean Servais

Jean Servais, French star of “Rififi” and “He Who Must Die,” was honored at a cocktail reception party yesterday by the French Film Office.

Asks Licenses

(Continued from page 1)

Flick, ex-director and present executive of the Motion Picture Education Committee, James E. Allen, Jr., of New York, that London “would hardly seek a license if he thought the entire film had been struck down.

Following receipt of a copy of the decision in which six opinions were understood to have been written and a close study of it by Dr. Charles Brind, Jr., counsel for the regular cinema division, the future scope of the Motion Picture Education Committee’s power will not be precisely determined.

It is further stated that section 122-A, added by the legislature of 1954, has been ruled invalid as an ‘idea’ in what constitutes an ‘act’ of sexual immoralities.

Divided Five-to-four

A five-man majority held this position of the law unconstitutional. Four of the five members joined in narrow grounds.

The majority’s ruling does not affect the right of New York or any other state to prevent the screening ofpornographic films because of the interpretation here. The opinion was expressed that press association stories erred in certain respects.

Proof of the constitutionality of the issues raised by ‘Lady Chatterley’s Lover,” commented Flick, “is that the state court of appeals found it to be an ‘open and shut’ case, as censorship opponents had claimed.”

Pennsylvania Censor Bill

Hit By 2 N. Y. Legislators

ALBANY, N.Y., July 1—An opposed to the basic concept of censorship, whether it be the requirement that a motion picture be licensed for licensing prior to public showing, or immediately after the first public exhibition, such as is proposed in a bill pending in Pennsylvania.

So declared Assemblyman Bent Kassal, Democrat-Liberal of New York City, today.

Kassal commented: “I feel that the state legislature should enact specific and limited criteria in appropriate areas such as obscenity. The courts should thereafter determine if there be violation of this written statute, insofar as I would hold an exhibitor responsible for proving a film was not obscene.
JAMES VELDE
UNITED ARTISTS CORP.
729 SEVENTH AVENUE, N.Y.C.

DEAR JIM: WE ARE CURRENTLY PLAYING AROUND THE WORLD IN 80 DAYS IN SIX DRIVE
INS IN LOS ANGELES METROPOLITAN AREA AND WILL SET SIX NEW ALL TIME HOUSE
RECORDS THIS WEEK. KINDEST PERSONAL REGARDS.

BERT PIROSH

...what more can we say?

AVAILABLE NOW FOR
ALL SITUATIONS
CONTACT YOUR U.A. BRANCH

MICHAEL TODD, JR. 729 SEVENTH AVENUE, NEW YORK 19, N.Y.
Two U.S. Actresses Honored
Deborah Kerr and Susan Hayward have been honored by Italy's top acting awards, the David di Donatello plaques. Miss Kerr was cited for her performance in Hecht-Hill-Lancaster's "Separate Tables," while Miss Hayward was cited for her actings out of competition for her portrayal in Figaro's "I Want to Live." Both films are distributed by United Artists.

Founds 'Comedy College'
Jerry Lewis, starring in Hal Wallis' "Visit to a Small Planet" for Paramount, has established his own Lewis Comedy Workshop devoted to developing the comedy talents of unknown actors. Assisted by Ron Carter, Lewis holds classes in the techniques of pro-\ning laughs.

Circuit Plugs Miss Lynley
Fox West Coast theatres this week will start running the special Carol Lynley "new star featurette" in 30 theatres throughout Southern California. Following this run, the 30 prints will then be moved to a second group of as many theatres. Additionally, lobby displays help to promote the actress and her forthcoming 20th-Century-Fox pictures, "Hello, Dolly!" and "Holiday for Lovers."

UA in Tie with Pocket Books
United Artists and Pocket Books, Inc., have set a major book promotion in behalf of Harbel Productions' "Odds Against Tomorrow," starring Harry Belafonte, Robert Ryan and Lee Remick, Miss Winters. The new edition of the William McGivern novel will be published two months before the film's nationwide release. More than 350,000 copies giving full credits for the UA suspense drama and featuring scene stills from the production, will be distributed to leading book and department stores.

Drew Again Will Head Miss. Theatre Owners
Special to THE DAILY
BILOXI, Miss., July 1.—The Mississippi Theatre Owners Association, newest regional unit of Theatre Owners of America, will be headed again in 1959-60 by George Davis of Drew, Miss. The Mississippi unit, which ended its two-day convention at the Buena Vista Hotel in Biloxi, Miss. yesterday, by voting the affiliation with TOA, re-elected Davis for another term.

Others elected were northern vice-president, F. Jackson of Jackson; central vice-president—A. L. Royal of Meridian; southern vice-president—Stan Taylor of Natchez, and secretary—Ed Orte of Gulfport.

Tex. Drive-ins
(Continued from page 1)
this past spring and conferring with sales managers. Doak said it was a matter of convincing sales managers of the increased status of the drive-in in the industry which has been growing steadily the past few years.

At Weisenheim Theatres, booker Harold Brooks said they were very pleased for their two Dallas drives. And in Wichita Falls, their theatres were already enjoying the benefits of the 31-day clearance.

General consensus of drive-in owners and theatre tenants was that the neglect represented a long overdue acknowledgement of the prestige of the drive-in in the industry.

Legion Rates
(Continued from page 1)
ject matter of this film (rape) is so explicit it has been rejected. It is judged to exceed the bounds of moral acceptability and propriety in a mass medium of entertainment."

A Separate Classification is given to children's shows, "while not offensive they do not require the same."

Documentary of Israel
Completed at Warners
From THE DAILY Barbox
HOLLYWOOD, July 1. — Israel, a half-hour documentary motion picture on that country, is being completed at Warner Bros. Studios, Edward G. Robinson is the star and narrator of the CinemaScope-Technicolor film. Jack L. Warner, president of Warner Bros., provided the facilities of the Warner studio for editing, filming the picture, which was photographed by Nissim Leon of Israel and directed by Sam Zebba. The story and commentary was written by Leon Uris.

The film, depicting life in modern Israel as well as sites of Biblical history, is sponsored by the Israel Bond Organization and the State of Israel.

Bagnall Named Head
Of M.P. Relief Fund
HOLLYWOOD, July 1.—George L. Bagnall has been elected president of the Motion Picture Relief Fund for fourth consecutive year. Other officers reelected were: Albert Hilborn, Otto Krueger, Sol Lesser, Valentine Davies, vice-presidents; E. L. DePatie treasurer, and Wilma Bashor, executive director.

I. Briskin Rejoins Col. 1.
HOLLYWOOD, July 1.—Following the recent buy-out of Briskin Productions, Irving Briskin has re-joined Columbia Pictures as a full-time executive. Briskin, who has re-\nsponsibility of administering the West Coast activities of Screen Gems, the Columbia TV subsidiary.

Great Plain.
(Continued from page 1)
for three pictures that have been tentatively selected for emphasis in the next three months. The films are for July, "A Private's Affair" (20 Century-Fox); for August, "Yellow Sky," and for September, "Wonderful Country" (United Artists).

Plans were laid to use press, TV and radio to attract public interest in these films in the Great Plains area. There will be an attempt to use these pictures to the young market of the basis of the young names appearing in the pictures.

Pleased with Product
Those present at the meeting expressed pleasure in the picture scheduled for release in the next few months. The opinion was that the list of pictures scheduled for release for the next six months looked better than anything seen in the past couple of years.

The different exchange areas are considering separate but integrated advertising campaigns.

Gruenberg Named
(Continued from page 1)
the Gross-Kruse-Sillerman, Inc., organization was acquired by NTA G-K-S. He has an extensive background in motion picture distribution, having been associated with RKO Radio Pictures, where he started as a salesman and then became a product manager. New York metropolitan division manager. He also was responsible for liaison with outside producers and acquisition of independently-produced feature films.

45 Dates for "Circus"
LOS ANGELES, July 1. — Allied Artists is readying a saturation opening engagement in at least 45 Los Angeles area theatres for "The Big Circus" on Wednesday, Aug. 5.

Special 'Movie Memo'
Prepared for Editors
Ernest Emreling, vice-president of Loew's Theatres in charge of advertising and publicity, has made up a special ''Movie Memo' in addition to the bi-weekly editions, containing six by-lined staff interviews for editors that can be used to fill their columns during their vacations. The interviews include: "Started With A Kiss"; Joanna Barnes ("Tarzan, The Ape Man"); Alfred Hitchcock ("North by Northwest"); Martha Scott ("Ben-Hur"); Charlotte Heston ("Ben-Hur") and Shirley MacLaine ("Ask Any Girl").

Each feature is accompanied by an "Movie Memo" has been published by Loew's Theatres since 1964 and is a service to editors, columnists and commentators.
Report Wide Use of B-B Radio Records

Woodmont Takes Over Fox Theatres from NT

DETROIT, July 1 – The Woodmont Corp., owners of the downtown Fox Theatre here, is taking over operation of the house from National Theatres, it was learned here today. National has leased the house for the past 20 years.

National is landing managing director Robert Bothwell to Woodmont for 60 days. He will continue to function as manager and book for the 5,100-seat theatre, largest in Michigan.

Circle Theatre, Bronx Under New Operation

Interstate Theatres, Inc., Seymour Selig, president, operators of houses in the metropolitan area, has acquired a long-term lease on the 800-seat Circle Theatre in the Bronx, from Lane Management Corp., owners. The new lessee will install new seating and projection equipment, Friday, to be reopened.

The firm of Berk and Kruengel was the broker in the deal.

Wometo Dividend

MIAMI, Fla., July 1 — The board of directors of Wometo Enterprises, Inc., this week voted a quarterly dividend of 17% cents per share on the company’s Class A common stock. A quarterly dividend of 6% cents per share was voted for the class B stock. This dividend will be paid Sept. 15. Wometo closed March 31 as compared with $5,194 in the previous year. Credit in large part was the company’s $40,000 sale of loaned shares and the sale of $526,825 as compared with $132,157 in the previous year.

Acquires ‘Sapphire’

Universal Pictures and the Rank Organisation have concluded arrange- ments for Universal to handle the United States distribution of the Michael and Basil Dearden production, “Sapphire,” in Eastman Colour. It was arranged by Henry G. Tin, general sales manager of Universal. An early fall American premiere is being planned.

(Continued from page 1)

will open a 10-week business building campaign involving saturation use of an all-label record of songs and jingles on Monday. Radio station WVNJ (620 on the dial) operated by the Newark News, cooperating with New Jersey exhibitors, is playing the record free of charge several times daily the remainder of this week so that exhibitors may see how it operates.

Meanwhile, additional orders for the record are pouring into the Compo offices from exhibitors from Texas to the Canadian border.

New York’s metropolitan campaign was approved in a telephone canvass of members of the Metropolitan Motion Picture Theatre Association and the Independent Theatre Owners Association. In order to take advantage of the early July opening date for use of the record, it was stated that time did not permit calling a meeting of all metropolitan exhibitors to allow for more extended discussion and preparation of radio campaigns. However, all exhibitors who were approached were enthusiastic about the plan, it was stated.

The metropolitan radio broadcasts are under the supervision of Charles Call, Ernest Emerling, Martin Levine and Harry Mandel, working in conjunction with the advertising firm of Donahue & Coe. Cost of the radio program is $1,500 per week for 10 weeks. Each first run neighborhood theatre is being asked to contribute $10 a week for 10 weeks, or $100 for their first-run." 

The 30-second songs and jingles prepared for the industry’s building campaign will furnish the source of material for the radio programs. Tagged to each record will be a 30-second promotionburst. The radio bursts finishing, starting and coming over the first run neighborhood theatres, so that a total of six films will be plugged on each announcement.

Four N. Y. Stations Slated

In the first week of the New York campaign the record will be played over stations WNEW, WABC, WINS and WMGM. In addition, Compo records will be used on other outlying stations for which radio time already has been contracted.

In order that all exhibitors within the WVNJ station’s listening area who have not heard top records may have an opportunity to hear them, WVNJ announced public the following time schedule at which the records may be heard. Weekdays: 10:15 and 11:49 AM; and 12:50, 1:39; 2:59 and 3:48 P.M. On Saturday the schedule calls for the Compo songs to be played at 12:49, 1:49, 2:06 and 3:16 P.M., and on Sunday at 10:37 A.M. and 12:16, 1:15, 2:37, 3:16 and 4:17 P.M. Station WVNJ may be tuned in on 620 on the radio dial.

Jersey Allied Aided

The WVNJ promotion was arranged through the efforts of Sidney Stern and Dick Turlerbach, president and secretary, respectively, of the Allied Theatre Owners of New Jersey; Bruno Kern of the Eastern Drive-In Circuit and Edgar Guth of the Stanley Warner Theatres, in cooperation with Ivon Newman, WVNJ station manager.

In addition to participating in the New York metropolitan promotion, Harry Mandel, vice-president and advertising director of the RKO Theatres, has ordered 24 additional records for use of the out-of-town theatres in that circuit. Orders for the Compo records also have been received from the Toledo Theatre Association, the Martin Theatres of the Western Interstate Theatres of Texas, which has ordered 12 records for use of theatres in Dallas, San Antonio, Houston, Fort Worth, Austin and Abilene. These orders have been ordered by exhibitors in Fort Worth, Kansas, Kansas City, Oklahoma City and Roswell, N. M.

McCarthy Urges Speed

Inasmuch as the current records are only available for use for a 13-week period, beginning July 1, McCarthy has requested that all exhibitors interested to participate in the program rush their orders in order to assure prompt delivery.
Flash! All-time opening day record at Pilgrim Theatre, Boston

NOTHING'S HOTTER... EXCEPT THE WEATHER!

JOSEPH E. LEVINE
EMBASSY PICTURES CORP.
1270 SIXTH AVENUE
NEW YORK

1959 JUNE 29

FIRST THREE DAYS "HERCULES" HIPPODROME BALTIMORE BUSTS FOUR YEAR RECORD IN SPITE OF 100 DEGREE HEAT. YOU'VE REALLY GOT A WINNER. THANKS FOR THIS GREAT ATTRACTION. REGARDS

I. M. RAPPAPORT JACK T. FRUCHMAN
R-F THEATRES
See New Pa. Censorship Bill Meeting Objections of Law Just Struck Down

PHILADELPHIA, July 5—Sponsors of a new proposed Pennsylvania censorship law which has passed the state senate and gone to the house for action said at the weekend they believe the bill will meet the objections on which a previous law fell late last week.

On Thursday commonwealth and municipal authorities lost the last legal weapon they have had to use against allegedly indecent films or "live" performances when the Pennsylvania Supreme Court ruled invalid (Continued on page 6)

MD. CENSORS STUDYING SUPREME COURT RULING

Special to THE DAILY

BALTIMORE, July 5—Important elements of Maryland censorship law may have been stricken by the Supreme Court ruling on "Lady Chatterley's Lover," the case argued by Morton Goldstein, chairman of the Maryland Board of Censors, which had ruled the novel as a non-commercial work.

(Continued on page 2)

Disney, British Firm Co-Own RKO Japan, Ltd

From THE DAILY BUREAU

LONDON, July 5—The British Film Producers Association has announced that its British Commonwealth Film Corporation is now half owner with Disney Productions of RKO Japan, Ltd., company which in the future will handle British films imported into Japan.

(Continued on page 6)

Magna Will Continue Production of Road Show Films at One-a-Year Pace

By WARREN G. HARRIS

Magna Theatre Corp., which has to date produced the film versions of "Oklahoma" and "South Pacific," plans to continue turning out attractions of road-show calibre, but at a rate of no more than one a year, stockholders declined to identify it by name, declaring that it is an "original concept." Actual production, he said, could start in February or March of next year.

At present, Magna's financial fortunes rest primarily on the extraordinary success of "South Pacific" at home and abroad, Skouras said. As of June 30, 1959, the Todd-AO version of the musical was reported to have grossed over $4,200,000 in the U.S. and Canada. In addition, the foreign market has earned (Continued on page 6)

$4 Million Deal

New Directors Are Elected To Rep. Board

Statement Due Today; No Major Policy Change Seen

New directors were elected to Republican Pictures board last week to reflect the change in working control of the company resulting from the sale to Victor M. Carter, Los Angeles industrialist, and associates of the stock holdings of H. J. Yates, members of his family and associates.

Without explanation, neither Carter, who was questioned prior to his departure for the Coast on Friday, nor Republican officials would disclose the identities of the newly elected directors, nor those whom they replaced on the Republican board. He is believed to have named at least five to the board of 10, in addition to himself.

Carter, Republican's new president, (Continued on page 2)

NAME COMMITTEE ON SOVIET ARRANGEMENTS

A five-man committee to supervise arrangements for the distribution in the U.S. of the seven Soviet motion pictures purchased under the film exchange agreement with that country was appointed at the weekend by Eric Johnston, Motion Picture Export Association president.

The committee, which was authorized at a recent MPEA board meeting, includes John P. Byrne, Loew's Inc.; Alex Harrison, 20th Century-Fox (Continued on page 6)

MPAA Ad Unit Lands 2

For Academy TV Show

Scrolls expressing the appreciation of the Motion Picture Association of America's advertising-publicity directors committee for their work on behalf of the 1959 Academy Awards telecast were presented to Sid Blumenth and Harry K. McWilliams at the regular monthly meeting of the committee on Thursday.

Presentation of the scrolls was made by Jeff Livingston of Universal, who (Continued on page 2)

CAMDEN NOT AFFECTED BY S.C. Sunday 'Blue Laws'

Special to THE DAILY

CAMDEN, S.C., July 5—Camden theatre owners seek to halt state "blue laws," if they open for business on Sundays.

Daniel R. McLeod, state attorney-general, has ruled that a Kershaw County law permitting Sunday movie in the county has never been repealed.

According to Mr. McLeod, it seems that the Kershaw County Legislative (Continued on page 2)

John Adler, Formerly Wis. Allied Head, Dies

Special to THE DAILY

MARSHFIELD, Wis., July 5—John T. Adler, former president of Allied Independent Theatre Owners of Wisconsin and a member of the current board of directors, died suddenly Thursday night on a golf course.

He is survived by his wife, Rose, and two daughters, Anne and Elizabeth.

Adler, who celebrated his 50th year in show business last October, owned the new Adler Theatre and a drive-in here, as well as the Adler at Neillsville and the Palace at Wausau.
Barney Balaban, Paramount Pictures' president; Jerry Pickman, advertising-publicity vice-president; and Russell Holman, eastern production manager, returned to New York from Hollywood at the weekend.

Joseph E. Levine, Embassy Pictures' president, and Bill Doll, his press agent will arrive in Los Angeles today following a 22-city tour on behalf of "Herecula."

Carl Foreman, executive producer of Highroad Productions, arrived here yesterday from London for a series of meetings with Columbia office executives on "The Mouse That Roared."

Richard Carlton, vice-president in charge of sales for Trans-Lux Television Corp., will leave here for Chicago today for a sales conference with Jack J. Brown, mid-western division manager.

Fran Krowitz, secretary of Arnold M. Picker, United Artists' vice-president in charge of foreign distribution, left here late last week for California for a two-week vacation.

Ezell Takes Over Four Texas Indoor Theatres

Special to the Daily

Dallas, July 5—Claude Ezell & Associates have taken over four indoor theatres in the lower Bible Belt Valley formerly owned by R. N. Smith of Mission, Tex. The theatres are the Border and Mission in Mission, Texas in Raymonville, and Pioneer at Falfurrias.

The new management is seeking for the theatres in Mission first run releases on the same basis as theatres in McAllen. The two cities are about six miles apart.

Republic Directors Elected

said a statement would be issued today. He also declined comment on details of the stock transaction and on all questions concerning executive changes in the company and his future policies.

It was learned, however, that contrary to earlier reports, only the Yates' and associates' common stock holdings were involved in the sale. No preferred stock or debentures, as originally reported, were included. Thus, the cash involved in the transaction amounted to about $4,000,000, rather than the earlier reported $7,000,000. This figure is inasmuch as it was reliably learned that about 400,000 shares of common in all changed hands at the close, Embassy market price of around $10 per share.

It was also learned that contrary to first reports, the stock holdings of Ben Goetz in Republic were not a part of the sale.

Yates and William Saal, his assistant, also left for the Coast on Friday. Yates, in the new post of board chairman, will continue at the studio. His contract with the company, understood to have several more years to run, remains in force.

Associates of Carter's said they doubted any major change in Republic's operating policy, such as a return to theatrical film production, will be instituted by the new company head. As a result, the studio, which Carter is operating in the black and its principal subsidiaries, Consolidated Film and Consolidated Moulded Products, are doing well.

Also, it was pointed out, a return to a more free production policy could mean availability of assets to guilds and unions for a share of proceeds from the sale of Republic's post-1948 film library.

It was suggested instead that Carter might be expected to liquidate certain company assets no longer in a productive or essential category. Some noted that Republic has large and valuable real estate holdings which, Carter, as an experienced realtor, might be expected to turn over, as Universal and 20th Century-Fox have done with studio real estate.

MPAA Lauds

(Continued from page 1)

t was presiding in the absence of chairman Charles Simonnell.

Blumenstok and McWilliams directed the advance promotion and publicity for the Academy Awards telecast nationally; McWilliams taking over when Blumenstock left to join Embassy Films as advertising-publicity head.

Camden Not Affected

(Continued from page 1)

delegation repealed the wrong law in 1951.

"The delegation moved to repeal the 1949 statute in 1951, but the lawmakers took action on the wrong statute," the attorney-general declared.

McLeod, commenting on the current State "blue laws" forbid paid amusements on Sundays unless local laws to the contrary are passed in the South Carolina General Assembly.

As noted, Kershaw legislative action came after the county had the court to abide by the "blue laws."

Camden City Council, in view of the state's general legislative ruling, has given the green light to Sunday movies here.

Free 'Five' Trailers

Two Technicolor teaser trailers for "The Five Pennies" have been prepared by Paramount as part of the all-out promotion push on the Dema Production. The trailers are free to exhibitors throughout the country.
Creating Excitement for an Exciting Hitchcock Picture

All signs point to MGM’s promotional campaign on Alfred Hitchcock’s “North by Northwest” reaching in all directions of the compass. Like the Technicolor film itself, which ranges from the skyscrapers of New York to the cliffs of Mount Rushmore, the campaign is one of the most mobile in the MGM record book.

Approximately 130,000,000 people will be reading about “North by Northwest” in the current national magazines. Advertisements for the VistaVision production will be seen by readers of Life, True, McCall’s, Cosmopolitan, Look, Redbook, Saturday Evening Post, Seventeen and True Story. Fan magazine readers will also be aware of the dangers involving stars Cary Grant, Eva Marie Saint and James Mason via ads in Modern Screen, Screen Stories, Movie Life, Movie Stars-TV Close-Ups, Motion Picture, Movieland and TV Time, Photoplay, Movie World and Silver Screen.

Director Hitchcock achieves the status of a star in the pre-sell of his latest production. His CBS-TV program, “Alfred Hitchcock Presents,” will promote “North by Northwest” coast-to-coast with a 10-second clip from the film plus an announcement about the picture. This promotion will start three weeks before the national release and continue for 10 weeks. MGM points out that exhibitors will find their local CBS stations most cooperative in arranging a mutual promotion that will publicize their program and the playdates.

MGM and Mercedes-Benz, well known sports car maker, are [Continued on following page]
Creating Excitement

[Continued from preceding page]

also using Mr. Hitchcock to their mutual advantage. The promotion includes newspaper, TV and radio advertising plus additional promotions by factories and dealers. All advertising centers around Mr. Hitchcock selecting a Mercedes-Benz for use in “North by Northwest.”

Both Hitchcock and Cary Grant are featured in a tieup with Realist, Inc., of Milwaukee, makers of the famous Stereo-Realist camera. Displays plugging the camera and “North by Northwest” will appear in 1,500 photographic stores throughout the U.S. Each display credits the picture and features large portraits of Grant and Hitchcock.

As if this was not enough activity for Mr. Hitchcock, he has also prepared an unusual radio transcription in which he is caught by the interviewer as he tries to capture Eva Marie Saint’s scream on film.

Since “North by Northwest” deals with a 2,000-mile chase across the face of the American continent, it is a natural for local tieups with hotels, railroads, airlines and buses.

Famous hotels seen in the picture include the Plaza, New York; the Ambassador-East, Chicago, and the Sheraton-Johnston, Rapid City, S.D.

MGM thinks so highly of the exploitation possibilities of “North by Northwest” that it is conducting a giant theatre manager contest on behalf of the picture. Two sets of cash prizes, each beginning with a top award of $500, will be presented for the best campaigns by managers, one set for large and one for small situations. A committee of judges composed of representatives of the trade papers and MGM will make the final selections. The contest closes December 31, 1959.
Loew's Theatres Looks
North by Northwest

By ERNEST EMERLING
Vice-president, Loew's Theatres, Inc.

EVEN after you've seen a picture at a screening or a special preview, it's a pretty risky business trying to predict what it will do at the box office. The film industry woods are littered with the sawed-off tree-limbs of myriad prophets who have seen fit to clamber far out in their praise of this or that production. Once in a very great while, though, you get that solid, blue-chip feeling about a coming attraction—before a screening, even before a cast has been picked. Such is the case with respect to MGM's Alfred Hitchcock production, "North By Northwest."

As to the local level exploitation of "North By Northwest," we expect that Loew's Theatres' managers are going to toddle off with a sizeable hunk of that $2,300.00 in campaign prize money. Wherever a distributor has been astute enough to ante up prize cash for best campaigns, we've found that the number and quality of local campaigns has doubled and tripled. This is good business.

The hotel and railroad information listed in the MGM press book under Exploitation suggest possibly a national contest, the prizes in which would be vacation trips for two to Mt. Rushmore, with travel by rail and maybe stops in the same hotels used by Cary Grant and Miss Saint. To make it a little different, we'll probably make this a newspaper contest in which a series of cuts from the production stills would be published with a true-or-false question box, or perhaps a line of dialogue to be filled in, based on the action shown in the particular still.

At Loew's Theatres, we have always found news-stand tack cards an effective way of cashing in on magazine slants. In this case, cards will tie in Hitchcock's Mystery Magazine with "North By Northwest" at Loew's.

The Hitchcock recording of "Music To Be Murdered By" (Imperial Records) will doubtless suggest a record-store and theatre tie-up in which the store will set up a window advertising the film at Loew's, and the theatre will put in a lobby display consisting of "North By Northwest" setpiece behind which a hidden record player plays the actual record. In addition, co-op ads featuring the record and plugging the picture will be planted in many situations, and presents of the record to dj's and TV personalities by a spooky-sexy beauty will be arranged. We will also do a general release thru our Movie Memo (mailed twice a month to movie critics around the country) dealing with the new 'sick' culture—ie; sick jokes, greeting cards, gifts, etc.

For the critics and disc jockeys we'll get a novelty house to make us a few hundred giveaway compasses—with the dials shifted so that the red, North indicator always points to NNW instead of magnetic north. An appropriate message to accompany the item: "Are you lost for something to do tonight? See MGM's "North By Northwest."

Aside from conventional uses as a lobby piece, we think the 40 x 60 action poster will make an awfully good backing for a downtown book store window—plugging mystery stories.

The Mercedes-Benz tie-up is one that will be a great asset in all sizeable towns. We shall ask our men to try to get Cary Grant cutouts mounted in the driver's seat in all show room models. In some situations, we may even permit the dealer to put a model in the lobby, with a sign proclaiming: This is the car in which Cary Grant has an exciting adventure in "North By Northwest." We'll also attempt to get Mercedes-Benz dealers to take ads telling how Hitchcock demanded a particular color scheme for the car used in the picture—and how the order was filled. An opening night stunt could he the arrival of a 'Miss North By Northwest'—local bathing beauty—in a Mercedes ... or the use of the cards to transport critics or dj's to the theatre.

On the Stereo-Realist promotion, Loew's will try to arrange photo contest with a newspaper in which the prizes would be Stereo-Realist equipment—possibly 'My Favorite Vacation' snapshot contest. Also might use a candid cameraman with a Stereo camera shooting pix of downtown strollers. Heads circled in groups to receive free admission, and a display with built in viewer placed out front of theatre—asking people to see if their photo is used.
Motion Picture Daily

Monday, July 6, 1965

Magna Continuing Roadshows

(Continued from page 1)

brought against the Guild and the majors by four individual musicians who did not want to join the Guild. In both cases, the Guild position was opposed by the American Federation of Musicians. A.F.M. contended the musicians were not strictly employees of the independent producers and that there certainly was no appropriate bargaining unit of the irregular character of the work. The board panel found, however, that the independent producers did in fact employ the musicians and that appropriate units could be set up.

It said one unit should consist of all musicians employed by members of the Independent Motion Picture Producers Association, or their successors. Another unit should consist of musicians working for companies which were formerly members of the Society of Independent Motion Picture Producers or its successors. It said RKO Pictures and Samuel Goldwyn Productions should each form a separate unit.

Elections Ordered

The panel directed elections in these units within 30 days, with eligibility for all musicians employed in any of the appropriate units for two or more days during the preceding year.

In the other case, the N.L.R.B. general counsel’s office sustained unfair labor practice charges against the Association of Motion Picture Producers and the Guild for insisting on Guild membership for four individual musicians. All four were A.F.M. members, the complaint charged, and the attempt to expel them was retaliation of their charges. The general counsel had found that the individuals did not have to join the Guild because, with the exception shop contract called for membership within 30 days of employment, each separate call for work constituted a separate “employment” and “employment” under this approach never lasted long enough to require Guild membership.

Rejected by Marx

But trial examiner Herman Marx rejected this argument and dismissed the charges. He found that the employment was in fact continuing one, and that the employer had never told them to join within 30 days from the first call if they were continuing to work for the company.

Manning Named V-P

Edgar A. Manning, Jr., has been named a vice-president of Bankers Trust Company’s Amusement Industries Group, it was announced by William H. Moore, chairman of the board. Manning began his career with Bankers Trust Company in 1945 doing general credit and loan work. He was elected an assistant treasurer in 1947, assistant secretary-treasurer in 1950, and in 1958 was named V-P of the Amusement Industries Group.

Chatterley Booked Here

The French film, “Lady Chatterley’s Lover,” the banning of which in New York State was overturned last week by the U. S. Supreme Court, will open at the Little Carnegie Theatre here Friday. It is a Kingsley International release.

Disney Claims No ABC Financial Obligations

Roy Disney, president of Walt Disney Productions said at a press conference at the weekend that he believed his company has no financial obligations to the American Broadcasting Company. The N.L.R.B. had cleared a charge issued by the ABC against Disney for certain financial obligations to the network.

Walt Disney Productions filed an amended request last week that ABC in Federal District Court in New York asserting that the network has illegally attempted to prevent two Walt Disney television programs, “Zorro” and “Mickey Mouse Club,” from being televised next fall.

“We do not believe we owe ABC any monies under our agreements,” Disney affirmed.

Offer Made For Disneyland

Disney further stated that his company has held within the past few months a firm offer to buy ABC stock interest in Disneyland Park in Anaheim, California, for more than $5,000,000 in which ABC had invested $3,000,000 dollars.

Mullin Renamed

(Continued from page 1)

in January, was elected a vice-president of Allied Theatres and was named a director of the organization. Other vice-presidents elected were Samuel Piniski, president, and Edward S. Canter, vice-president of American Theatres Corp; Ben Domingo of the Keith Memorial Theatre, Harry Feinstein of Stanley Warner Theatres; and William Elder, Northeast division manager of Loew’s Theatres, Inc.

Penn. Censor Bill

(Continued from page 1)

provisions of the state penal code prohibiting exhibitions of a “lascivious, sacrilegious, obscene, indecent or immoral nature.” The decision struck down a vote of 5-2 the statute’s ordinances had been relying on since 1956 when the state supreme court killed the state film censorship law. The new censor bill awaiting house action seeks to avoid the ban on prior censorship by permitting the censor board to ask for prints of a picture for inspection after it has had its public opening. The board would have the power to cut the film, ban it or rate it as adult. The burden of proof that a picture is not obscene would be shifted to the exhibitor. The state supreme court ruling last week came as the result of the conviction of a theatre exhibitor for violating the obscenity section of the penal code in showing a burlesque film. He is Martin Blumenstein, manager of a drive-in theatre at Scranton, who spent 60 days in prison three months imprisonment and a $200 fine which had been upheld on previous appeal by the state superior court.

Name Committee

(Continued from page 1)

Fox; James R. Velde, United Artists; James E. Perkins, Paramount International Films; Bernard E. Zeeman, Columbia International. The committee is expected to hold a meeting in the next few days.

Disney and British

(Continued from page 1)

Present allocation forms give the British eight licenses and Disney, five. A BFPA spokesman said the partnership with Disney is greatly to the advantage of British films in that territory and a “fine example of Anglo-American cooperation.”
Golden Urges Their Use
Says Festivals Aid in Finding Quality Films

Sees Foreign Product as Vital to U.S. Exhibitors

By MARTIN QUIGLEY, JR.
OLD POINT COMFORT, Va., July 6—Exhibitors can use international film festivals to spot potentially profitable foreign films, Commerce Department film chief Nathan D. Golden declared.

"The better films shown at festivals are helping to fill a void caused by the shortage of films in the U. S. market," Golden stated. "And exhibitors attending film festivals (Continued on page 6)

'Trail' Bow Tied-In
With Oregon Centennial

Twentieth Century-Fox's "The Oregon Trail" will have its world premiere in Portland, Ore., Aug. 12, to coincide with festivities and celebration activities of the Oregon Centennial, commemorating the 100th anniversary of the admission of the state to the Union. This and plans (Continued on page 5)

Md. Censors Grant License to 'Chatterley'

Special to THE DAILY
BALTIMORE, July 6—A license for showing the uncut version of Lady Chatterley's Lover was granted today by the Maryland State Board of Motion Picture Censors. When the film was originally submitted to the (Continued on page 5)

TELEVISION TODAY—page 6

UA Domestic Billings Set New Record for Single Week in Company History—$3,853,000

United Artists' domestic gross billings of $3,853,000 for the week ending Saturday, July 4, is the largest for a single week in the company's 40-year history, it was announced by William J. Heineman, vice-president in charge of distribution. He said the total represents an increase of more than $1,400,000 over the company's previous high in gross billings for a single week of $2,437,000, registered during the corresponding week in 1958.

The UA sales chief reported that the huge week's billings reflected the tremendous grossing ability of current United Artists releases in playdate situations across the country and he cited the box-office performance of such attractions as "Some Like It Hot," "The Horse Soldiers," "Around the World in 80 Days," "A Hole in the Head," "Pork Chop Hill" and "Shake Hands with the Devil."

'U' to Hold Sales Meeting in Chicago

Universal Pictures will hold a three-day sales executives' conference at the Hotel Drake in Chicago starting Wednesday, July 15, to map release plans for the coming months, it was announced here by Henry H. Martin, Universal general sales manager, who will preside. Milton R. Rockfeld, president of Universal, will participate in the sessions.

Distribution plans to be set include those on "Pillow Talk," "Operation (Continued on page 6)

Judge to View Film in Preminger Vs. Chicago

Special to THE DAILY
CHICAGO, July 6—Federal Judge Julius H. Miler will attend a private screening tomorrow of the film "Anatomy of a Murder" before ruling on a suit seeking to enjoin the City of Chicago from banning showing of the film here. Judge Miler agreed to attend the screening at a hearing today which was attended by Otto Preminger, producer-director of the picture.

The suit was filed last week after a police censorship board said the film was obscene and refused it a license; (Continued on page 5)

Pacific Drive-in Buys
19-Unit Hawaii Circuit

From THE DAILY Bureau
HOLLYWOOD, July 6—Pacific Drive-in Theatres Corp. has acquired the Consolidated Amusement Co., Ltd., circuit of 19 theatres in the Hawaiian Islands, giving PTD complete control of theatres in that area.

The deal was consummated with Hawaii Development Corp., which purchased the circuit last March for a reported price of $5,000,000. PTD bought controlling interest in the Hawaiian Royal Amusement circuit of 10 houses several years ago.

Para. to Promote Films At Fashion Show Series

From THE DAILY Bureau
HOLLYWOOD, July 6—Paramount Pictures will publicize forthcoming releases through a series of fashion shows at national conventions this summer and fall. It is estimated that more than 100,000 women from all (Continued on page 5)

Big Fourth of July Holiday Boosts Grosses Here, Everywhere

Rest of Country Joins with B'way in General Upbeat

By WARREN G. HARRIS
Boxoffice fireworks were the order of the Fourth of July holiday weekend, according to reports received here yesterday. They were ignited at theatres throughout the country by such pictures as "Anatomy of a Murder," "South Pacific," "The Horse Soldiers," "The Five Pennies," "The Nun's Story," "Say One for Me," "The Mysterians" and "The Mummy," among others.

It was not a new story to Broadway, which had felt the pulse of the summer up-beat several weeks before the rest of the country. Although the majority of Broadway theatres were on hold-overs, most of them were (Continued on page 5)
PERSONAL MENTION

SAMUEL GOLDWYN will leave here today for Chicago for three days of promotional activity in behalf of his "Porgy and Bess." He is scheduled to attend a dinner given by Chicago theatres in his honor later today.

HERBERT L. GOLDEN, president of United Artists Television, and Bruce Eells, executive vice-president, have arrived in Toronto for advertising and promotion conferences with producers of "Hudson's Bay," now being filmed in Canada.

BARNETT GLASSMAN, president of Pathe News, will leave here next Monday for Europe.

BOB HOPE will leave New York for London today via B.O.A.C.

WILLIAM TWIG, Warner Brothers branch manager in Cleveland, has become a grandfather with the birth of a boy to his daughter, Mrs. JANINE WARSHIP.

ALLEN M. WIDEM, film editor of the Hartford Times, has returned home from Washington.

FRED ANGEL will return to New York from London today via B.O.A.C.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI-6-4000
AUDREY HEPBURN in FRED ZINNEMANN'S Production of
"THE NUN'S STORY" • A NEW BOX OFFICE RECORD IN TECHNICOLOR®
and SUA NEW STATE SPECIAL "BRONZE"

SOME LIKE IT HOT!
But it's always real cool at the Berkley!
Well, the Berkley, you know, it's always a good time to cool off.

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ONE HOUR FROM NEW YORK BY TURNPIKE & PARWAY In New York City, call WORTH 4-0188

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ABC Vending Corporation Celebrating 35th Birthday

ABC Vending Corp., together with its predecessor companies, this month will celebrate the 35th anniversary of its founding, since which time the company has achieved diversification from theatre food concessions to automatic vending installations in several other fields.

Today's ABC Vending Corp. represents unity of activity with Berlo Vending Corp. of Philadelphia and Confection Cabinet Corp. of Chicago.

McLendon Forms Own Distribution Company

SPECIAL to THE DAILY

DALLAS, July 6.—McLendon Radio Pictures, Dallas film company which just premiered its first two feature films here, will set up its own company to handle distribution of this as well as forthcoming product, it was announced by Gordon B. McLendon, president. "The Killer Shrews" and "The Giant Gila Monster" grossed a big $20,010 at the Majestic Theatre and an unusual $7,587 at the Palace Theatre, making a total run of their world premiere engagements.

In addition, 11 theatres in smaller theatres surrounding the premiere area recorded similar box office grosses.

Signing Up Exchanges

McLendon said that McLendon Radio Pictures Distributing Company field forces were already signing contracts with film exchanges throughout the country for summer play-dates for the double bill. Other product is being sought for release. The new company will further handle nationwide distribution of "My Dog, Buddy," third McLendon-made feature, already completed and scheduled for Thanksgiving release.

Castle Will Make Tour

Producer-director William Castle will take to the road to make a series of personal appearances on behalf of "The Tingler" in four key-city pre-release situations. Castle recently completed the picture, as his initial William Castle and Associates production for Columbia Pictures release. Castle will begin his "live trailer" appearances July 30 at the Broadway Capitol Theatre in Detroit. Other cities include Boston, Atlanta, and San Francisco.

Oakley Stafford, 53

HARTFORD, July 6—Oakley Stafford, 53, for the past 20 years amusement columnist and film critic for the Hartford Times, local morning daily, died at Hartford Hospital following a brief illness.

‘Bat’ Returns

(Continued from page 1)

ized version written by the experienced screen mystery playwright, Crane Wilbur, and starring those com- petent performers, Vincent Price, Agnes Moorehead and John Gavin.

And returning to a new chapter of motion pictures, it is such well known industry names as Liberty Pictures, C. J. Teplin and Sam Dembow, Jr.

Tevlin bought the Liberty name several years ago. It was the Frank Copra company of the early 1940s. Tevlin, who has been active in the industry since 1917, was head of HBO Theatres, which passed on to him are all the separate functions for five years up to the time Hudson managed the company in 1955. He parted with Hudson two years ago.

Dembow a Real Veteran

Tevlin conceived the idea of producing a modernized version of "The Bat." He found an association with Dembow and reactivated the Liberty name. The names began preparations. Dembow, his Eastern mentor, also is widely experienced in all branches of the industry, and has been identified since 1913. Of late, he has been a producers’ representative here, operating as the Producers Service Co., of which he is president.

Tevlin is a producer, Leonard Goldenson, head of American Broadcast- ing-Paramount Theatres, which had just discontinued its own production facilities. In connection, Tevlin will agree to provide financing, which is compatible, of course, with ABP’s recently announced policy of encouraging independent production by making financing available to promising properties.

Although in the course of the years Tevlin has supervised scores of productions in the "Bat" series, it is his first strictly independently-produced film. By virtue of careful planning and advance preparation, Tevlin brought it in under budget and ahead of schedule.

Feeling the Film 'Can't Miss'

Associate Dembow is guardedly happy. As a veteran showman he knows Liberty has a valuable property. And looking over the cost sheets, he knows as well that "The Bat" is a shoo-in.

Allied Artists, no stranger to the handling of mystery-terror attractions, will distribute in the U.S., Canada and England. Tevlin, Dembow and Goldenson are said to have a world-wide production rights for the rest of the world.

So confident of success is the new production combine, Dembow says, that in "Bat," most productions are under consideration now. Arrangements have not progressed far enough to permit naming titles, but both will be modernized versions of stage classics of the same popular scale as "The Bat," Dembow says.
'Heroes? After this...you'll get your medals in hell!'
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VAN HEFLIN • TAB HUNTER
in the
WILLIAM GOETZ
Production of
THEY CAME TO CORDURA
co-starring
RICHARD CONTE • MICHAEL CALLAN
DICK YORK
Directed by
ROBERT ROSEN
A GOETZ-BARODA
PRODUCTION
From the Novel by
GLENDON SWARTHOUT
Screenplay by
IVAN MOFFAT, ROBERT ROSEN
CINEMASCOPE
In EASTMAN
COLOR
Holiday Big Boost to Grosses

(Continued from page 1)

maintaining the momentum of fast openings.

"Anatomy of a Murder," one of the few openings of last week, was "outstanding" in the first four days, which included the weekend, at the Criterion and Plaza Theatres. The Columbia release grossed $39,540 at the Cri-
terion and $35,750 at the Plaza, for a combined take of more than $55,000. Only the long running time of the Otto Preminger film was reported to have held it from reaching an even higher figure.

Strong Out of Town

"Anatomy of a Murder" was also reported to be doing strong business in its initial out of town openings. At the Warner Beverly in Los Angeles, the picture took $17,000 in four days, and $10,050 in the same period at the United Artists Theatre, Detroit.

Columbia's "Middle of the Night," a hold-over at the Forum and Trans-Lux 32nd Street theatres, also turned in "fancy grosses." Friday through Sunday, the drama played to an $8,- 700 gross at the Forum and a $6,644 gross at the 32nd St. The picture was also reported to have had a "very big" fourth day opening at the Play-
house Theatre in Washington, D. C., where it earned $8,500.

United Artists' "The Horse Soldiers" grossed a "huge" $22,284 over the Fourth of July weekend at the Astor Theatre. Continuing its remarkable performance at the new Loew's State Theatre, U. A.'s "Some Like It Hot" pulled up a $32,914 gross for its 14th week, which included the holiday weekend.

'Nun's Story' Popular

Warner Bros. "The Nun's Story" turned in a "very good" weekend at Radio City Music Hall, according to president Russell W. Downey. Thurs-
day through Sunday, the Fred Zinne-
mann production grossed $104,000, and should turn in a $175,000 third week. Downey said: "Our picture had three pictures going for it in the metropolitan area over the holiday weekend. "The Diary of Anne Frank" grossed $20,000 in three days at the RKO Palace, where it switched to a continuous run pol-
icy last week. "Say One for Me" did $24,000 Friday through Sunday at the Paramount Theatre, termed "very good. "South Pacific," in its 35mm version at 10 neighborhood theatres, grossed $110,000 for the three-day weekend. It was pointed out that these three pictures will gross an estimated $200,- 000 for the second week, ending to-
ight.

'Mysteries' in 96 Houses

Ninety-six theatres in the metropolitan area showing M-G-M's "The Mysteries" will have grossed in excess of $300,000 by the close of a week's engagement tonight, it was re-
ported. Benefitting from an extensive saturation campaign on local televisi-
on, the picture was said to be es-
tablished strong on matinees. M-G-
M has another potential winner in Alfred Hitchcock's "North by Northwest,"

which set a new record for the company at the United Artists Theatre, Chicago. In five days, the picture grossed $34,000, with $50,000 esti-

cated for the fifth day.

Universal - International's "This Earth Is Mine," together with a stage show headed by Gretna Wyler, grossed $33,500 of the weekend at the Roxy Theatre. This marked the first three days of the second week. In its first week, the picture grossed $66,000. According to reliable reports, Universal is employing the "chiller" business with "The Mummy," which opened "very strong" late last week at the Paramount in Atlanta.

Danny Kaye's "The Five Pennies," holding over at the Capital Theatre here, will gross an "excellent" $42,- 000 in its third week, which includes the holiday weekend. The Paramount picture was also reported to be doing strong out-of-town business.

It racked up a record - breaking $23,575 in its first week at the Es-
quire, Chicago, and followed with $13,029 for the first three days of the second week. At the Imperial, Town-
to, the picture set an all-time opening day mark of $5,576, and held that pace for the first five days for a mark of $10,572, the best record so far of any picture in the past five years. Top grossing results in the first weeks at the Paramount, Boston, and at the Valley Cincinnati, sent the film into extended holders at both houses.

S.E.C. Reports Decca

Buy of 'U' Common

From THE DAILY Bureau
WASHINGTON, July 6-Decca
Records bought another 21,000 shares of Universal Pictures Company com-
mon stock in May, boosting its hold-
ings to 200,000 shares, according to a Securities and Exchange Commis-
sion report.

The report covered trading in film company stocks by officers, directors, and large stockholders. Most trans-
sactions were made in May.

The report revealed that Sol A. Schwartz in April had exchanged his entire 23,000 shares of List Industries Corp. common stock for stock of the Glen Alden Corp, in the merger af-
tecting those two companies.

Five officers of 20th Century-Fox increased their stock holdings in May.

Joseph M. Medsker exercised a stock option for 10,000 shares, mak-
ing a total holding of 10,600 shares. Donald A. Henderson acquired 2,000 through a stock option for a total of 6,610. Francis T. Kelly and C. Elwood McCarthy each acquired 1,375 shares through stock options, their total holding. J. B. Codd acquired 1,250 shares for a total of 1,850.

Jack L. Warner bought 11,000 shares of Warner Brothers Pictures common stock at $26.12 a share under an op-
tion given in March, 1957. He was left with 227,431 shares. Benjamin Kal-
menson acquired 10,000, his total hold-
ing.

* "blue denim"

"Oregon Trail"

(Continued from page 1)

for a 150-theatre saturation opening of the CinemaScope-De Luxe color attrac-
tion, were announced yesterday by Alex Harrison, 20th general sales man-
ger.

Following the opening in Portland, according to Harrison, "Oregon Trail," will play theatres throughout the area over which the old Oregon trail of the 1800's ran. The Salt Lake, Den-
ver, Kansas City and Omaha branches will be the focal point of the satura-
tion.

At the premiere, Governor Mark O. Hatfield will personally greet star Fred MacMurray, Nina Shipman and William Bishop along with producer Richard Einfeld and director Gene Fow ler, Jr. Other celebrities in at-
tendance will be Senators Wayne Morse and Richard Neuberger.

Judge to View Film

(Continued from page 1)

this action was upheld by Mayor Richard J. Daley and Police Commissi-
sioner Timothy J. O'Connor.

In the suit it is contended that the Chicago ban is a violation of the Consti-
tution in being an abridgment of freedom of speech and a depriva-
tion of property without due process of law.
Who's Where

Appointments of Stefan A. Meyer to the newly-created post of director of program services, NBC Participating Programs, was announced by Jerry A. Danzig, vice-president, NBC Participating Programs.

Harvey Chertok has been named manager of the merchandising department for National Telefilm Associates, Inc. Chertok succeeds Irving Liechtenstein, who recently was named station manager for WNTA AM-FM, NTA's owned and operated radio stations in Newark, N. J. Chertok joined NTA in January 1956 as liaison man for the research and promotion department.

Jim Phillips has joined the staff of William T. Orr, Warner Bros. television executive producer. Phillips will act as general assistant to Orr and his executive assistant, Hugh Benson.

Appointments of David Aubrey, as an NBC-TV network salesman in the Detroit area, effective Aug. 1, was announced by Don Durgin, vice-president, NBC Television network sales. Aubrey will report to Walter Gross, NBC Television Network sales manager in the Detroit area.

Rhoden Rites

(Continued from page 1)

ities about six weeks ago, he, with a brother, Clark Rhoden, founded Premier Productions, a television film concern.

He was also president of Imperial Productions, a motion picture producing company, among whose releases was "The Delinquents."

NT Dividend Set

LOS ANGELES, July 6.—The board of directors of National Theatres, Inc., has declared a quarterly dividend of 12 and one-half cents per share on the outstanding common stock of the corporation. The dividend is payable July 30 to stockholders of record at the close of business on July 16.

Jan.-May Net Billings

Top $260,000,000

Network television gross time billings topped $260,000,000 in the first five months of 1959, an increase of 9 per cent over last year, Norman E. Cash, president of the Television Bureau of Advertising, reported. Billings for ABC, CBS and NBC during May 1959 exceeded $50,000,000 for the third month in a row. May billings totaled $238,053,537, up 8.7 per cent over the same month a year ago.

The network figures are compiled by leading national advertisers-broadcast advertiser reports.

Premiere Films Sets 3

Foreign Pictures on TV

Marshall Schacker's Premiere Films, representing European producers has just placed three European productions with television distributors of feature films. Two of these have never been released to theatres here—"The Girl and the Pollo," starring Diana Dors and Vittorio Gassman, placed with Metallion Pictures; and "Forelle," starring Mel Ferrer and Edouard Diannelli, set with UMP. The third feature, "Too Bad She's Bad," starring Sophia Loren and Vittorio De Sica, has been taken off the critical release here, and has now been placed with United Artists Television.

Heavy Ad Drive Backs

'Imitation,' Subsequent

An extensive and unusual newspaper ad campaign, planned and executed by Universal and RKO Theatres, launched U-'s "Imitation of Life" subsequent run on the RKO circuit yesterday. Early reports indicated very strong matinee business for the picture which made records on its first runs last month.

The campaign, planned by Charles Simonelli, and John Livingston of Universal and Harry Mandel of RKO Theatres, featured four different ads in "The Journal American" a run-off-paper ad, on page 3, included the standard ad nut in the center surrounded by stills from the picture for a full page. In the World Telegram there was a regular ad on the amusement page plus a specially prepared ad addressed to women readers adjacent to the Ann Landers column on the women's page. The Mirror and the Post carried full page ads, a sub-headline line of which was "It's a four-handkerchief picture."

In addition to the ad campaign, Fannie Hurst, author of the novel on which the picture is based, appeared at the RKO radio day. Early reports indicated that Fordham to autograph copies of the book. Last night she and Borough President Hulan Jack took part in special ceremonies at the reopening of the Regent theater.

U Sales Meet

(Continued from page 1)

Petticoat, "Spartacus," "The Snow Queen" and "Sapphire."

Attending from New York along with Martin will be F. J. A. McCarth, assistant general sales manager, and James J. Jordan, circuit sales manager. Regional sales managers participating will be Joseph Roche from New York; Barney Rose from San Francisco; P. F. Rosian from Cleveland and R. N. Wilkinson from Dallas.

Jeff Livingston, Eastern advertising manager, will represent the advertising and publicity department.

Festivals Aid

(Continued from page 1)

are quick to size up new and unusual films, to note audience and press reaction to them, and otherwise prepare themselves to procure popular and profitable programs for their particular market.

Golden, who was recently U.S. delegate to the Cannes film festival and was to represent the studio in that capacity to the previous one, made the remarks in speech prepared for delivery tomorrow in row to the convention of the Motion Picture Owners of America in the Chamber of Commerce hotel.

The Commerce Department said some 500 journalists from all over the world cover the average film festival, and their reports can stimulate the box office potential of films. Film festivals also help publicize new stars and films that he added. But most important, he said, the festivals function as an international institution, which "the world film industry needs in a big way.

Producers Helped

Producers have an obviously equally great stake in festivals, Golden said. Pointing out the dependence of U.S. producers on the foreign market Golden declared that "we maintain to improve our position, it is incumbent upon the American industry to continue its festival participation."

"To send anything but the finest films and other attractive films to such a gold mine of world-wide publicity would be shortsighted," he said.

Golden urged a rebirth of industry showmanship to lure people back into motion picture theatres. Many, he argued, "will have more money to spend and more leisure time. This will want entertainment and we will have to pay for it. Creative selling of the theatre field will require the kind of thinking that gets inside the potential customers and the customer's companion and asks and answers this question: 'What is it that only theatre will give me or give me better than I can get elsewhere?''

Boon in New Post

ROCHESTER, N.Y., July 6—Joseph L. Boon, associate director of apparatus research and development for the apparatus and optical division of the Eastman Kodak Company, has been appointed an administrative assistant to the general manager of the company, succeeded by William S. Vaughan, vice-president and general manager. In his new position Boon will maintain liaison with certain classified military projects with which the company is engaged.

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A Complete Line of Professional Cinemurals
**Necessity of Annual Promotion Fund Is Stressed at Virginia Convention**

By MARTIN QUIGLEY, JR.

OLD POINT COMFORT, Va., July 7—The necessity of theatres having an annual budget for promotion and of planning each campaign in advance were points stressed at an advertising-promotion panel at the opening business session of the convention of the Virginia Motion Picture Theatre Ass’n, here today. Meetings are being held at the Chamberlin Hotel here.

Panelists participating in the discussion included Harvey Hudson, manager WLEE-WABC, Richmond; William Dietz, WWVE-TV, NBC, Hampton; Duff Clever, WGH-ABC, Hampton; (Continued on page 5)

**Fox to Release Film On Seaway Project**

“Royal River,” a documentary film dealing with the current visit of Queen Elizabeth II and Prince Philip to Canada and the United States, in conjunction with the opening of the St. Lawrence Seaway project, will be produced by the National Film Board of Canada and distributed on a worldwide basis by 20th Century-Fox. This was announced jointly yesterday by Guy Roberge, chairman of the National Film Board, Alex Harrison, 20th general sales manager, and Emanuel (Continued on page 2)

**NTA Will Move Home Offices to West Coast**

The home office of National Telefilm Associates, Inc., will be moved to Beverly Hills, Calif., on Oct. 1, 1959, it was announced yesterday by Ely A. Landau, chairman of the board. The new NTA West Coast offices will be consolidated with those of National Theatres, Inc., which acquires (Continued on page 4)

**FCC Doubts It Has Rein On Wired Pay-TV Tests**

From THE DAILY Bureau

WASHINGTON, July 7—The Federal Communications Commission has raised serious questions about the advisability of a House bill to require the FCC to regulate wired pay-television tests.

The FCC doesn’t flinch at the proposal (Continued on page 4)

**Average TV Station Shows 6 to 10 Feature Films Weekly, Survey Shows**

The average television station in the U.S. presents from six to ten feature films a week, but some stations show as many as 45 films in that period. This was revealed in a new study of the pattern of feature films usage by TV stations just completed by NTA International.

Harold Goldman, president, said the survey also showed that in terms of hours devoted to feature film telecasts per week the greatest number of stations aired features from 10 to 20 hours a week. The highest total of air time allotted to features was reported by three stations which said they carried features from 50 to 70 hours weekly.

A total of 300 stations, or 54.2 percent of the U.S.’s 554 stations, responded to the NTA International questionnaire. Stations responding represented not only more than half of all these on the air in the V.S., but covered every market situation, from seven station markets to one station markets.

A sharp difference in feature film use between independent stations and (Continued on page 4)

**Steady Flow**

MGM Slates 44 Pictures Into 1960

**Siegel Says Studio Will Maintain High Activity**

From THE DAILY Bureau

HOLLYWOOD, July 7—With 18 major story properties in preparation, three to be assigned shortly, seven to start during the next three months, three completed last week and two currently filming, MGM’s forthcoming production program has been scheduled to maintain a consistently high level of activity through the balance of 1959 and into 1960, it was announced by studio head Sol C. Siegel.

In addition, 11 films have been set for release, including the spectacular “Ben-Hur,” which will world premiere this fall at Loew’s State Theatre in New York. Other definite roadshow engagements to date are set for Los Angeles and Boston.

This brings the total of pictures projected and completed to 44, as (Continued on page 2)

**Ferguson Dies; Former MGM Exploitation Head**

Special to THE DAILY

WELLS, Me., July 7—William R. Ferguson, who was in charge of exploitation for M-G-M for 30 years before his retirement in 1950, died here yesterday of a cerebral hemorrhage.

Funeral services will be held Thursday at the Lucas Funeral Parlor in (Continued on page 4)

**Cleveland Officials Approve ‘Anatomy’**

Special to THE DAILY

CLEVELAND, July 7—Three city officials after screening “Anatomy of a Murder” found no objection to the picture, which opens July 15 at the Allen Theatre. Safety director John W. McCormick, police chief Frank W. Story and chief public prosecutor Bernard J. Conway agreed the dialogue was used “matter of factly and not obscenely.”
MGM Schedules 44 Into 1960

(Continued from page 1)

suring MGM a steady flow of important product well into next year, Siegel said.


Pictures completed last week are "Home from the Hill," "The Time Machine," and "The Last Voyage." Before the cameras are "Never So Few" and "The Wreck of the Mary Deare."

LONG DISTANCE FLASH FROM
DAVID WALLERSTEIN, PRESIDENT,
BALABAN & KATZ, CHICAGO:

"'North By Northwest' topped every M-G-M record against the greatest outdoor competition in Chicago history — 2 million people at lake front, 14 battleships, fireworks display, the Queen’s arrival, perfect week-end weather. It takes a real blockbuster to set an all-time mark against such odds. Congratulations, M-G-M!"

AS PREDICTED BY TRADE PRESS:
"Will make nothing but money,"—M. P.
"Top stars... Top b.o."—VARIETY
"Master hand of Hitchcock. Solid grosses,"—FILM
"Smash box-office. Hair-raising climax,"—BOXOFFICE
"Grand! Will have the audience on the edge of seat or enjoying hearty laugh."—M. P. HERALD
"Certain of success,"—M. P. DAILY
"One of top boxoffice entries of the summer."—FILM BULLETIN
"The suspense-master’s best effort in years."—INDEPENDENT FILM JOURNAL
FCC Doubts

(Continued from page 1)

bill, sponsored by House Commerce Committee chairman Harris (D., Ark.), which, if enacted, would effect a curtailment in the broadcast license to the extent of several years for the fishing trip to Newfoundland and he'll have to take a larger apartment to hold the new picture since his companions on the trip include Roy Howard, chairman of the board of the Scripps-Howard chain, Jack Howard, president, Mint Thomason, exec. v.p. of U.P., International, and Mark Ferree, gen. mgr. of Scripps-Howard ... Lee Allen, production manager at WNTA, Newark, will add several newscast and deepay programs to his personal roundabout Perry Como to mention just a few. Fess Parker dropped by last week to visit his old pal, Phil McLean, during his WJW-TV (Cleveland) teen-party program and stopped the show when he warbled his new Cascade platter of "Strong Man." Walt Maskey later told us that this spontaneous reception was easily one of the most enthusiastic he'd ever witnessed ... Composer-producer Julie Styne of "Gypsy" will ABC with Peter Lind Hayes and Mary Healy Friday, July 17 ... Hugh Wedlock and Howard Snyder have been signed by producer-director Bill Asher to stage at the "Fisher McGee & Molly," series which NBC-Teves off Tues. Sept. 15. Bob Sweeney and Cathy Lewis will co-star in the title roles ... Frank Sinatra's initial Times TV 'er on the ABCChannels Mon. Oct. 19 will feature as guests, Bing Crosby and Dean Martin. Frank will do Timex shows in all for the season ... 

Credit Phil Nolan, dynamic young program director at KALL, Salt Lake City with a clever stunt that payed off. On Father's Day, he awarded a watch to every man in the state of Utah who became a father that very day. Station wardred 40 watches in all and garners itself about a zillion dollars worth of good will and publicity ... Another "sweet & hot" item about Salt Lake City: Eugene Jelenick, one of radio's most talents headed his station, the S. L. Philharmonic Orchestra, has recorded "The Hot Canary" b/w "Roumanian Rhapsody" on his own Gold Leaf Records, which proves to be one of the finest "singles" we've heard in years ... Did you know that pert, pretty and popular Marilyn Gumin of Station WISN, Milwaukee, is the daughter of Joe Gumin, or pilot of the "best dixieland orchestra north of the Mason Dixon Line" ... Dennis Bell, who appeared on the "Dick ABCClark Show" last week, is thrilled because Tommey Edwards' "listens" to his show's "Jeanine" (Top Rank) in the slot (this slot may very well ring the Bell for the teen-age Dennis). ... Lee Allen, production manager at WNTA will start his own series of TV and radio newscasts next week ... Eddie Heller, MGM Album A & R chief, much excited about the way "Victory At Sea in Jazz" (by Aaron Bell) is selling ... Merv Griffin will sub for vacationing Bill Cullen on "The Price Is Right" NBC-Contests for the weeks Aug. 3 and 10 ...

Ferguson Dies

(Continued from page 1)

York, Me., with interment at Ocean- View Cemetery in Wells. Born in Gloucester, Mass., Ferguson began his career in the newspaper field, working on the Boston Herald at one time and later becoming circulation manager, advertising manager and managing editor on various papers. Later he was advertising-pub- lications manager in the New York area. In 1929 he joined M-G-M as head of exploitation and became one of the most widely known executives in the field before his retirement 30 years later.

He was president of the Association of Motion Picture Advertisers in 1934-35. He is survived by his wife, Besie.
School to Train Production Talent Urged

Virginia Meet

MPEA Backs Bill

Screen Gems

Small to Make 'Giant Killer' in 70mm for UA

Gregory Peck and Anthony Quinn, with four more players yet to be cast in important parts. Foreman thinks of them, at least, will be filled with "new faces." Alexander Mackendrick will direct the picture.

operation will be integrated into the overall Columbia studio organization. The move, effective immediately, will be gradual in its actual integration. It will bring the TV subsidiary under the same roof with the parent company.

Four major departments of Screen Gems, production, story, casting, and publicity, will first be integrated within the framework of the existing Columbia studio organization. The production department of Screen Gems will operate under the general aegis of Jack Fier, Columbia studio production manager.

Story and Casting Heads Set

The Screen Gems story department will now be under the supervision of William Fadiman, Columbia's executive story head, and Jack Fleischman, Columbia studio story editor. Screen Gems' casting will now be the responsibility of Maxwell Arrow, Columbia's talent and casting manager.

Based on the age-old legend, the picture will go into production in Hollywood in September, following two years of intensive preparation.

Wilderness" received a Golden Bear Award as the best documentary, chosen by an international jury that had seen in judgment on a total of 79 films entered in the festival, which has been in progress for the past 11 days. Top Golden Bear honor went to "The Longest Day," for the best feature film. Jean Gabin was named Best Actor for his work in "Archimede le Chabard." Top laurel as a director went to Akira Kurosawa for "The Hidden Fortress.

Hayley Mills, English actress, received a special Silver Bear Award for her portrayal in "Tiger Bay."
THE FIRST OF A SERIES OF NATIONAL MAGAZINE ADVERTISEMENTS...

(This ad will be seen in the August issue of SEVENTEEN by a readership of four million.)

the motion picture "blue denim" talks heart to heart with young America!

Listen ... to the sounds of "blue denim" ... to Janet, age 15, saying ... "Maybe I could just disappear somewhere or—just drown myself!" Listen ... to Arthur, age 16, saying ... I'm responsible and I know a way out!"

Listen ... with compassion and understanding! Don't close your eyes and pretend these things don't happen to nice kids too!

Ask yourself ... how could it happen to Janet ... so shy, so young, so very much like yourself! Where did she go wrong ... and why ... WHY ... WHY? And what about the boy ... he was really a decent kid ... ask his mother, his father, his friends!

"Blue Denim" goes into the solutions teenagers are forced to find for themselves! It is strong drama with a viewpoint.

20th Century-Fox presents "blue denim" CinemaScope

starring
CAROL LYNLEY - BRANDON DE WILDE - MACDONALD CAREY - MARSHA HUNT
Returns from Europe
Future Bright
For the 'Right'
Films: Blumofe

Provocative and Exciting
Want ed, He Says

By SAMUEL D. BERNs
HOLLYWOOD, July 8.—Great
hope for the present and the future
of the industry was voiced here today
by Robert Blumofe, vice-president of
United Artists in charge of West
coast operations, in a statement to
be traded press following his return
from a trip to England and the Contin-
ent.

Blumofe made a point of business
ling “for the right kind of pictures,”
the right kind being pic-
tures with “built-in audience appeal,”
with provocative, exciting subject mat-
ter to win the competition for “auditi-
(Continued on page 7)

Core Limits on Bill
Asking Overseas Tax

From THE DAILY Bureau
WASHINGTON, July 8—A long
sof business witnesses today at-
dressed Administration officials on
the scope of a proposed bill to
be the tax on overseas earnings.

The bill would permit deferral of
up to a year; the earnings are remitted
to a U. S., and would also tax all
reign earnings at 38 per cent in.
(Continued on page 3)

Minimum Wage Session
Blocked Again in Senate

Special to THE DAILY
WASHINGTON, July 8—An early
session of the Senate again blocked
day a Senate Labor Subcommittee
bill on minimum wage extension.
Republicans opposed to any exten-
ation of the coverage of the present
law are objecting to the subcommittee
meeting whenever possible. So far,
with objections and lack of quorum we
have cancelled four other attempts to
start on the legislation. The subcommittee
has before it proposals
include larger theatres and circuits
under the law’s coverage.

Exhibitors Urged to Push Promotion
Of Pictures in ‘Middle Category’

Special to THE DAILY

OLD POINT COMFORT, Va., July 8.—“The most important merchandising
task confronting the industry—and particularly exhibitors—is more effective pro-
motion of entertaining pictures which lack ‘blockbuster’ status,” Martin Quigley,
Jr., editor of Motion Picture Herald, told the 55th anniversary convention of the Virginia Motion Picture Thea-
tre Association at the Chamberlin Hote-

l here today.

“Any picture that happens falls into
category of a ‘Gone With the Wind’ or
to a ‘Ten Commandments,’” Quigley
said, “is not difficult to sell to the pub-
lic. Such pictures need great cam-
Continued on page 7

To View Soviet Films
Before Setting Plans

The Motion Picture Export Ass’n.
committee appointed to supervise ar-
rangements for distribution in the
U.S. of the seven Russian films pur-
chascd under the film exchange agree-
ment with that country has decided
(Continued on page 3)

Federal Judge Overturns Chicago Ban
On ‘Anatomy of a Murder; City Won’t Appeal

Special to THE DAILY

CHICAGO, July 8.—The ban placed on the film “Anatomy of a Murder” by
the City of Chicago was overruled today by Federal Judge Julius H. Miner.
The picture then opened immediately at the World Theatre here today. A
spokesman for the city administration said it was highly unlikely the city
would appeal. A police censorship board had called the film obscene and
refused it a license. Suit was then filed in Federal Court by Otto Preminger,
producer-director of the picture, seeking an injunction to force the city to
lift the ban.

Ordering a permit to be issued for exhibition of the picture today, Judge
Miner said it “would not corrupt the morals of Chicago moviegoers.” He
relied primarily on the recent U. S. Supreme Court decision on the film
“Lady Chatterley’s Lover” and said that the effect of the film “as a whole”
had to be considered.

“Do not regard this film as depicting anything that could reasonably be
termed obscene or corruptive of public morals,” he wrote, “and find that
the censorship exceeded Constitutional bounds. Taken as a whole, the film
cannot be placed in the category of the obscene or immoral because its
dominant effect does not tend to excite sexual passion or undermine public
morals.”

The Motion Picture Ass’n. of America, upon learning of the “Anatomy”
decision, issued the following statement in New York: “We consider this a
very important forward step in the industry’s fight to free itself from the
restraints of political censorship.”

Sen. Langer
Asks Early
Hearings on
‘White Paper’

Action This Session on
Allied Charges Unlikely

By J. A. OTTEN
WASHINGTON, July 8—Senator
Langer of North Dakota, top-ranking
Republican on the Senate anti-trust
subcommittee, called on the subcommit-
tee to hold early hearings on Allied
States Association’s “white paper”
charges against major distributors.

Chances are still considered slim,
however, that such hearings will be
held this session. The subcommittee
has a heavy workload and Chairman
Kefauver (D., Tenn.) is reported
reluctant to take on the assignment.
The subcommittee is currently hold-
Continued on page 2

‘Life,’ 20th-Fox Hold
‘Angel’ Conferences

Andrew Heiskell, publisher of Life
Magazine and vice-president of Time,
Inc., and Charles Einfeld, 20th Cen-
tury-Fox vice-president, yesterday
convened a series of joint advertising,
promotional and exploitation confer-
ences on behalf of the forthcoming
special section in Life which deals
with “The Blue Angel.” The opening
meeting, which took place at the Life
Continued on page 2

Florida Exhibitors
Set October Meeting

Special to THE DAILY

JACKSONVILLE, July 8—The
Motion Picture Exhibitors of Florida,
an affiliate of the Theatre Owners
of America, will hold its annual con-
vention at the Robert Meyer Hotel here
on Wednesday and Thursday, Oct. 4, 5
and 6, president Arnold
Haynes of Naples, Fla., has an-
nounced.

Arvin Rothchild of National Thea-
tre Enterprises of Jacksonville, is
chairman of the convention arrange-
ments, Haynes said, declaring that the
details of the three day program are
now being drafted.

Canadian Exhibitors
Launch Toll-TV Fight

The story of how residents of Gal-
veston and Dallas, Texas, swapped
their city council with protests
against applications for cable pay-TV
franchise is being told to Canadian
newspapers by Canadian theatre-
ners, it was reported at headquarters
of Theatre Owners of America here yest-
Continued on page 3
Asks ‘White Paper’ Hearings (Continued from page 1)

hearing on the baking industry, and has hearings scheduled on sports and drugs.

Langer said he knew that 14 Senators and 20 members of the House had written the subcommittee “concerning the plight of the independent motion picture theatre owners.” He said the subcommittee had discussed the problem “preliminarily” but had not reached a conclusion on what to do.

A frequent critic of the distributors, Langer said the 1948 Supreme Court decision in the Paramount Case “was a great decision for the country,” but that “today we find these giant movie monopolies, as alleged by the independent motion picture theatre owners, are violating the decree of the Supreme Court; and the Department of Justice is not proceeding to correct these alleged abuses.”

Langer said he had urged Keafauer to have the subcommittee “take effective action” to determine why the Justice Department has not acted on the decree violations charged by Allied. He declared he still hoped the Department would act, “although it is the subcommittee’s preliminary discussion with the Department of Justice in recent months has failed to bring any indication the Department intends to proceed in this matter.”

“I hope the Department will reconsider its position,” Langer said. “If it does not proceed, then I urge the chairman of the anti-trust subcommittee to consider such hearings as are necessary to determine whether the Department of Justice is neglecting its sworn responsibility to protect the decrees of the U.S. courts.”

Promising to have more to say on the subject from time to time, Langer put in the Congressional Record a summary of the charges made by Allied against the distributors.

'Hole' Gross $150,777 In Seven Situations

United Artists’ “A Hole in the Head” has rolled up a huge $150,777 gross in seven premiere situations this week, it was announced by William J. Heineman, vice-president in charge of distribution for the company.

Receipts include: $37,102 for the third week at the Oriental, Chicago; $17,750 for the third week at the Fox-Beverly, Los Angeles; $16,249 for the second week at the Palace, Washington. The film amassed outstanding-first-week grosses in the following key openings: $35,800 at the Loew’s State, Boston; $18,267 at the Riviera, Coral Gables; $16,343 at the Flamingo, Miami; $19,275 at the Loew’s 17th Street, Miami.

The Syncro Production is holding over in all seven engagements, Heineman reported.

Angel Contests (Continued from page 1)

offices here, concerned the joint effort which will be made by both the film company and the magazine to publicize “The Angel” and its unusual and provocative cast which will appear in August issue of Life. The sessions will continue throughout the 20th Century-Fox home offices.

Participating in the discussions, in addition to Eisenfeld and Heiskell, were 20th Century-Fox representatives: general sales manager Alex Harrison, advertising director Abe Goodman, exploitation director Rodney Bush, exploitation manager Eddie Solomon; Christy Wilbert, vice-president of the Charles Schlaffer Agency; and Life personnel: Earl Wakefield, motion picture advertising director; Bert Lange, marketing manager, and Charles Hogan, advertising services manager.

Under discussion at the meetings will be the various plans agreed upon by both Life and 20th to call attention to the ad and thereby to “The Blue Angel.” Announcements of the co-promotion will be made later this month.

Cahill to Century

As Sales Manager

Frank E. Cahill, Jr., formerly coordinator of technical activities for Warner Bros. Pictures, has joined the Century-100 Projector Corp. as sales manager.

Well-known in the industry, Cahill has served in an executive capacity in Hollywood studios, with theatre circuits and laboratories.

World Bow of Doole Held in North Carolina

Special to THE DAILY LENOIR, N.C., July 8—Col-

bria’s “The Legend of Tom Dooley” will have its world premiere tomorrow at the Center Theatre here, birthplace of the legendary Civil War ballad.

The premiere will be on the 105th birth-
day and date in nearby Hickory, N.C., and Houston, Texas, will kick off mass saturation in the Carolina territory. More than 125 prints will be used in the opening dates in this

saturation comes on the heels of a blanket promotion campaign conducted by Columbia’s exploitation department, the latter ends as the radio-TV advertising-publicity promo-
tion was a “Tom Dooley” spectacular staged tonight over WBT-Radio, 1000 watt station heard through the southeast.

‘Anatomy’ Big Here

Otto Preminger’s “Anatomy of Murder” enters the second week of dual New York engagement at the Criterion and Plaza Theatres following a big opening week of $86,000 for the two houses. Columbia release did a smash $60,000, for the first seven days at the two houses. A new record was established at the Plaza, where the film grossed $26,000 for the opening week.

The Feeling is Parmitale

Great rating at Moonstone; be-

eering at the Berkeley

Did week or week-end, its always a good time to come and relax.

Berkley Street

The News from Berkeley and the Farms

In New City, call film 3-1241

Glassman to Europe for Co-Production Talks

Barnett Glassman, president of Pathé News, Inc., has left here for Europe to meet with film prod-

in England, France, Italy, and South America, for possible co-productions. Glassman will be able to arrange with Pathé to finance either wholly or partially pictures which would then distribute in the Western Hemisphere.

First Stop to Be Rome

First stop on his three week trip will be Rome, where Glassman will see the arrangement for the premieres of his newest picture “The Lucky Lady.” He will then depart London to complete negotiations for 30 half hour color television film to be shot in England. Glassman also look into the possibility of building the company’s newsreel organization, and at least some of Pathé newsreel personnel are being, have been approached to rejoin company.

Of Better and Faster Special Trailers from dependable FILMACK

FILMACK 40 YEARS FILMACK

1827 S. Wabash Chicago 620 North Ave. New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherron Kay, Editor; James D. Ivert, Managing Editor; Richard Gertner, News Editor; Herbert V. Eirke, Advertising Manager; Gus A. Fautz, Production Manager, TELEVISION I,D. C. James, General Manager, Editorial: Pinky Berman, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager, Telephone HOLwood 7-2145, Washington, D. C.; Oscar Horn, Manager, W. S. M. Faris, Chief, with principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1720 Sixth Avenue, New York City, under the name of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Farm. Entered as second class matter Sept. 21, 1936, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Subscription rates per year, $5.00 to the Americas and $12.00 foreign.
**Soviet Films**

(Continued from page 1)

to view the pictures before holding any further discussions. The decision was made yesterday at the first meeting of the five-man committee since it was appointed last week by Eric Johnston, MPA president. The Soviet films are to start early next week. The committee will then meet further to work out details of handling the films, and is expected shortly to set a date for the premiere of the first of them sometime in September in Washington.

Members of the committee include John P. Byrne, Alex Harrison, James W. Holkham, and Bernard E. Zeeman.

'Hercules' Set Records

In First Openings

Warner Bros. release of Joseph E. Levine’s "Hercules" has had a record-smashing opening at the Pilgrim Theatre, Boston, where it grossed an all-time high for the first week of $26,115 for the first week, the company said. A total of 120 prints were used to saturate the New England area beginning July 1 for a first week of $350,000.

The Philadelphia area, during the same period, using 90 prints and bypassing first run, scored a first week gross of $230,000. Two theatres in Baltimore opened solid first week gross of $19,000. The Hippodrome drew $7,249 for first four days of second week and the Royal Theatre posted a new first week record of $11,587 and a strong $8,909 for the first four days of its second week.

Every saturation playdate throughout Philadelphia and Boston areas is holding over for additional playing time. First runs in Lincoln, Metropolitan and Ambassadors Theatres, Washington, did $43,826 for five days at Lincoln and six days at the other two houses.

**Canada Exhibitors**

(Continued from page 1)

quaint the public with the costs of pay-TV, and the probable impact upon free community television. Canadian exhibitors under the leadership of Joseph Strauss, president of the Canadian chapter of TOA, are sending their newspaper material on public reaction to pay-TV proposals in the United States.

Canadian TOA is spearheading a campaign to bring pay-TV data to the attention of Canadian residents and legislators, following the announcement by Famous Players Theatres of Canada of its intention to run a cable pay-TV test this fall in Etobicoke, a suburb of Toronto.

The initial reports on Galveston and Dallas relate how applications for cable-TV franchises were submitted to the respective city halls by syndicates of private individuals, and how the councils in both cities were swamped by protests and refused to act on the franchise requests. In Galveston, 1,400 written protests were received in a week; in Dallas the total was nearly 100,000.

**New Technical Process Now Used by Daystar**

**Electrovision Acquires Five Lippert Drive-ins**

**Coast Museum Group Slates Meet July 17**

**Score Limits**

(Continued from page 1)

stead of the going 52 percent rate. The Administration opposed completely the latter provision, and said it would support the tax deferral only if it were confined to under-developed areas and to firms getting no more than 50 per cent of their income from exporting. This would rule out film companies.

Business witnesses today urged the House Ways and Means Committee to approve the original bill. They maintained the treasury department estimates of the potential revenue loss were absurdly high, and that the proposal would stimulate U. S. investment in other countries. Motion Picture Export Association spokesmen are expected to take a similar line in testimony scheduled for tomorrow.

**New ‘Porgy' Benefit**

Tonight's performance of Samuel Goldwyn's "Porgy and Bess" at the Warner Theatre will benefit New York’s Salem Methodist Church which took over the entire house. Proceeds from the sale of tickets will be used to construct a new half-million dollar gymnasium for the Salem-Crescent Athletic Club which is run by the Methodist Church.
In the west
they do what
Easterners do...

GO FOR WESTERNS

For sheer entertainment, nothing beats
a good motion picture!

What’s more, country-wide, people
react pretty much the same. Mostly they
like Westerns. If the story is good; if the
stars are competent; if the photography
really has it, they talk and—young and
old—flock to the box office!

In other words, the better the picture
the better the box office.

That’s why close co-operation with the
Eastman Technical Service for Motion
Pictures is so important...why it pays
to tap Eastman’s background of experi-
ence—to check up on questions of film
choice, production, processing. Offices
at strategic locations. Inquiries invited.

It's what's on the screen...and what people
say about it...that counts
The Rabbit Trap
Canon-United Artists

ERNEST BORGnine, who won a 1955 Academy Award for his delineation of a Bronx butcher in “Marty,” is again an average Joe in this pleasant domestic drama, produced by Harry Kleiner. This time a draftsman in a construction firm, the burly actor creates a character with whom most audiences can sympathize and, in many instances, identify.

For the problem confronting Borgnine is one that plagues the average American. When things don’t work out the way they should, the economic ball and chain ties him to his job, often to the exclusion of all other interests and pleasures. This is the proverbial “rabbit trap” of the title, from which, unless one knows the way, there is no exit.

The “rabbit trap” has not only a figurative meaning in J. P. Miller’s screenplay, for such a contraption does play an important part in the proceedings. Borgnine and his son set one before they are called back early from a vacation trip by the former’s hard-driving boss, David Brian. The question of whether or not the trap did not a rabbit is not answered until the final reel, providing a nice symbolic fadeout for the melodramatics that transpire in-between.

These are provided by Borgnine, whose personal life is excessively guided by his job; his attractive wife, Bethel Leslie, whose desire to have a second child is continuously postponed as the result of her husband’s uncertain future; and by the son, young Kevin Corcoran, whose concern over what might be caught in the rabbit trap causes him to return to the vacation trip.

These story threads are intelligently drawn together by director Philip Leacock, although the picture, which is primarily a character study, introduces a flock of interesting persons who do not quite achieve the individuality they deserve.

This criticism aside, “The Rabbit Trap” is pleasant going. Borgnine is the perfect type for the character he is asked to play and delivers as much as the script allows him. Miss Leslie, a protegee of Helen Hayes, is especially charming. But it is young Kevin Corcoran who steals the show. Since he is especially familiar to younger patrons for his earlier performances in “Old Yeller” and “The Shaggy Dog,” his name will be important in making “The Rabbit Trap” an all-around family attraction.


WARREN G. HARRIS

The Mummy
Hammer—Universal-International

THE BOYS at Hammer Film Productions apparently will stop at nothing to make their horror entries the best on the market today. Their latest, a re-make of the Universal oldie which starred Boris Karloff, is no exception to the rule, for it serves up all the chills and production magnificence the fans could ask for.

Peter Cushing and Christopher Lee, who have been leading players in other Hammer films, are again top-lined in this one, and by now they should be sufficiently popular to be a decided marquee asset for the Technicolor attraction.

But the real stars of “The Mummy” are the title character, played by Lee, and the production mounting, probably the most opulent ever seen in a production of this type. The basic setting is Egypt at the end of the 19th century, but there also are scenes in Egypt during the same time-period and during the time, over 4,000 years ago, when Lee was buried alive. The latter, a long flash-back, is especially interest holding, providing a close-up glance of a pagan culture at its most decadent.

Cushing is an explorer who, with his father, Felix Aylmer, and uncle, Raymond Huntley, is excavating in Egypt for the tomb of a high priestess in the court of the god Karnak. Although a mysterious native, George Pastell, was captured this trip from the sea by Aylmer, who soon goes mad under mysterious circumstances. Back in England, where Aylmer is placed in an institution, Cushing and his wife, Yvonne

The Beat Generation
Zugsmith-MGM—Cinemascope

PRODUCER ALBERT ZUGSMITH has himself another exploitation winner in his latest MGM release, which has for its title three of the most publicized words in America today. The bearded poets and balladeers, the languishing lovelies with short-cropped hair, are all here, demonstrating their “gone” vocabulary for the movie-goers everywhere who will want to get a closer look.

From the “beatnik” camp itself, there may come calls of “foul,” for a good many of the followers of the movement are depicted here in a rather exaggerated fashion. Such criticism, however, coming from the right places, could only heighten audience curiosity in this Cinemascope melodrama. As the picture stands now, the accuracy of the delineation of the “beatniks” will be of secondary importance to most patrons, the majority of whom probably know more about the beat generation than what they read in the newspapers.

The “beatnik” background aside, Richard Matheson and Lewis Meltzer have provided an exciting script. The main story thread involves beatnik Ray Danton, an unsavory character whose hatred for women leads him to a career of rape and violent assaults. Known as “The Asprrin Kid,” his first victim during the course of the picture is Maggie Hayes and the next, Fay Spain, wife of detective Steve Cochran, who himself has his suspicions of all women because of an unhappy first marriage.

Following Danton’s attack, Miss Spain learns that she is pregnant, and begs Cochran to allow her to undergo an abortion, since they both will never be able to tell who is the real father of the expected baby. Cochran refuses to agree to this, so Miss Spain turns elsewhere, finally to a priest who persuades her that killing the child in her womb would be the same as murdering a living person.

Cochran finally catches up with Danton with the help of Manie Van Dorem, who has been making time with the rapist’s buddy, Jim Mitchum. Following an underwater chase, with the sobbing villain at hand, Cochran realizes what certain of his antagonists toward women could lead him to and is reconciled with Miss Spain, who has given birth to a daughter.

As in a number of his earlier entries, producer Zugsmith has gathered together a large cast of familiar personalities, some of whom have only walk-ons. In addition to those players already mentioned, there are Jackie Coogan, Cathy Crosby, Dick Contino, Vampira, Ray Anthony, Billy Daniels, Charles Chaplin, Jr. and Maxie Rosenbloom. The latter, sitting silently among a group of beatniks, provides a comedy highpoint.

An additional marquee attraction is Louis “Satchmo” Armstrong, who performs two numbers, including a title song, in the style that has made him an international favorite.

Directed by Charles Haas, “The Beat Generation” is adult entertainment which can be sold to the paying customers with all stops out. While it deals with several controversial subjects, they are handled sensitively, and should offend no one.


W. C. H.
Promotion of Middle-Category Films Urged

(Continued from page 1)

paiges, but there is no mystery about creating a great campaign for a "blockbuster." Every picture that is produced today deserves "an aggressive selling campaign," Quigley pointed out. "However, fairly soon after release, he said, the final verdict must sometimes be evident when a picture is found disappointing to the public. Little or nothing can be done to develop the audience potential of a picture that, both releases, which resulted in the finding district that is felt to lack qualities necessary for good theatrical entertainment.

Quigley said that "the future welfare of many theaters—even the industry as it is known today—may depend on what happens to the boxoffice recoverable grosses on many pictures each season of less than a "blockbuster" proportion which are known to members of the industry, as well as to those few members of the public that come in more or less automatically, as affording good screen entertainment."

Stressing that most theaters cannot operate on pictures of a dozen or so "blockbusters" released each year, Quigley reported that the next 12 months will likely see about 200 Hollywood films, "perhaps fewer." Of these, if it is assumed that about 30 will be in varying degrees of the "hit" class and that 50 will be failures, about 100—half the total output—will be in the middle category he said.

Points to Unreached Audience

"Assuming that each of these 'middle category' films is good screen entertainment even though top cast names or established story—or both—may be lacking," Quigley continued, "there certainly should be a sizeable audience that is not now being reached that can be reached through local merchandising.

Quigley told the Virginia exhibitors: "Even a ten or 15 percent increase in the gross of each of these 'middle category' pictures could make a significant, perhaps essential, difference in the status of every theater and of the industry as a whole. After all, a ten or 15 per cent increase is not such a huge one that it could be dismissed as an impossible goal."

Theoretical Potential Vast

"How many people are there in each community," Quigley asked, "who would not attend a show by a particular film but never get around to see it? In the case of these 'middle category' films the theoretical potential must be many times the size of the audience that we have been getting."

Effective selling of the "middle category" of good films is something that only the exhibitor can do, Quigley emphasized. Such films, he said, "do not lend themselves to extensive national magazine advertising or national television or radio campaigns. They must be sold to local patrons in a community just before and at the time they are playing the local theatre. This requires a more effective use of all the media available to the exhibitor—his newspaper, local TV or radio station, the telephone, community organization and special interest groups."

Exhibitor 'A Merchant'

Quigley pointed out "it is more important—from every sense—to bring in an addition $50 during the engagement of 50 pictures during the year than another $100 or so for a few 'blockbuster' attractions." The exhibitor, he said, "is a merchant of entertainment, every day of the year. His job is to make sure that every potential patron who would enjoy a particular attraction knows about it—knows all he needs to know about it, while it is available in the community. Tickets not sold now to a 'blockbuster' might be sold for a reprise of the picture. Tickets not sold for the 'middle category' pictures are lost forever.

Virginia Ad Report

(Continued from page 1)

highlight of the final business session of the Virginia Motion Picture Theatre Association convention here today.

Roy Richardson was elected president of the Association, succeeding Syd Gates. Vice-presidents are B. G. Flanary, William Duke and Jerome Gordon. Other officers elected are: treasurer, Jeff Hofheimer; secretary, John Broumas, and sergeant-at-arms, Carey Crockett.

Leon Back, Baltimore exhibitor, and Ray Thompson of Ray Thompson Associates, took turns explaining the Baltimore plan which started with "The Buccaneer" in February. Since then, he said, in 13 of the 15 weeks of the season, an average of one a week have been given the benefit of the cooperative advertising plan with excellent results.

Average Cost $25

The subsequent run exhibitors, who are playing the picture, collectively put up 50 per cent of the cost and the distributor pays the remainder. The average cost to participating exhibitors has been $25 and there have been between 10 and 30 exhibitors cooperating on each picture. Altogether 65 exhibitors have participated in the plan.

Clarence F. Moore, regional director of the Small Business Administration, described the operations of the Administration and the services and loan facilities available.

Jack Braunagel and J. Robert Hoff spoke for Motion Picture Institute, Inc., and distributed copies of the fund's prospectus. MPI was set up to buy shares of stock in the major motion picture companies, thus giving its members "the most efficient voice in management."

George Roscoe, final speaker of the day, urged the Association to consider affiliation with Theatre Owners of America.

The finest carbons ever made...

The

PROJECTOR

CARBONS

Samed Katsman Returns

HOLLYWOOD, July 8—Producer Sam Katsman cut short his vacation in Honolulu and has returned to the studio to be on hand for the dubbing of his latest Clover production, "The Flying Fontaines," a Columbia release.

The finest carbons ever made...
JAMES H. NICHOLSON, president of American International Pictures, has returned to Hollywood from New York.

WILLIAM OSBORNE, Allied Artists International supervisor for the Far East, Near East and Africa, will return to New York from Tokyo around the middle of August.

HERMAN SILVERMAN, vice-president of Wometco Enterprises, Miami, has left there with his family for a vacation at the Edgewater Motel, Schroon Lake, N. Y.

FINSY CURRIB, British actor, will return to London from New York today via B.O.A.C.

SCOTT LETY, vice-president of Howco Films, Charlotte, has returned there from Atlanta.

LUCILE CARVER, executive secretary to Woodrow R. Praught, president of United Detroit Theatres, was married this week to John Daniel Wilson, general sales manager of Standard Pressed Steel Co., Jenkintown, Pa.

Mrs. Lilian Gerhard, of the Paris Theatre here, has left New York with her two children aboard the "Tlandre" for Europe.

Miss. Arthur Tolchin gave birth yesterday to a boy, Bruce Randolph, at Lawrence Hospital, Bronxville. Father is executive vice-president and director of WMGM, Loew's station in New York.

Raymond S. Smith, buyer-booker and retired Warner Brothers branch manager in Albany, N. Y., has returned there from Colorado Springs.

FRANKIE VAUGHN, British musical star, returned to London from New York yesterday via B.O.A.C.

Elizabeth Wallance, of the National Screen Service office in Atlanta, has returned there from Florida.

mit American firms operating through specially-established subsidiary corporations to defer U. S. taxes on their earnings until remitted to this country.

The Administration has opposed the 38 per cent rate, and has said it would support the tax deferral only if limited to firms getting no more than 50 per cent of their overseas income from exports. This might rule out most film companies.

While there is some hope business support for the original Boggs bill, chances are that no more than the Administration-backed scheme can get anywhere. Thus, at the moment, the outlook for help for the film companies is not particularly good.

The committee wound up hearings today.

Fisher stressed the huge amount of overseas activity by American film companies. He estimated an investment of some $100,000,000 and a yearly outlay on wages, rents, services and licenses of $50,000,000. Exhibitors in more than 40 countries depend on U. S. films for their existence, he said.

"Tax deferral on foreign earnings was the key to the bill."

New Contest Set for Edinburgh Festival

EDINBURGH, Scotland, July 9—A new contest for international films has been announced here. Roy Thomsen, editor of Scottish Television Ltd., and also of Scotsman Publications Ltd., is presenting $1000 in prizes for what are judged to be the six most outstanding films shown from any country at the International Edinburgh Film Festival in August.

The entries will be chosen from the following categories: documentary, science fiction, fantasy, puppet and experimental.

Mrs. Nathan Yaminis

BOSTON, July 9—Funeral services will be held tomorrow for Mrs. Celia M. Yaminis, wife of Nathan Yaminis, exhibitor and delegate to National Allied from New England, at Temple Mishkan Tefila, Newton, Mass. Mrs. Yaminis died at her Newton home after a long illness. She is survived by her husband, four daughters, ten grandchildren, a brother and a sister.

Harry Schaffer, 78

Funeral services were held yesterday for Harry Schaffer, 78, father of Edith Schaffer of the legal staff of AB-Paramount Theatres, and father-in-law of D. John Phillips, executive director of the Motion Picture Theatres Association.
"BOFF!"

- Variety

WE TOLD YOU WE'D

EXPLODE

"HERCULES"

- AND WE DID!
Smash Hit From

THIS EAR is outgrossing “Imitation of Life” in all these situations:

PHILADELPHIA, BALTIMORE, ATLANTA, WICHITA, CHARLOTTE, SAN FRANCISCO, NASHVILLE, MONTGOMERY, ALA., OAKLAND, NEW ORLEANS, BATON ROUGE, HOUSTON, STOCKTON, CAL., BILLINGS, MONT., FRESNO, SAN DIEGO, MACON, AMARILLO, CUMBERLAND, MD., BERKELEY, CAL., ALEXANDRIA, LA.,

and playing to top business everywhere!
THIS IS MINE

ROCK HUDSON
JEAN SIMMONS
DOROTHY McGUIRE
CLAUDE RAINS

The Cry that Rocked THE VALLEY OF THE SUN...

"This Earth is Mine!"

CINEMASCOPE TECHNICOLOR

PRODUCED BY KENT SMITH • KEN SCOTT • CINDY ROBBINS / CASEY ROBINSON AND CLAUDE HEILMAN

SCREEN PLAY BY CASEY ROBINSON / HENRY KING / EDWARD MUHL

DIRECTED BY EXECUTIVE PRODUCER A UNIVERSAL-INTERNATIONAL PICTURE A VINTAGE PRODUCTION

DON CORNELL Sing "This Earth is Mine!"
National Pre-Selling

"THE HORSE SOLDIERS," John Ford's Civil War equestrian epic based on the famous Union Cavalry raid by Colonel Grierson, is reviewed in the June 29 issue of "Life." This new U.A. film tells the story of the siege of Vicksburg. Grierson cut off the railroad supplying the city, then continued on across the 300 miles of rebel territory to Union-held Baton Rouge. The raid, said General Grant, "shortened the Civil War by a year and tested out the tactics which Sherman later used with success in his march to the sea."

"The Nun's Story," the true-life story of a Belgian girl who became a nursing nun and then left the order during World War II, is reviewed in the July issue of "Redbook" by Florence Somerset. In her opinion "Audrey Hepburn has her most challenging role and she plays it beautifully. In her supporting cast are some of the world's finest actors."

"Say One For Me," starring Bing Crosby, Debbie Reynolds and Robert Wagner, was advertised in the June issue of "McCall's."


A recent survey conducted by the mailing showed that 85 percent of "Seventeen" readers go to movies monthly, and 75 percent attend them each week. The survey also disclosed that four out of five of its readers recommend pictures to their friends.

One of the film epics of 1959 is sure to be "Ben-Hur," which MGM has completed in Italy. Nostalgic movie fans recall when Ramon Novarro starred in this classic back in the twenties. He has written an article for the June 21 issue of "Parade," giving timely advice to star Charlton Heston and the rest of the current "Ben-Hur" cast.

"The Restless Years," the U.I. film starring John Saxon, is equally prominent in an ad for Halo that appeared in the June 28 issue of "This Week."

"The Nun's Story" received "Parent's Magazine's" special merit award for July.

WALTER HAAS

Holiday for Lovers

(Continued from page 1)

comedy into the hearty laugh class. And, very much on the plus side, it's welcome back to the screen for attractive Jane Wyman, who portrays Webb's loving and understanding wife and mother of the two college girls, Jill St. John and Carol Lynley.

Gary Crosby and newcomer Nico Minardos are two more names for the marque which should be especially attractive to the younger set. Paul Henreid's role as Latin America's most respected architect, and father of Minardos, an exciting young painter, whom Webb regards as a "Brazilian Bestnik," adds considerable charm to the picture. If there's any room left on the marque, Nestor Almendros and his Orchestra and Jose Greco, the incomparable Spanish dancer, deserve a spot for their entertaining contributions, which are so well integrated into the film narrative.

The teamwork of producer David Weisbart and director Henry Levin is in evidence throughout, effecting a well-knit, top-level production, most appealing to the eye, the ear and the funnybone. Luther Davis's screenplay, based on the play by Ronald Alexander, is loaded with sparkling dialogue, made even brighter by Levin's direction and Webb's sense of comedy. The fun stems initially from Webb's determination to fly with Miss Wyman and his youngest daughter, Miss Lynley, to Brazil to checkmate an apparent romance which he erroneously believes is being carried on between Henreid and his eldest daughter, Miss St. John, while she is on a student tour of Latin America.

WEBB AND FAMILY are surprised when they learn that Jill's interest lies in Minardos, Henreid's adopted son, whom she decides to marry after an extremely brief acquaintance. Henreid expresses interest in Jill's ability as a sculptress and adds more fuel to Webb's fiery reaction by offering her a scholarship which he would require that she settle in Sao Paulo, Brazil. Webb gets a double dose of disappointment when Carol becomes starry-eyed with the attention tossed at her by love-starved G.I.s at a U.S. missile base in Brazil, where their plane is forced to land for refueling. Gary Crosby is one of the G.I.s and he finds himself "de-stripped" for his mad maneuverings in order to win her affection. Crosby, broke but in love with Carol, puts in for a leave and drives alone to trace her to Peru, where Webb has taken his family to see a bullfight and to attempt to discourage his daughters' suitors, Minardos and Henreid make their way to Peru as well.

Webb goes on a drinking spree after telling his daughter Jill she can do whatever she wants with regard to marrying Minardos, and hurts her deeply by offering no blessing for her choice. But he comes to his senses, and in a hilarious drunken scene is mistaken for one of a group of celebrating bullfighters returning America's favorite plane, which later deposits him in Trinidad. Then Webb realizes his folly in trying to run his daughters' lives, and happily blesses their romantic impulses. Wally Brown and Henry Backus contribute to one of the film's funniest situations, in causing the Webb family and themselves to dispose for humorous customs inspectors.

Summy Cahn and Sam Harman wrote the title song for the film.

This film should have wide family and teenage appeal, and both of those patronage elements should be sought. They will find this delightful entertainment, and they're likely to tell their friends.


SAMUEL D. BEINS

"Room' Grosses $14,488"

Continental Distributing, Inc., has reported that its "Room at the Top" grossed $14,488 in the first seven days of its engagement at the Studio Theatre, Philadelphia. The week included the July 4th weekend.

$40,362 for "Soldiers"

United Artists' "The Horse Soldiers" grossed $40,362 for its second week at the Actor Theatre here, the company has reported. The Mirisch Co. production is being held for a third week.

Columbia Branch Moves

MILWAUKEE, July 9—The Columbia Pictures exchange here has been moved to the Warner Building, 212 W. Wisconsin Avenue.

"Paperbacks" (Continued from page 1)

outlets, including drug, variety, and department stores, book shops, supermarkets, and of course, newsstands feature these books, always in prominent positions, often in whole shelf windows. In some instances, distributors of paperback books of their utmost to plant as many "ree the book—see the movie" tieups as possible. The reason for this publicity attending most of the motion pictures involved cannot be stated.

Toronto Case Cited

The article explains how an exhibitor can cash in on book tieups. This best promotion reported recently was that executed by Vic Nowe, manager of the Odeon-Car...
Name Bergman

(Continued from page 1)

UA national director of advertising, publicity and exploitation, and with Kramer's representatives in New York and Hollywood.

Purpose of the synchronized campaign in the major cities of the world, UA has announced, is to emphasize the importance of the picture at this juncture of world history. Kramer both produced and directed. "On the other hand," he added, "the picture was directed by Academy Award winners, Fred Astaire, Anthony Perkins and Donna Anderson. It was filmed entirely in Australia, setting of the Nevil Shute novel.

Decision Shortly

(Continued from page 1)

The four Ernest Hemingway drama, 90-minute specials will be presented on the NBC Television Network by the Henry Motor Division of General Motors during the 1959-60 season, will be selected from a list of ten Hemingway works suggest- ed by the Nobel Prize-winning author, it was announced.

These writings include two novels, six short stories, a play and a recently completed, unpublished short story. The Hemingway properties are: short stories, "The Snows of Kilimanjaro," "The Killers," "My Old Man," "The Short Happy Life of Francis Macomber," "A Farewell to Arms," and "The Sun Also Rises:" novels, "A Farewell to Arms." "The Fifth Column," and an original, as yet untitled, short story which the author has just completed.

Gordon Duff to Produce

Gordon Duff will produce all four Hemingway specials, and A. E. Hotchen- ner, who wrote the television dramatization of last season's two-part "Playhouse 90" drama, "For Whom the Bell Tolls," will write the television series and serve as executive producer.

"Blue and Gray" Set as

NBC Show for 1960-61

A drama series sparked by "The Blue and the Gray," a two-volume source book of true narratives of the American Civil War compiled by noted Civil War historians Steele and Marlowe, will be produced under the same title by the NBC-TV Network during the 1960-61 season as a weekly full-hour dramatic program, David Levy, vice-president and NBC Television Network Programs and Talent, announced the new project.

Conservator has been signed as con- sultant for the series, Levy said.

Films and TV

(Continued from page 1)

of broadening cooperation between motion picture producers of east and west and of the possibility of an exchange of acting and technical talent. Skouras is scheduled to visit Mos- cow, Warsaw, Budapest, Bucharest, Sofia, Prague, Belgrade and Vienna. In addition, the film executive will journey to Athens and London.

Johnny Green 'Emcee'

HOLLYWOOD, July 9—Johnny Green, famed stage producer, will "emcee" the premiere of Samuel Goldwyn's "Porgy and Bess" next Wednesday at the Carthy Circle theatre here.

15 Fellow members in the Society will be presented to outstanding individuals in the motion picture and television industries during cere- monies on the second night of the convention week.

48 Booths to Be in Use

A special feature of the convention will be an exhibit of the latest motion picture and television equipment. Forty-seven booths will be used by leading companies to show their finest equipment, many pieces of which will be used in man's effort to probe the reaches of outer space. Results of the elections of four officers and 15 gov- ernors of the Society will be announced during the course of the convention week.
LISTEN TO THE KIDS IN THE MOTION PICTURE "blue denim"

JANET (AGE 15):

"Maybe I could go to my Aunt Clara's. She's over two hundred miles away. Maybe I could just disappear somewhere or—just drown myself."

ARTHUR (AGE 16):

"You're not going to go anywhere—or do anything. I'm responsible and I know a way out... I'll take care of everything..."

CAROL LYNLEY BRANDON deWILDE · MACDONALD CAREY · MARSHA HUNT

Produced by CHARLES BRACKETT Directed by PHILIP DUNNE Screenplay by EDITH SOMMER and PHILIP DUNNE

CinemaScope 20x30 stereophonic sound
MOTION PICTURE DAILY

NEW YORK, U.S.A., MONDAY, JULY 13, 1959

Agenda Not Set

ACE Executive Committee Will Meet Tuesday

The executive committee of the American Congress of Exhibitors will meet in executive session tomorrow morning at the Stanley Warner Corp., room "to discuss progress made since last date on its program," ACE headquarters announced here on Friday. No specific details of the agenda for the special meeting were disclosed. Among the matters pending, however, is the possibility of a second meeting with ACE's executive committee with the exhibitor relations committee of the Motion Picture Association. Two weeks ago, Eric John- nson, MPA president, met with S. H. Shian, ACE chairman, and Sol A. Schwartz, chairman of ACE's distributor relations committee on this and a

companies Contract for MPTE Exhibit Space

The newest developments in upfitment, materials and informa-

tion contributing to the future of the industry will be shown at an equip-

ment exhibit during the 86th semi-

annual convention of the Society of

Tanny Gymnasiums and build Films to Merge

From THE DAILY Bureau

HOLLYWOOD, July 12—Negotia-

tions have been completed and final

agreements are being drawn for the merger

of Guild Films, Inc., and Vic Tanny

Gymnasiums, it was announced on

tuesday by Guild's president, John J.

Tanny, will be the largest single

(Continued on page 4)

N.D. Theatre Reopens

As Community Project

Special to THE DAILY

MOHALI, N. D., July 12—Through

the cooperation of the local Commu-

nity Club and business fims gen-

erally, the Grand Theatre here has

been reopened. Ernest Nelson, mayor of Mohali, will manage the theatre

with the assistance of his son Donald.

Nelson intends to book his pictures

directly from the distributors, and he

has completed painting and general

refurbishing to the theatre so

that both the films and the house

will be the best available, he said.

Plans are formed for Mohali

merchants to sponsor free theatre days

every Wednesday for all of their pat-

rons. Each merchant, through sup-

port of the theatre, will be given

movie tickets. These he can give to

his customers in any way he wishes.

Only patrons of cooperating mer-

chants will be able to get these tick-

ets, with no paid admission allowed

on those days.

Johnston to Report on Europe Trip Tomorrow

Eric Johnston will make a report on his European trip at a special

meeting of the Motion Picture Ex-

port Ass'n. and the company pres-

idents here tomorrow. Johnston is ex-

pected to tell the executives about

preliminary conferences to be held

in Paris on a new French film agree-

(Continued on page 4)

Film Production Bureau in India Set
To Offer Advice on Voluntary Basis

By V. DORASWAMY

BOMBAY, July 7 (By Air Mail)—The draft outline of the proposed Film Production Bureau has just been circulated to the various representative bodies of the industry and trade. This means that still one more recom-

mendation of the Film Inquiry Com-

mittee has been taken up by the

Government of India, to be imple-

mented. The other two, which are

now in the preliminary stage of im-

plementation, relate to the Film

Smaller-House Minimum $1 Per Hour

All Theatres Included In Senate's Wage Bill

Larger Units, Circuits Would Hike Pay By Stages in 3 Years to $1.25 Per Hour

WASHINGTON, July 12—A Senate labor subcommittee has approved an unexpectedly broad bill that would extend federal minimum wage coverage to all theatres. Larger theatres and theatre circuits would be brought gradually under both the minimum wage and time-and-a-half-for-overtime provisions. Smaller theatres would be brought under the minimum wage provision only. The subcommittee action was taken Friday.

At present, theatres are exempt from the law completely, and exhibitor spokesmen pleaded with the subcommittee to continue the exemption. They particularly urged con-

tinuation of the overtime exemption.

Business groups, including exhibi-

tors, and the Administration are ex-

pected to wage a bitter fight to nar-

row the scope of the bill in the full

committee and on the Senate floor.

Subcommittee chairman Kennedy

(Continued on page 2)

Firms' Diversification

Promising: Value Line

Steps being taken by leading motion picture companies to diversify into non-related fields are called a

"bold and promising step toward greater stability of earning power" in the current issue of Value Line Investment Survey released at the

weekend.

Diversification moves have been made possible, the Survey states, by the companies' wise decisions to dis-

pose of unnecessary and unproductive

(Continued on page 2)

TELEVISION TODAY—page 4
**Senate's Bill (Continued from page 1)**

(D., Mass.) said he hoped to have the bill acted on by the full committee this week.

This week, the committee held hearings earlier this session.

The proposed bill would cover all retail or service establishments engaged in activities "affecting commerce." Labor department officials said the definition was clearly one that would cover all theatres, even small independent ones, because of the shipment of films across state lines.

Diffs from Kennedy Bill

The original Kennedy bill, which unincorporated, would have covered theatres and circuits grossing more than $750,000 a year immediately under a $1.25 an hour minimum and an hour-a-week overtime. But it would have left the federal government complete exemption for theatres grossing under $500,000 a year. The Administration proposed covering theatres and circuits grossing more than $1,000,000 worth of goods a year from outside the state.

The subcommittee bill would increase the hourly minimums for many film production and distribution employees already covered by the law. The present $1 an hour minimum would go up to $1.15 an hour immediately, and up to $1.25 an hour a year later.

Administration Opposed Change.

The Administration had opposed any change in the minimum.

Under its terms, theatre and theatre circuits with annual gross sales of $1,250,000 or more and not a part of a larger circuit with sales over that amount — UA, Finance Firm Join In $5,000 'Hole' Contest

More than $5,000 in prizes is being offered by United Artists and Beneficial Finance through a contest in behalf of UA's "A Hole in the Head."

Sincap production starring Frank Sinatra, Edward G. Robinson and Eleanor Parker. The competition will be conducted in 20 major markets of the U.S. and all offices of Beneficial's 1,100 branch offices throughout the country.

Twenty $100 Savings Bonds will be offered as first prizes to contestants submitting the most original conclusion, in 25 words or less, to the sentence: "I Must Have Had a Hole in the Head." A $50 and $25 Savings Bond will be awarded as second and third prizes in each area in addition to other cash prizes and gifts.

**Diversification (Continued from page 1)**

assets. Moreover in most cases this has resulted in the realization of many times their book worth, leaving the film companies extraordinarily rich. Their strategy is based on the principle of diversification and its successful application to take advantage of new non-motion picture business opportunities as they materialize.

At the same time, the article continues, the companies are using their funds to repurchase company stock and thus "enhancing the per share earnings and dividend paying ability of the junior stockholders."

The report quotes recent statements of Spyros Skouras, 20th Century-Fox president, and Barney Balaban, head of Paramount, to the effect that diversification is being considered for their companies. And it adds: "Presumably, other major studios are also exploring ventures into which they can expand."

**Value Line** states that as a result of diversification moves and retirement of common stock it ranks film companies in Group I (Highest) rated companies to all stocks for appreciation potential to 1962-64.

**Penn. Censors (Continued from page 1)**

tutional by the State Supreme Court will be presented to the legislature tomorrow, attorney general Anne X. Alpert said.

Miss Alpert explained that the amendment "will meet objections which the court to sections dealing with definitions of immorality." Sections banning obscenities will be retained, but the penalties for violations increased.

would have to pay $1 an hour when the bill becomes law. However, they would not be subject to the later increases in the minimum, nor would they be subject at all to overtime requirements.
WE WANT TO SHOUT IT FROM OUR ROOF TOP—

TARZAN'S GREATEST ADVENTURE

IS

TARZAN'S GREATEST BOXOFFICE BONANZA!

"BEST TARZAN IN YEARS!
Bound to attract greater segment of adult ticket buyers!"
—M. P. DAILY

"HEARTY BOXOFFICE!"
—VARIETY

Exhibitors are shouting, too—from coast-to-coast!
Terrific figures in

Buffalo, N. Y. . . . Oklahoma City, Okla.
Charlotte, N. C. . . . San Francisco, Cal.
Cincinnati, Ohio . . . Savannah, Ga.
Memphis, Tenn. . . . Scranton, Pa.
Milwaukee, Wisc. . . . Syracuse, N. Y.

Get on the talking drums and call PARAMOUNT now!

Haring Gordon Anthony Sara Niall Sean Scilla

Produced by Directed by Screenplay by
Sy Weintraub - John Guillermin - Berne Giler and John Guillermin

From a Story by Les Crutchedfield - Based upon the Characters Created by Edgar Rice Burroughs - A Sy Weintraub-Harvey Hayman Production - A PARAMOUNT RELEASE
ACE Meeting

(Continued from page 1) "variety of other subjects" which were not revealed.

At that time it was stated that no date had been set for a second ACE-Motion meeting. The first and only meeting of the two so far was held in mid-May when spokesmen for both sides said they would get together again within a month.

What was discussed at the first MPA-ACE meeting was not disclosed by participants beyond the admission that trade practices were brought up. The MPA is not authorized to make such commitments in that regard on behalf of the Association or its members.

In its original announcement of a program in December the ACE committee was reported to have solicited the interest of producers-exhibitor-distributor relations listed for discussion such subjects as new film marketing methods, shortage of prints, modernization, running clearance, clearances, runs and availabilities; development of new stars, advertising, pre-release to armed forces; block-selling, price-fixing—direct and indirect; competitive bidding, orderly release of pictures and arbitration systems.

In February it added these subjects to the list for discussion with heads of production and distribution; production of more films in color, the exhibition of 16mm films and more stereophonic sound prints with attendant publicity.

Many Subjects on Agenda

Other important issues facing the ACE executive committee currently include a plan of permanent financing and election of a chairman. ACE has obtained temporary financing by assessments paid by member exhibitors as well as a fund in excess of $50,000, representing proceeds from rental of special institutional industry short subjects.

Fabian has served as head of ACE since its formation last November, when he accepted the position of chairman. Later a plan of rotating chairmanship for three-month periods was adopted and Fabian elected first chairman. He has continued to serve since the expiration of his term March 12.

Other projects on the original ACE program include opposition to toll-TV; seeking a meeting with the Department of Justice on what can be done to change the Consent Decrees in certain respects; methods of increasing film production; and a program of industry research.

L.A. 'Porgy' Premiere

SOLD OUT AS BENEFIT

FROM THE DAILY BURBANK

LOS ANGELES, July 12—The charity premiere of Samuel Goldwyn's "Porgy and Bess" Wednesday at the Garthway Circle Theatre for the benefit of the Cedars of Lebanon Hospital is completely sold out, the officials of premiere committee announced over the weekend.

Television Today

Who's Where

UA-TV O'Keefe Series

Starts Sept. 22 on CBS

United Artists Television's new situation comedy series, "The Dennis O'Keefe Show," will premiere as a Tuesday night attraction September 22 on the CBS-TV network. Under the sponsorship of the Olds-Johnson division of General Motors, the series will be seen in the 8:00 to 8:30 P.M. time period.

D. P. Brother and Co., Detroit, advertising agency for Oldsmobile, has placed an order for 227 stations, according to Bruce Eells, UA-TV executive and vice-president. When these are cleared, the O'Keefe show will be seen in more communities than the majority of programs on the air, he said.

"The Dennis O'Keefe Show" is the second series to be sold by UA-TV to a national sponsor recently, the other being "The Three Stooges," sponsored by Philip Morris.

New ABC Panel Show

To Star Ernie Kovacs

"Take a Good Look," a new panel show tailored to challenge the memory of late evening viewers, with comedien Ernie Kovacs as emcee, will debut on the ABC Television Network, Thursday, Oct. 15, 10:30-11 P.M., WYU, sponsored by Consolidated Cigar Sales Co., Inc., it was announced by William P. Mullen, ABC vice-president in charge of TV network sales.

"Take a Good Look," which will originate "live" from ABC-TV's Television Center in Hollywood, will feature personalities as panelists who will try to guess the identity of the contestant now relatively unknown but who at some time in the past was a central figure in an event which made front-page news.

James Arness, star of "Gunsmoke" has signed a new, long-term contract with the CBS Television Network. Under terms of the agreement, Arness will have his own producing company, which will produce "Gunsmoke" in cooperation with CBS and also develop new programs for the network.

Tanny Gymnasiums

(Continued from page 1) stockholder for the merged companies, which will operate under the name of Vic Tanny Enterprises, Inc. The new company will have division for operating gymnasia, with own handling production, distribution and financing of television films.

Tanny's present gross sales of $12,000,000 annually from 70 gymnasia located in major cities throughout the nation, are expected to increase substantially with content of spot time owned by Guild on better basis, with stations throughout the country.

Guild plans improvement of a division in the industry with the new funds which will be made available for acquisition of additional program. The merger is subject to creditors and stockholders approval at Guild forthcoming annual meeting. Cole expects to continue as operating head of the combined corporation. Guild films is listed on the American stock exchange.

The Daily Burbank

Monday, July 13, 19...
Wise Indian heads used the friendly greeting, "How!" to start a Pow Wow.

Today, wise showmen have the Know How to start heap big Pow Wow among their audience about coming attractions. No need for smoke signals... Trailers get the message across with the greatest possible visual and emotional impact.
YOU CAN PUT THE MUMMY IN THE BANK

The master horror-showmen of Hammer Films have topped themselves again.

"THE MUMMY" is outgrossing "Curse of Frankenstein" and "Horror of Dracula" in all early openings.

Call your Universal Branch and book it now!

"One of the great chillers of all time"
Dorothy Kilgallen
National Theatres Plans New Name; Stockholders to Vote on August 25

From THE DAILY B Belen
HOLLYWOOD, July 13.—National Theatres & Television, Inc. today announced a proposed change in name to National Theatres & Television, Inc. (NT&T). Announcement of the change, which is subject to stockholders’ approval, was jointly made by B. Gerald Cantor and John B. Bertero, chairman of the board and president, respectively.

“The inclusion of ‘Television’ in our corporate identification,” the joint statement said, “reflects our constantly expanding activities in all phases of television. Last year we bought (Continued on page 6)

Need 12 Strong Films
In a Row: Zinnemann

By SAMUEL D. BERNHOLLYWOOD, July 13.—Fred Zinnemann, expressing great optimism on the future of motion pictures on his return here from a seven-city campaign tour for “The Nun’s Story,” which he directed for Warner Brothers, said that 10 or 13 good strong films in a row are what the industry needs to rebuild its future.

Zinnemann, who experienced his first interview campaign for a film, (Continued on page 2)

Siegel to Europe on New Production Deals

Sol C. Siegel, vice-president in charge of production of Metro-Goldwyn-Mayer, flew here over the weekend and will leave by plane for London and the Continent today for a three weeks’ business trip. In London, Paris and Rome, Siegel will meet with a number of independent foreign producers and directors to discuss projects which could be filmed abroad with top international stars personalities and distributed by M-G-M in the (Continued on page 2)

Acquit S.C. Exhibitors Of ‘Blue Law’ Charges

Special to THE DAILY
GREENVILLE, S. C., July 13.—A four-man jury in magistrate Bate Aiken’s court here deliberated about 30 minutes before acquitting six Greenville area theatre operators of charges that they violated a state (Continued on page 6)

Senators Javits, Ervin in Debate on High Court Ruling on ‘Chatterley’

Jacob Javits, U.S. Senator from New York, registered strong approval of the Supreme Court’s recent overruling of his state’s censorship of the film, “Lady Chatterley’s Lover,” on the latest session of “American Forum of the Air,” produced by the Westinghouse Broadcasting Company for TV showings this week.

“The Court is not encouraging adultery, all it is saying is that the public has the right to buy or not to buy as it chooses, and that is what a free America is all about,” Senator Javits said. His statement was a reply to Senator Sam Ervin of North Carolina, who charged on the program that the “Chatterley” decision is a violation of state government rights.

“The right of freedom of speech is not absolute and does not contemplate that people can preach adultery and encourage its practice,” Senator Ervin stated. Leon Kieferling, former chairman of the President’s Council of Economic Advisors, who joined the Senators in a discussion of the Supreme Court, suggested that the First Amendment protects a lot of things and apparently one of them is the attractions of adultery.”

The Court’s powers were defended (Continued on page 3)

St. Louis
To Promote Theatre As Institution

3-Week Campaign Slated On Cooperative Basis

Special to THE DAILY
ST. LOUIS, July 13.—Motion picture exhibitors here will take to the airwaves for a period of three and a half weeks in a general business-building campaign to promote the theatre as an institution. The program will get underway July 26 and run through August 19.

Cooperating in the tribute to the industry will be radio station KWK, the Globe Democrat and all retail record outlets.

Promotion plans were set with KWK’s Michael Ruppo, Jr., by the following St. Louis exhibitor representatives: Jerry Berger, Esquire Theatre; Howard Zulauf; Bob Johnson, Arthur Enterprises; Dick Fitzmaurice; Frank Henson, Loew’s Theatres; Charles Goldman; Jim James, Missouri-Illinois Theatre Owners; John (Continued on page 2)

Film, Equipment Exports
At Record High in ‘58

From THE DAILY B Belen
WASHINGTON, July 13.—U.S. exports of motion picture film and equipment hit a record high of $31,815,109 last year, the Commerce Department reported.

This was slightly below the 1957 (Continued on page 8)

‘Anne Frank’ Chosen
For Moscow Festival

From THE DAILY B Belen
WASHINGTON, July 13.—20th Century-Fox’s “The Diary of Anne Frank” has been chosen as the American entry out-of-competition in the coming Moscow Film Festival. The selection was made by an interdepartmental government committee headed by Turner Shelton, U.S. Information Agency film chief.
12 Big Films

(Continued from page 1)

was enthusiastic in his report of the results, which afforded him key viewpoints from exhibitors and distributor representatives regarding the importance of merchandising and pre-selling the product. He advocated more contact between Hollywood film makers and the men who sell the product, as insurance for a film’s potential box office returns.

Little ‘Family’ Attendance

The director reported also on multiple conference phone calls made with motion picture editors in fringe cities from his stopovers in Washington, New York, and Los Angeles. In Detroit and New Orleans to achieve saturation interest in “The Nun’s Story” in those areas. He said that interviewers were generally interested not only in his contribution as a director but in all phases of picture making, especially where a good film is involved.

Zinnemann observed further that the regular habits of exhibitor families going to films as a unit happens now only on occasional instances, with most families splitting on their taste and aggressiveness.

Questioned on whether he has any interest in any TV projects for the future, the director said “people are getting sick of watching TV.”

He will hold other as long as the future, and I do not envision Pay-TV as a threat to the future of motion pictures,” he concluded.

Zinnemann will leave here today for England for preparations on Warners’ “The Sundowners,” which will be made as a British quota picture in Australia, starting in September, with Deborah Kerr, Robert Mitchum and Peter Ustinov in the leads.

Mrs. Jules Levey Dies; Services Tomorrow

Funeral services for Mrs. Mae Ann Levey, wife of Jules Levey, producer and general manager of Twentieth Century-Fox, will be held here tomorrow at 12:45 PM at Riverside Memorial Chapel, 78th St. and Amsterdam Avenue. Mrs. Levey died in New York last Wednesday.

Interment will be at Mount Hope Cemetery, Hastings-on-Hudson, and the family has requested that flowers not be sent. Besides her husband, Mrs. Levey leaves two children and five grandchildren.

‘Hercules’ Does $29,311

Embassy Pictures’ “Hercules,” which opened Friday at the Brooklyn Fox Theatre, grossed $29,311 for the three day weekend through Sunday, more than the record grosses the heavily exploited film has been hitting around the country. Warner Bros. is distributing.

Achievement Honors To 12 at Paramount

Twelve members of Paramount’s domestic distribution organization will be inducted into the company’s “100 Per Cent Club,” highest honor for year-long achievement that can be bestowed on employees of the Paramount field force. The latest annual additions to the “100 Per Cent Club” were announced yesterday by George Weltrnan, Paramount Pictures vice-president in charge of world sales.

The honor organization was established by Paramount President D. W. Griffith in 1916 to spotlight accomplishment. Membership is limited to employees whose work was consistently outstanding during the preceding 12 months.

Named were: Travis C. Carr, booker, New Orleans; Herbert D. Cohen, office manager, Chicago; Joseph L. Catrell, salesman, Charleston; Ralph W. Fry, salesman, Dallas; Thomas F. Gooch, head booker, Kansas City; Catherine A. Grotticelli, head booker, Pittsburgh; Arnold P. Lavagetto, head booker, Columbus; Konsta K. Lynch, head booker, Minneapolis; Eugene Newman, salesman, New York; Kenneth Reuter, booker, Buffalo; Clifford F. Smiley, salesman, Indianapolis; and Trubyl, salesman, San Francisco.

Siegel to Europe

(Continued from page 1)

countries where they are made and possibly world-wide.

Joseph R. Vogel, president of Loew’s and M-G-M, who is now in Europe on a combined business and vacation trip, will meet Siegel in Paris or Rome.

Larry Bachmann joined M-G-M as production representative in Europe several months ago and has been making his headquarters at the company’s studio in London. Siegel, who will work with Bachmann, met with the studio chief first with Bachmann in London to review several suggested projects that have been in the discussion stages.

Siegel, who is accompanied on the trip by his wife, will be in Rome as well as in the studio in Culver City in early August.

‘Constructive’ Talks for Ohio ITO Convention

Special to THE DAILY

CLEVELAND, July 13.—While the agenda for the October convention of Independent Theatre Owners of Ohio has not been set up as yet, the board of directors has determined to convene the convention to “constructive discussions,” according to Kenneth Prickett, ITO executive director. “We plan to begin the work of the convention to building better boxoffice, and inter-industry relations and going into inter-territorial hangovers about past performances,” he said on a visit here.

St. Louis Plan

(Continued from page 1)

Meinardi, Fox Midwest Theatres; Howard Spiess, Smith Management. KWK will relinquish three Sun broadcasts of its “Hi-Showcase” permit in July in order to tell of the economic, cultural and musical contributions to the community, as well many philanthropic and charitable contributions. Featured will be the film, “Meditations,” with interviews with film personalities as well as a cavalcade or awards-winning film music.

Record Stores to Cooperate

The radio station will promote special broadcasts through grants up to the first two through KVK, the Globe Domains, will publish four quarter page plugging the broadcasts. All records sold in the area will be of the promotion via counter display and the exhibitors themselves will participate with screen trailers.

Ready ‘Queen’ Prologues

TV personality Art Linkletter is scheduled by Universial-International at a special feature for the 25th anniversary playing of “The Snow Queen,” full-length narrated feature made in Russia and being distributed in the United States and Canada by Universal. At the time Alan Lipnick and Robert Frissell were signed to write the prologue to the film, which is based on the Hans Christian Andersen fable.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Audrey Hepburn

In Fred Nunneman’s Production of “The Nun’s Story” A Warner Bros. Picture Special to THE DAILY

CITY SCENE—Audrey Hepburn

and Gala New Stage Spectacle “BONANZA”

GET A ROOM AT THE TOP

Live in Luxury at the Booth’s Best

Mid-week or week-end, it’s always a good time to come to

Berkley-Candler

and

In New York City, call Worthy 2-4018

OF BETTER AND FASTER SPECIAL TRAILERS From Dependable FILMACK

1227 S. Wabash Chicago 300 Ninth Ave. New York
Meeting on U.K. Tax Relief

(Continued from page 1)

($56) will be income in the hands of the recipient; that is, the proprietor of the cinema, in exactly the same way as any other income received from his business and office-takings.

One M.P.—Mrs. Eirene White, who specialises in motion picture matters—had seized on the administrative point arising out of the Treasury’s device whereby no theatre previously exempted from the general rate will have to pay it as a result of the tax concession.

Would Stay ‘With Exhibitors’

Said Mrs. White in the course of the debate: “If, as the Chancellor suggests, this money is regarded as tax and not as ordinary income, the custom of the trade leads to the result that the whole of the money will remain in the hands of the exhibitors.

The ‘break figures’, as it is called, between the edge of the film and the exhibitor is normally settled on the basis of tax having been paid. Therefore, the whole of the remission is obviously intended by the Chancellor, judging from what he has said this afternoon, to go to the exhibitor.”

Chancellor Heathcoat Amory then said: “Of course that is entirely a matter for the trade to decide.”

Tomorrow’s KRS-CIE get-together on the division of spoils is likely to develop as a tough hassle. For the Government’s case is that exhibitors should meet the following morning and delegate thereto will be expecting cheerful news to take back to their branches.

Annoyed by Comment

Producers are irked by another remark the Chancellor let fall in the Commons: namely, that in his view they (the producers) have no special difficulties. Only a day or two earlier the Producers Associations’ president Arthur Watkins had been lamenting to the industry’s virtual bankruptcy in the yield of the production levy.

Javits, Ervin

(Continued from page 1)

by Sen. Javits as “uniquely the protector of the individual against the power of the state” and applauded recent Supreme Court rulings as “trying to do the utmost to see that people just aren’t convicted because somebody says so but are only convicted by judge and jury.

The debate will be seen this week on all Westinghouse stations and WTTG, Washington. It was presented in New York on WNEW-TV on Sunday.

New Management for Yankin, S.D., Theatre

Special to THE DAILY

YANKIN, S. D.—July 13—The Dakota Theatre here has been taken over by the Dakota Operating Co., with the equipment purchased from W. S. Tannen.

The same building will be rented by the new group.

Officers of the Dakota Operating Co. are R. J. Patterson, president, and C. T. Erickson, vice-president, both of Sioux Falls, Tannen’s plans for the future are undetermined, he announced.

The theatre will be managed by Theatrical Syndicate, which has been a student at the University of South Dakota, Vermillion. He announced that the policy of the theatre will continue as in the past, with first run pictures and return engagements of popular top pictures to be featured.

Wodell’s Father Dies

DENVER, July 13—Funeral services have been held for Arthur Wodell, Sr., father of Arthur Jack Wodell, Jr., managing director of the Paramount Theatre here.

Additions to Universal Exchange in Cleveland

Special to THE DAILY

CLEVELAND, July 13—The local Universal exchange is gradually taking on its former look before it was “streamlined” almost two years ago.

At first it was reduced to a branch manager, one booker, a part-time salesman (shared with Pittsburgh) and one secretary—exclusive of the district manager and his secretary.

Gradually the personnel has grown and now includes two bookers—Frank Musto and Dick Dowdell; a full-time salesman, Jack Lewis; a biller; and the most recent addition, Mary Jane Hillenbrand, contract clerk. Branch manager is Norman Weitman and Frank DeFranco is shipper. The district office remains unchanged with Peter Bosian, district manager, and his secretary, Laura Kovace.

‘Hot’ Big in London

United Artists’ “Some Like It Hot” is continuing its fast pace at the London Pavilion Theatre with a seventh week gross that topped receipts for the fifth and topped weeks, it was announced here by Arnold M. Picker, vice-president in charge of foreign distribution. The film is holding for an eighth week. Picker said it is maintaining its record-setting pattern at the boxoffice breacking all existing house figures in the theatre’s 30-year history.

Two for Colorama

Colorama Features, Inc., has acquired the distribution rights to “The Song of Sister Maria” starring Dominique Brice and “If Wives Must Be Priests” starring Claude Laydu. Both features were filmed in Spain, with French actors in the leading roles. Pictures are now being readied for October release.

PEOPLE

Alan Koehler, formerly vice-president of Benefic Fitz-Gibbon, Inc., and associate for W. G. Fitz-Gibbon, has handled for the five preceding years, has joined Norman, Craig & Kimmel, Inc., as vice-president and senior writer.

Karl Fisch, formerly associated with Transfilm, Inc., and Compton Advertising, Inc., has joined Wilding, Inc., producers of commercial and business films, as director of marketing for the Eastern sales division. He will headquarter here.

Frank Barnes, who owns and operated the Elite Theatre, Crawford, Neb., for the past 15 years, has sold out to James Stockwell, Barnes is moving to the State of Washington.

Jeb Schary, son of producer-director Abe Schary and Catherine Fitz-Gimpan, son of director Fred Zimmerman, is serving this season on the apprentice staff of the Westport Country Playhouse, Westport, Conn.

Alvin E. Brizzard, C.P.A., has joined Security First National Bank, Los Angeles, in that institution’s entertainment industry loan and service division.

Louise Lansing Mace, for the past 42 years motion picture and drama critic of the Springfield (Mass.) Union and Sunday Republican, has retired.

Sam Eckman, Jr., formerly MGM managing director in London, and more recently United Kingdom representative for Magna Theatre Corp., has joined the board of Stanley Kramer Productions.

W. W. Lucas, former president of Local 439, IATSE, New London, Conn., and currently serving as relief stage manager of the Stanley Warner Gard Theatre there, is celebrating his 50th year in show business.

Arthur N. Schuman, nephew of A. M. Schumann, Hartford film industry pioneer, has been elected to the board of directors of Park St. Investment Co., owners of five houses currently operated by Community Theatres, Inc.

Matthew Rapin has signed to a long-term contract by Screen Gems and joins them as a producer. His first assignment is the new series, “Brothers January,” scheduled to go into production later this month.

BOSTON, July 13.—Theatre and change publicists met here today and plans for scheduling on New England airways the business building record of songs and jingles for radio use supplied by Compo. The meeting was called by Ben Domingo, president.

Attention were Al Levy and Phil Age of 20th-Fox; Hy Fine, Jack and Chester Stoddard of New England Theatres, Inc.; Paul Levi of American Theatres Corp., Karl Fassik of Leoone Theatres; John Mandel of UA; Arnold Van Lot of Paramount Pictures; John Markle of Columbia Pictures; Floyd Fitzsimmons Warner Brothers and Bucky Harris of Universal.

Publicists Contact Stations

The exchange publicists were given a key to city tour of New England theatres, as well as a view of the new and the upcoming first week pieces.

In Chicago, “Anatomy of a Lurker” rolled up record-breaking gross in three new engagements in a week in Chicago, Boston and Nashinton, Columbia, reported yesterday. It also continued a strong pace in New York, Detroit and Los Angeles, with second week grosses virtually equaling first week grosses.

In Chicago, “Anatomy” grossed $5,000 in its first four days for an all-time record at the Woods Theatre. Washington, the Trans-Lux Theatre recorded a four-day gross of $3,320, the biggest take since one opening week of “Bridge on the River Kwai.” At the Cary Theatre in Atlanta, the initial four days saw a sensational $11,809 gross.

Second week figures were equally impressive. In New York, “Anatomy” grossed $54,314 at the Criterion and $10,910 at the Plaza in the first four days of the second week. At the nated Studios Theatre in Detroit, the ar-day gross was $18,800. In Los Angeles, the ar-day gross was a smash $5,400 in four days at the Warner Drive-in Theatre.
ACCEPTING DATES NOW FOR AUG. 15 AND BEYOND

A BIG 20th ATTRACTION FOR EVERY KIND OF THEATRE

SUPPORTED BY VALUE-PACKED SHOWMANSHP

BIG MUSIC PROMOTION ON THE BALLAD OF THE OREGON TRAIL

EXCITING TV TRAILERS

RADIO SPOT CAMPAIGN

WILLIAM BIS
PRODUCED BY RICHARD EINFELD
EGON TRAIL

MACMURRAY

...in his first picture since the great success of "The Shaggy Dog"

ALSO STARRING

GINA SHIPMAN | GLORIA TALBOTT • HENRY HULL • JOHN CARRADINE

STORY AND SCREENPLAY BY

GENE FOWLER, JR. AND LOUIS VITTES

Cinemascope

COLOR by DE LUXE

STEREOPHONIC SOUND
Minimum Wage

(Continued from page 1)

fee action next week. The subcommittee approved the bill Friday.

The bill would bring larger theatre

tres and theatre circuits—those grossing over $750,000 a year—gradually under both the minimum wage and overtime provisions. The smaller thea-
tres would be brought under the minimum wage part only, and not the overtime.

Workmen of the bill hope for Senate passage this year, House action next year.

Brylawski Predicts Opposition

Meanwhile, A. Julian Brylawski, legislative chairman of the Theatre Owners of America, promised that exhibitors would be called on for a mammoth grass-root's campaign against the change “at the proper time.” Brylawski said he felt the bill still faced a “rocky road,” and de-
crated that exhibitors have thus far “lost only a skirmish and not the battle.”

S. C. Exhibitors

(Continued from page 1)

“blue law” by operating on Sunday, June 28. Defense counsel J. D. Todd, Jr., argued: “They say we have defied the law. We say they have misinter-

preted the law. We urge the jury to hold that this antiquated law has no application to today.”

Magistrate Aiken instructed the juries that it was their duty to deter-

dine if the legislature meant to en-

cluse movies or if movies were fairly included in the “blue law.” “If there is any doubt that movies were in-

cluded in the statute, the jury’s duty would be to acquit,” he asserted.

It was brought out during the trial that there was no disorder in any of the six theatres and that the sum-

moneys were served at times which were church hours.

Other changes are still pending re-

lating to both June 28 and July 3 Sunday operations in this area.

Sheriff Martin said afterward there would be no action in the area by local theatre operators when they open their houses and drive-ins, unless someone signs a

warrant against the operation.

Carthay Circle Reports

Record ‘Porgy’ Sale

HOLLYWOOD—The greatest advance sale in the history of reserved-seat film attractions in Southern California occurred last weekend over the weekend for the engage-

ment of Samuel Goldwyn’s “Porgy and Bess,” premiering Wednesday night at the Carthay Circle Theatre, the theater has reported.

At box-office closing Saturday night, an unprecedented total of $46.671 in advance reservations had been set, the management declared almost three times the total of “Around the World in 80 Days” previous record-

holder of pre-opening sale for a hard-
ticket attraction.

UA Files Suit in Ban

On ‘Maja’ Postcards

From THE DAILY Bureaus

WASHINGTON, July 13—United Artists filed suit in Federal Court today to upset a Post Office Depart-

ment ban on postcards advertising the "The Naked Maja."

The Department said the postcards were obscene and non-mailable. U.A. said the cards showed an accurate reproduction of the Goya painting, and the Department’s action violated the First Amendment.

Warn Connecticut

(Continued from page 1)

law, which bans screening of motion pictures during midnight and 2 P.M.

The trend of “bonus” shows developed in the last year, becoming a reg-

ular Saturday feature in at least five of Connecticut's 36 drive-ins, accord-

ing to Shaw.

Theatre owners have received warn-

ning letters, which include a copy of the applicable law. The 1959 state legislature, recently concluded, passed a law permitting screening of mid-

night shows on Saturdays which fall on New Year’s Eve.

HOLLYWOOD, July 13

A WORTHY SUCCESSOR to “The Fly,” this sequel in CinemaScope looms likely to echo the former box office success, in a packaged presentation with another API production, “The Alligator People.” Vincent Price, who starred in the original offering, receives similar billing for his con-

tinued role, as the brother of the man who met a weird death in an insect-filled machine.

Co-starring with Price is the rising young actor Brett Halsey, who portrays the son of the inventor, determined to carry on his father’s work against his uncle’s wishes. Edward Bernds conceived an absorbing screenplay which he also directed for producer Bernard Glasser, up-

holding the impact and suspense created by the original “Fly.”

In this one, Halsey displays a fearful attitude toward flies after Price reveals the closely guarded secret to him of how his father met his death. His father, subjecting himself to an experiment with his invention was unaware that a fly had entered the disintegrating chamber with him. Upon re-integration, a gigantic enlargement of the head and arm of the fly replaced his own.

Halsey, unwittingly engages a young scientist who is wanted by the British police for murder to help him. The aide, David Frankham, plots to steal the plans for the secret invention and sell them through Dan Seymour, an underworld fixed who uses a funeral parlor as a front.

Frankham escapes arrest by using the machine, but police detectives while attempting to steal the plans, the policeman’s hands and feet are replaced by those of a guinea pig which was going through the process of a delayed integration. Frankham has Seymour help him dispose of the body. Frankham, confronted by Halsey on his return to the lab for the plans, is forced to use the machine on him as well. This time he causes Halsey to grow to the size of his father by placing a fly in the disintegrating chamber with him.

Halsey, in the guise of The Fly, finds revenge by disposing of Seymour and then Frankham in the funeral parlor. He returns to his normal

hape when Price, who had been shot by Frankham in an attempt to cop his escape, with the aid of police inspector John Sutton, uses the machine to re-integrate him.

Running time, 79 minutes. General Classification. Release, in July.

SAMUEL D. BERNs

‘Head’ N.Y. Opening

Caps 6-Week Promotion

The New York premiere of “A Hole in the Head” at Loew’s State Theatre tomorrow will climax an intensive six-

week local campaign, one of the biggest in the history of United Artists.

Major elements of the all-media promotion include saturation penetra-

tion of singing commercials by Frank Sinatra and Eddie Hodges on 12 radio stations in the New York-New Jersey-

Connecticut area; off-the-amusement-

page advertising in seven metropoli-

tan deales; and a disc jockey promo-

tion featuring two songs from the UA release, “All My Tomorrows” and “High Hopes.”

UA Files Suit in Ban

On ‘Maja’ Postcards

‘Night’ Crosses Big

Columbia’s “Middle of the Night” grossed $10,000 in the first four days at the Trans-Lux Theatre in Phila-

delphia, the highest gross there in more than a year, the company said yesterday. At the Playhouse Theatre in Washington, D.C., “Middle of the Night” continued to record the biggest grosses in three years, with the first four days of the second week totaling $7,130.

Nat. Theatre

(Continued from page 1)

and are now operating WDA-

AM, in Kansas City. More re-

cently they acquired National Telefilm Associates, Inc. (NTA), of the industry’s most active pro-

distribution organizations. The company is also operating WTA-

TV, WNTA-TV, in the New York City Metropolitan Area, KMSPTV in Minneapolis-St. Paul.

“In the future, we plan to ex-

pand our television and radio holding the limits permitted by the Federal Communications Commission, we also anticipate increased ac-

tivities in film and tape program distribution through NTA.”

New Title Voted July 10

The new corporate title was voted by the board of directors at a special meeting in Los Angeles July 10. The special stockholders’ meeting to act upon the proposed name change has been set for Aug. 17. When stockholder approval is obtained, the company intends to adopt its new identity full on Oct. 1, 1959, when NTA and NTA will consolidate their films in new headquarters in Beverly Hills.

In addition to its television activities National Theatres and its subsidia-

y companies operate approximately 265 theatres in 19 states.

Film, Equipment

(Continued from page 1)

level and almost a 100 per cent crease during the 1949-58 decade.

The report came from film

Nathan D. Golden, Ships.

amounted to $16,255,457 in 1958.

They fluctuated narrowlly up-

down for five years, and then in

1957 to $26,637,353. For the three

years they’ve been just

the $31,000,000 mark—$31,644

in 1956, down slightly to $31,473

in 1957, and up to the record $31,800 last year.

Golden said Canada was prin-

cipal market for film and equip-

ment, accounting for $9,802,001

21.4 per cent of total 1958 exp-

ure with imports of

$2,000,000. The Union of Sec-

Asia, United Kingdom and Swit-

ted in three months

more than $1,000,000 last year.

Equipment exports stayed at a 1

level for the past three years, in

1957 the peak year, Golden said.

15 ‘Hott’ Weeks at State

United Artists’ “Some Like It Hot”

registered a $679,485 gross for weeks at Loew’s State Theatre in Phila-

delphia, the highest gross there in more than a year, the company said

yesterday. At the Playhouse Theatre in Washington, D.C., “Middle of the Night” continued to record the biggest grosses in three years, with the first four days of the second week totaling $7,130.

“A Hole in the Head” tomorrow.

Tuesday, July 14, 1959

MOTION PICTURE DAILY
**The Rebel Set**

**Allied Artists**

**Hollywood, July 13**

Good action, suspense and surprise developments make this worthy of better-than-average program picture attention. Gene Fowler, Jr.’s direction builds into one and keeps the film hot with interest in the characters and situations drawn from the screenplay by Lou Vittes and Bernard Girard. Directed by Gregg Palmo, John Lupton shares their positions in the lead roles with equal importance and competence, joined with capable assistance from Ned Glass and Don Sullivan. After an amusing introduction to a group of beatnik characters in their hangouts, the story gains momentum as Platt, using his coffee house as a front for petty racketeers, puts a plan for a million dollar caper into motion.

His aide, Ned Glass, rounds up three ambitious beatniks, Palmer, Lupton and Sullivan, all with personal problems, to carry out Patt’s plan to rob an armored truck carrying a load of race track money. Palmer’s wife, Miss Crowley, insists in taking the train trip (part of the plan) with him, believing that her husband was traveling cross-country to sign for an important part in a play.

The caper is pulled during a stopover in Chicago, but Palmer confesses to his wife and the police his part in the robbery after he discovers that Platt has killed Lupton and Sullivan in an attempt to keep all the loot for himself.

Platt, dressed as a minister, eludes the police when the train stops for their investigation; but Palmer captures him and forces him to sign a confession, this being better consideration from the law for himself.


S.D.B.

**Face of Fire**

**Allied Artists**

**Hollywood, July 13**

Produced in Sweden by Albert Band and Louis Garfinkle with an American cast and Swedish technicians, this Albert Band Production, which he also directed, will find its best reception in houses specializing in foreign pictures. Directed by Norman Mitchell, James Whitmore, two seasoned performers, play their way through Garfinkle’s screenplay, which is based on John Crane’s story, “The Monster,” with enough sincerity to satisfy the non-discriminating.

Royal Dano, Richard Erdman and Howard Smith are some of the more familiar faces who made the trip to Sweden to make a film about a small American town at the turn of the century. Jill Donohue is a standout “new face,” as the girl who was ready to marry Whitmore.

Whitmore, a “dandy” handsman for Mitchell, the town’s doctor, suffers facial acid burns when he rescues Mitchell’s son from a fire that demolishes his house. His face is disfigured to the point of frightening the children and the townsfolk. Mitchell displays his anger and gratitude for saving his son’s life, but the townspeople want to get rid of Whitmore, who escapes on a freight train during a chase in which he frightens some children at a birthday party.

The people are temporarily relieved when they get an erroneous report that Whitmore has been killed in a train accident. Whitmore shows up again. The townspeople call on Mitch- ell to have Whitmore committed to a home through funds they offer to raise, but Mitchell refuses when he sees that Whitmore looks like his brother, Oscar, except Whitmore’s hand of friendship in front of his frightened friends.


S.D.B.
It seems like everybody is interested in the jets and wants to fly on them. If you have had trouble getting a reservation on an American Airlines Jet Flagship, that’s the reason. Please be patient, though. We’re putting more jet flights at your disposal all the time. **AMERICAN AIRLINES**
For First Six Months
Film Rentals
Of UA Increase
20% Over 1958
Highest For Any Similar
Period, Benjamin Reports

United Artists worldwide theatrical film rentals for the first six months of 1959 totalled $40,055,000, it was announced yesterday by Robert S. Benjamin, chairman of the board, who said that the total represents a 20 per cent increase over theatrical rentals for the first six months of 1958, which were $33,390,000, he pointed out.

The rentals for the first six months of the current year are the highest registered by the company for any similar period, Benjamin said. UA's consolidated gross for 1958 established an all-time company high of $84,072,000. Net earnings for the period were a record $5,702,000.

The UA board chairman declared that the six-month theatrical rentals for 1959 reflected the enormous grossing potential of current releases in playdates throughout the world.

HOOVER BUYS WILLIAMS
Florida-Georgia Circuit
Special to THE DAILY
MIAMI, July 14.—The Nat Williams Circuit, comprising 11 theatres in North Florida and South Georgia, has been purchased by George Hoover of Miami. Three theatres are located in Quincy, Fla.; three in Thomasville, Ga.; one in Macon, Ga.; two (Continued on page 4)

AIP, NTA Far East
Post Goes to Crasto
J. Remi Crasto, prominent in the Far and Near East motion picture field for many years, has been named to represent both NTA International, Inc. and American International Pictures, in those areas, it was announced yes (Continued on page 4)

Press Fight on Pa. Sunday Bill;
Company Heads Contact Senators

Special to THE DAILY

HARRISBURG, Pa., July 14.—Their campaign for passage of Senate Bill 921 to ease "blue law" motion picture theatre operating restrictions was carried directly to Pennsylvania legislators today by members of the Pennsylvania Motion Picture Association.

Following a strategy meeting at the Penn-Harris Hotel here, theatremen spent the day visiting state senators and assemblymen, seeking their pledges of support for Senate Bill 921, which is now in the Senate Law and Order Committee. The bill would permit Sunday movies in any community where 20 per cent of the reg (Continued on page 3)

New MPA—ACE
Meeting Soon

A second meeting between the executive committee of the American Congress of Exhibitors and the exhibitor relations committee of the Motion Picture Association will be held shortly, it was reported here yesterday following a conference of the ACE committee. The meeting will take place either the last week of July or the first or second week of August, depending upon when the various participants will be available (Continued on page 3)

Funeral Services Today
For Wm. F. Broidy, 44

From THE DAILY Bureau
HOLLYWOOD, July 14.—Funeral services for William F. Broidy, president of Broidy Pictures Corp. and brother of Steve Broidy, president of Allied Artists Pictures Corp., will be held tomorrow at 1:30 P.M. at Hill (Continued on page 5)

Medford, Mass. Drive-In
Files Anti-Trust Suit

Special to THE DAILY
BOSTON, July 14.—The Meadow Glen Company, operators of the Meadow Glen Drive-In, Medford, Mass., has filed an anti-trust suit in U.S. District Court here against the (Continued on page 5)

Canadian Theatre Gross in '58
Is Estimated at $75,584,425

Special to THE DAILY
TORONTO, July 14.—Preliminary figures from the Dominion Bureau of Statistics indicate that the gross for Canadian theatres in 1958 was $75,584,425, a decline of 1.2 per cent from 1957. Admissions at 157,329,889, were down 9,429,740 or 6.1 per cent from 1957.

The Dominion Bureau of Statistics warns: "Although it is not expected that these figures will be much different in the full coverage report to be submitted at a later date, they should serve only as indicators and not as an account of theatre operations in 1958."

With the decline in theatre gross, amusement taxes took a nosedive, dropping by 10.3 per cent to $7,014,410. The average admission price however was up from 52 cents to 53 cents. This helped to protect the exhibitors.

The effects of economy and the closing of theatres are indicated by a 0.9 per cent drop in the persons employed (11,948) and a $40,779 decline in earnings ($17,219,718). The estimated statistics of the DBS apply to roughly 1,586 standard theatres, 96 fewer than in the previous year. At present there are 1,586 standard theatres in operation, 32 having ceased operations since the year's start.

Censorship Trend
New Regulation
Of Theatres
Looms: Myers

SEES STATES, CITIES SHIFTING
CENSOR CHORE TO EXHIBITOR

From THE DAILY Bureau
WASHINGTON, July 14—Exhibitors face the "dangerous probability" that states and cities will turn from the censoring of films to regulating theatres as a result of recent censorship developments, Abram Myers, board chairman and general counsel of Allied States Assn., states in a bulletin issued here today.

The remarks are made in connection with the decision of the Supreme Court in the "Lady Chatterley’s Lover" case. Myers notes that in striking down the New York State ban on that film the justices filed five separate concurring opinions in addition to that of Justice Stewart which stands as the opinion of the court. The decisions (Continued on page 4)

Fitzpatrick ‘Confident’
Of Film Control

Special to THE DAILY
ALBANY, N. Y., July 14—James A. Fitzpatrick, counsel to the Joint Legislative Committee on Offensive and Obscene Material, said he found the recent U.S. Supreme Court decision on New York’s banning of "Lady (Continued on page 2)

‘Lady Chatterley’ Is
Condemned by Legion

The French film, "Lady Chatterley’s Lover," has been condemned by the National Legion of Decency. The Legion said: "This film, both in its development and solution of the plot, condones adultery. As such it constitutes an unassailable attack upon a fundamental tenet of Judeo-Christian morality. This is all the more reprehensible when such an attack comes through a mass medium of entertainment which in our American society is devoid of reasonable safeguards for the young and the impressionable."
PERSONAL MENTION

RICHARD EINFELD, producer of "The Oregon Trail," will arrive in New York from Hollywood tomorrow for distribution conferences with officials of 20th Century-Fox.

MYRON KARLIN, manager for United Artists for the past six years, has come from New York today via B.O.A.C.

VINCENT TRURO, film industry art director, will leave here today for Long Beach, Cal., where once again he will preside over the judging at the annual selections of "Miss United States" and "Miss Universe."

LEON LEONDOFF, senior producer of the Radio City Music Hall here, will leave New York today for Israel to score talent for an all-Israel stage spectacle which the Music Hall is planning for the fall.

RICHARD BURTON and Mrs. Burton will leave New York today aboard the "Queen Mary," for Europe. EDMUND C. DEBERRY, assistant to Paramount distribution vice-president HURST OWEN, left New York yesterday for Atlanta.

BEN GAZZARA arrived here yesterday from London via B.O.A.C.

JEFFREY LIVINGSTON, eastern advertising director for Universal, left here yesterday for Chicago and the coast on a business and vacation trip.

Alperton to Majoreca

HOLLYWOOD, July 14.—Producer Edward L. Alpers left yesterday for Palma, Majoreca, to take over the reins on pre-production of "The Girl in the Red Bikini," Director Byron Haskins and stars Mark Stevens and Joanna Dru will join him there on July 31.

Maryland Group Is New Affiliate of TOA

Establishment of the Maryland Theatre Owners Association as the newest state affiliate of the Theatre Owners of America was announced here yesterday by Senator W'lliams, president. He said the new unit was organized, and voted immediate affiliation with TOA, at a meeting yesterday at the Mayflower Hotel in Washington, D.C., which he and George Roscoe, TOA director of exhibitor relations, attended.

John Broumas President

John G. Broumas, president of the Motion Picture Theatres of Takoma Park, Md., was elected president.

Other officers are George A. Brehm, vice-president; T. T. Vogel, secretary, and Douglas Connellee, treasurer.

Dee Hutton and Red Palma, day manager of the "Solomon and Sheba" unit, will participate in an international conference of promotional activities beginning next Monday.

Launch 'Solomon' Drive in West

The first major promotional campaign of United Artists' classic for "Solomon and Sheba" will blanket key Western cities over the next four weeks, it was announced yesterday by B.O.A.C., national distributor, advertising, publicity and exploitation.

He said that Teet Carlo, Western coordinator of the special "Solomon and Sheba" unit, will participate in an international conference of promotional activities beginning next Monday.

Nine Cities Scheduled

Initial cities where Carlo will develop media campaigns for the Edward Small production are Dallas, Tex.; Worth, Kansas City, Omaha, Denver, Salt Lake City, Seattle, Portland and San Francisco. He will meet with newspapers, magazine, radio and television editors and representatives to launch a wide promotional effort to arouse advance interest in the UA release.

Fitzpatrick Confident

(Continued from page 1)

Chatterley's Lover" to "hard to believe or understand." He felt confident that "efforts will be made to strengthen the hand of the Motion Picture Division of the State Education Department.

An assumption of responsibility by the industry would make further action "and agitation unnecessary," said Fitzpatrick, who conducted public hearings on the advisability of a state classification of motion pictures earlier this year.

Points to Eastman Move

The former state assemblyman noted "with great interest," U.S. Senator James O. Eastland's proposal for an amendment to the Constitution, declaring that this would "set forth the right of each state to decide on the basis of its own public policies the question of decency, and to enact legislation with respect thereto.

Hoping to remove a "cloud" on the law, Fitzpatrick said "I feel that the American public will always find ways and means of acting to suppress immorality."

Commenting on the Supreme Court decision, Fitzpatrick asserted, "Certainly, if one is free to advocate adultery, why not murder?" the question arises as to where the line will be drawn. Are we free to advocate murder or arson? Adultery, like the latter, is a crime."

Will Confer With Educators

Fitzpatrick said that as counsel for the Joint Legislative Committee, he intends to study the decision carefully and to confer with the State Education Department.

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Mark Tesser has been named co-president and elected to the board of directors of Favorite Films California.

Jerry Bieger has been appointed their new manager of the United Artists Theatre in that city. The house is owned by W. J. J. Parker.

Mrs. Lou Colé, secretary of Howco Inc., Atlanta, has resigned that post and is leaving for Denver, where she will make her home.

**Press Fight Against Pa. Bill**

(Continued from page 1)

istered voters petitioned for them. Under existing law, Sunday movies can be shown on a local option basis only after a referendum.

John G. Broumas, operator of the State Line Drive-In Theatre in State Line, and president of the Pennsylvania exhibitors group, termed the turnout for the session excellent, and said the theatremen were optimistic that they could obtain favorable action on the bill at the current legislative session.

He said the members were particularly heartened by the support from Theatre Owners of America and from the film company presidents. He disclosed that at the suggestion of TOA president George Kerkesotes, Robert Benjamin and Arthur Kran of United Artists, Jack Ways of Warner Bros., Spyros P. Skouras of Fox, Steve Brody of Allied Artists, and Milton Rackmil of Universal had personally contacted Senator Harvey M. Taylor, Senate President Pro-Tem, and Senator Douglas Elliott, chairman of the Law and Order Committee, regarded as key men in getting the bill moved to the Senate floor for a vote. He said he was certain the other film company presidents would take similar action.

"To our knowledge," Broumas said, "this is the first time the presidents of production and distribution companies have intervened directly in a state matter, and it is of tremendous encouragement to the exhibitors of Pennsylvania to know that they have a united industry behind them in this effort to modernize an antiquated, uncivilized law."

Broumas said that exhibitors present set themselves up as a committee to contact all other exhibitors in the state to call for their support. A major portion of their efforts, he reported, will be devoted to interesting business groups, civic organizations and parent-teacher associations, in supporting the bill.

**Use Film Techniques To Promote 'O'Keefe'**

United Artists begins its new policy of adapting motion picture techniques to the merchandising of a television series today as Roger H. Lewis, UA national director of advertising, publicity and exploitation, and Ben Halpert, promotion manager for UA-TV, hold meetings in Detroit. They will confer with representatives of the D. P. Brothers Co., on UA-TV's forthcoming series, "The Dennis O'Keefe Show."

"This marks the first time that a major film company will employ its full ad-publicity-exploitation facilities in this country," Lewis declared.

The conferences will develop national and local level campaigns for "The Dennis O'Keefe Show," which premieres on Sept. 22 over the CBS network. The D. P. Brothers Company is the advertising agency representing Oldsmobile, sponsors of the comedy series.

**Second Kinopanorama Film Opens July 21**

"The Enchanted Mirror," second film in the Russian Kinopanorama process, will open at the Mayfair Theatre here Tuesday, July 21. Like "Great Is My Country," now showing at the theatre, it is being presented in conjunction with the Soviet Exhibition of Science, Technology and Culture at the Coliseum.

"The Enchanted Mirror" is made of four stories and is described as a "fantasy-documentary." Taking the themes of familiar fairy tales, the film translates them into the reality of the Soviet Union today.

**Horse' Hits $2,336,229**

United Artists' "The Horse Soldiers" has rolled up a bigger $2,336,229 in 321 situations throughout the country, it was announced by William J. Heine- man, vice-president in charge of distribution. He said the Mirisch Company presentation is holding over in virtually every engagement with runs as long as five weeks.
New Regulation

(Continued from page 1)

Left many problems unsettled, Myers says, and the "limitations contained in the main opinion" have caused confusion.

Especially significant, in the opinion of Myers, is this statement by Justice Douglas: "If a particular movie violates a valid law, the exhibitor can be prosecuted in the usual way."

In two states already, the Allied executive points out, the burden of "cleaning up the screens" is being shifted to exhibitors. In one of these instances the exhibitor association joined with the Johnston Office in seeking repeal of the censorship law. The legislature repealed the statute and enacted in its stead one that put the onus on the exhibitor.

Cites Instance of Policing

"An employee of the association," Myers says, "went so far as to assure a legislative committee that if the switch were made, the organization would police the theatres and report violations. It later developed that the employee had turned in one of his own members, which did not make for harmony in the organization."

The other instance described in the bulletin is one in which there was a well-organized campaign for stricter regulation of the theatres. "With the Burstyn decision establishing in the face of the legislature was reluctant to strengthen its censorship law. Consequently it adopted an act making it a misdemeanor for any exhibitor "knowingly" to exhibit to any person under 18 a motion picture which is "obscene or which "tends to corrupt morals."

Warms of Two Right Guesses

"Heretofore, the exhibitors have been safe in playing any picture passed by the state board. If, as seems likely, the board is abolished, the exhibitors will have to make two right guesses at their peril: (1) as to the propriety of the film and (2) as to the age of their customers."

Myers warns exhibitors to keep a sharp eye on developments in their own states. "States having censorship laws may try to amend them to conform to the Supreme Court's rulings, or to find substitutes for them," he observes. "And wherever there is a public outburst such as occurred in Maryland last year, the effort most likely will be directed against the theatres rather than toward the censoring of films."

From the broad viewpoint of public relations the situation that has arisen is regrettable. It is certain that censorship is going to remain a live and dangerous issue for a long time. It is being perpetuated by the very decisions which it was hoped would end it. It may even become a national issue. Senator Eastland, Chairman of the Committee on the Judiciary, has announced that he will seek the adoption of a constitutional amendment respecting the states control over all matters affecting the morals of the people.

If so, the issue may reach to all 50 states and, unhappily, the movement will stem from a decision of the Supreme Court involving a motion picture play which will oppose the revival of censorship or further regulation of the theatres will be acting to preserve their constitutional rights, which is commendable. But, unfortunately, they will also be on the wrong side of what their communities may regard as a moral issue."

THE BIG Operator

An Albert Jozssmith Production from M-G-M

THE BIG Operator
Tough and Terrific

Review:

Ten Seconds to Hell

Seven Arts—Hammer Prod.—UA

The urgent and perilous task of clearing the city of Berlin of the large number of unexploded bombs scattered in its ruins after the war forms the background of this suspense drama. A Seven Arts-Hammer Production, it was filmed on location in the German city with a cast headed by Jeff Chandler, Jack Palance, and the French actress, Martine Carol.

Palance and Chandler portray two German soldiers who return to Berlin from a British prisoner-of-war camp and, along with four other colleagues, form a demolition squad to engage in the hazardous work of defusing the bombs. The six men make a pact to place half of all their earnings into a general pool for six months. At the end of this time the funds will be split among whoever is left.

Then the grim battle for survival begins. The first man to die does so because the bomb he is working on is a British double-fuse type; after he thinks he has deactivated it, the second mechanism explodes. This complication adds to the suspense; each time a call comes that a new bomb has been located there is the dread that it may be the type which is doubly difficult to handle.

One by one the men are killed at their work until only Chandler and Palance are left. There is strong antagonism between these two; Chandler is a cynic, selfish and interested only in his own survival; while Palance is an idealist who, as chosen leader of the group, has the interests of all at heart. This conflict is spelt out in simple enough terms and is intensified by a rivalry between the two men for the affections of Miss Carol, the attractive landlady.

In the climax Chandler is assigned to what turns out to be a double fuse bomb and against the regular procedure of the men working alone Palance offers to help him. Chandler then betrays Palance and tries to kill him by activating the fuses from a distance. He fails, however, and dies himself in striving to defuse the bomb along. Palance and Miss Carol are together at the end.

All the action in "Ten Seconds to Hell" revolve around whether or not the "live" bomb will explode before it can be rendered inactive and on four occasions the explosion itself is shown after a suspenseful build-up. Robert Aldrich, who directed from a screenplay he wrote in collaboration with Teddi Sherman, had quite a problem in giving these episodes variety, but he has succeeded for the most part.

In a switch from "type" casting Chandler is a heel and Palance a hero. Neither seems completely at ease with the change. However, Miss Carol is played with a couple of dramatic scenes with intensity, and the rest of the cast, including Virginia Baker, Wes Addy, and Robert Cornthwaite, is quite good.

Michael Carreras produced this picture, which was adapted from the novel, "The Phoenix," by Lawrence P. Bachmann.


Richard Gernert

Hoover Buys

(Continued from page 1)

in Pelham, Ga., and two in Quitman, Ga.

Hoover has purchased all the properties from the partnership of Nat Williams, Jr., Paul Bennett, and D. B. McDonald, who were co-owners of the circuit known as Interest Enterprises, Inc. Nat Williams, Jr., son of the founder, will stay on with Hoover as the district manager.

Headquarters for the circuit will be in Miami. Buying, booking, and accounting will be handled in the Miami office and the chain will affiliate with Hoover's circuit. The new name of the company will be Interstate Theatres, Inc.

Pete Dawson will handle buying and booking, and Rex Norris, former-ly with the M.C.M. Circuit, has been hired to assist Dawson in the buying and booking for the new circuit.

AIP and NTA

(Continued from page 1)

terday. For AIP, Grasto will serve as a special representative, Far and Near East; for NTA International he will serve as general manager, Far and Near East.

Grasto's appointment was announced jointly by William Reich, general manager of AIP, and Harold Goldsma and Sidney Kramer, respectively president and director of Foreign distribution of NTA International. Crasto now in New York for home office consultations and will leave in a month for a swing through his territory, after which he will establish permanent headquarters. Grasto, national of India, has spent over a quarter of a century in the film industry, and the International Booking Office, in Calcutta as exploitation manager. He later became general manager for South China and then the managing director of NTA Enterprises, Pakistan, Ceylon, Burma, Nepal and Afghanistan.

These countries are all included in his territories, as are all the other countries of the Far and Near East other than Japan and Australasia.

Allied Notes Change in 'Ten' Royalty Method

From THE DAILY HERALD

WASHINGiTON, July 14—A new rider attached by Paramount Pictures to contracts whereby it licenses "The Ten Commandments" to drive-ins "eases to some extent the shackles which exhibitors must wear when playing under the royalty method," it is stated in a bulletin issued by Allied States Assn. here.

The new rider, according to the bulletin, while retaining payment of a royalty for adults requires only one child's ticket for children only at those drive-ins which charge an admission price for children. Previously a royalty was asked for children at all drive-ins.

Attacking the royalty method in general the Allied bulletin calls it a "violation of the injunction against fixing minimum admission prices.

Curtain Call: COMET 4! (twin jet)

flight: MONARCH (de Lesse and First Class only)

frequency: Nightly

destination: LONDON!

reservations through your Travel Agent. BRITISH OVERSEAS AIRWAYS CORPORATION Flights from New York, Boston, Chicago, Los Angeles, Dallas, San Francisco, Miami, Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Toronto, Winnipeg, Toronto.
Col. and Bantam Books 'Push Makers' Softcover

Columbia Pictures and Bantam Books will launch the paperback edition of Bernard V. Dreyer's "The Page Makers" at least six months before the start of production on the Hollywood adaptation. Will be announced today by Oscar Dystel, president of Bantam, and Paul N. Lazarus, Jr., co-president of Columbia.

The co-promotion will cost more than twice the amount spent on similar projects, according to Dystel. He said "this is the first time a motion picture company has contributed financially and creatively to the promotion of a book so far in advance of the film's release."

Will Start in Cleveland

The promotional campaign will start with the "word premiere" of the book on July 21 in Cleveland, hometown of the author. Highlights of the premiere activities will be a stonemason luncheon honoring Dreyer, which will be attended by film, drama and book critics and columnists for paperback distributors. Local exploitation will include newspaper and slick trade press advertising, truck tour, and point of sale rack cards and display pieces. Similar saturation programs will be launched the following week in Chicago, Los Angeles, and Indianapolis.

Explotation Man Will Aid

A Columbia field exploitation man will be working full-time in conjunction with the Bantam representatives in Cleveland, to lend a Hollywood touch to the book premiere. It was visualized that the promotion is a "fit venture in every aspect. Initial investment on the paperback will be 6,000 copies, with appropriate ads for the forthcoming film. A second book will be re-issued when the film is released.

Tom Dooley Racks Up $1,250 at Drive-In Theatres

Columbia's "The Legend of Tom Dooley" established all-time house records in five of its first eight engagements over the weekend as the $1,250 at the Flamino Drive-In, $1,400 at the Elstern Theatre in Irony, N. C.; $1,005 at the Paris Theatre in Green- ee., S. C.; and $2,415 at the Center Theatre in Lowell, N. C. A new house mark was also set at the Palmetto Theatre in Spartanburg, S. C., where the day gross (no Sunday showings) was $1,530.

Strong in Knoxville

In other situations, "Tom Dooley" is running a close second to that of Lumumba's top pictures. In its first the, "Tom Dooley" grossed 300 at the Riviera in Knoxville, $1,000 at the Parthen in Greens- e., S. C.; and $915 at the Par- son in Asheville, N. C.

Motion Picture Daily

S-W Seeking New Pennsylvania Theatre

WASHINGTON, July 14.--Stanley-Warner Theatres will shortly ask the New York Federal Court for permission to lease and operate a new theatre in a suburb just north of Philadelphia.

Justice Department officials said they expected the request to be filed shortly, and a court hearing date set. The theatre, a 1,000-seat indoor theatre, would be built at Cheltenham Township, just north of Philadelphia, in a new "Cheltenham Center" commercial development.

Brody Rites

(Continued from page 1)
side Memorial Park, Los Angeles. The family requests donations to Cedars of Lebanon Hospital Clinic here in lieu of flowers.

Brody, 44, died here today following a long illness. A native of Chelsea, Mass., he had been in Hollywood since 1946. In addition to producing pictures for Allied Artists release, Brody had been active in television production.

Survivors, in addition to Steve Brody, include the deceased's widow, Frances, and three children. Also surviving is his father, Julius Brody, and a sister, Mrs. Edward Sabin.

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Explotation Man Will Aid

A Columbia field exploitation man will be working full-time in conjunction with the Bantam representatives in Cleveland, to lend a Hollywood touch to the book premiere. It was visualized that the promotion is a "fit venture in every aspect. Initial investment on the paperback will be 6,000 copies, with appropriate ads for the forthcoming film. A second book will be re-issued when the film is released.

Tom Dooley Racks Up $1,250 at Drive-In Theatres

Columbia's "The Legend of Tom Dooley" established all-time house records in five of its first eight engagements over the weekend as the $1,250 at the Flamino Drive-In, $1,400 at the Elstern Theatre in Irony, N. C.; $1,005 at the Paris Theatre in Green- ee., S. C.; and $2,415 at the Center Theatre in Lowell, N. C. A new house mark was also set at the Palmetto Theatre in Spartanburg, S. C., where the day gross (no Sunday showings) was $1,530.

Strong in Knoxville

In other situations, "Tom Dooley" is running a close second to that of Lumumba's top pictures. In its first the, "Tom Dooley" grossed 300 at the Riviera in Knoxville, $1,000 at the Parthen in Greens- e., S. C.; and $915 at the Par- son in Asheville, N. C.

Motion Picture Daily

S-W Seeking New Pennsylvania Theatre

WASHINGTON, July 14.--Stanley-Warner Theatres will shortly ask the New York Federal Court for permission to lease and operate a new theatre in a suburb just north of Philadelphia.

Justice Department officials said they expected the request to be filed shortly, and a court hearing date set. The theatre, a 1,000-seat indoor theatre, would be built at Cheltenham Township, just north of Philadelphia, in a new "Cheltenham Center" commercial development.

Brody Rites

(Continued from page 1)
side Memorial Park, Los Angeles. The family requests donations to Cedars of Lebanon Hospital Clinic here in lieu of flowers.

Brody, 44, died here today following a long illness. A native of Chelsea, Mass., he had been in Hollywood since 1946. In addition to producing pictures for Allied Artists release, Brody had been active in television production.

Survivors, in addition to Steve Brody, include the deceased's widow, Frances, and three children. Also surviving is his father, Julius Brody, and a sister, Mrs. Edward Sabin.

Budd Boetticher Signed

HOLLYWOOD, July 14.-- Budd Boetticher was signed today to a contract by Jack Warner, reportedly assigned to direct "The Life and Death of Legs Diamond," which Milton Sperling will produce as a United States Picture for Warner Brothers. Philip Yordan is now writing the screenplay about the gangster.
National Pre-Selling

AROUND THE TV CIRCUIT

with PINKY HERMAN

WATCh for some sensational new TV developments and GACtvity in the near future. This agency has already set up plans to quadruple its space at its Wurlitzer Blendables offices in Los Angeles and likewise has completed plans for the immediate production of 40 pilots utilizing the talents of numerous top-flight artists, producers, directors and technicians. Berni Woods' new sensational Temporo, whose Climax waning of "See You In September" is already high on the lists, has been signed to appear August 8 on the "Dick ABCClark Show." We admit that prior to our jaunt across the country recently we didn't find occasion (with the exception of listening to the debut) to tune in to "Network Time," NBCO-Hosted by Don Russell and Frank Black. However, while driving to and from California, we heard the program several times and with the array of big name guests, plus the showmanship and respective deliveries of Don and Frank, we could easily picture this entertaining two hours of radio being even more successful as a simulcast. . . . Wes Bryan, a friend of Elvis Presley and loaded with talent (his latest effort on Clock Label, "I'm So Blue," is climbing in sales) has caught the eye and ears of 20th Century-Fox's Bess Myerson, femcee on "The Big Payoff" and newest regular on the "I've Got A CBSecret" show, will start another network radio program in September, "The Ladies, Bless Them," which will feature events in the lives of famous ladies of the past and present. . . . After 17 years with WGAR, Hal Morgan has moved to Orlando, Fla. where he's joined the staff at WABR. . . .

Irv Lichtenstein, who moved over from NTa where he was director of merchandising and licensing to WNTA as station manager, has already started things humming there. Irv was formerly an exec with ABC and prior to that was with WWDC, Wash., D.C., where he was responsible for many awards for broadcasting and sales. Sez Irv, "in my mind the letters NTA stand for 'never tipped anywhere.'" . . . Hap Kaufman, writer-producer at KGO, San Francisco for the past 14 years, is the discoverer and original mentor of the King Cole Trio. . . . Edna Robinson's "Trouble With The Truth" has been set as a CBSpecial for the Fall with warbler Merv Griffin as the star. . . . Ertha Kitt will guesstel on the "Ed CBullivan Show" July 26. . . . MGMT-TV's Syndicated and Feature Films Sales will launch a two-day meeting tomorrow with a cocktail party at Sardi's with William Plummer. . . . Vice President Richard Nixon, who leaves for a visit to Russia July 22, will appear as narrator of a special film to be NBCChannelled soon after his return. . . . Tom Lambert, whose radio career in his native Wisconsin reads like an Horatio Alger, Jr. story, has just been upped to program director at WISN, Milwaukee. He'll continue his daily broadcasts in addition to his new duties, inasmuch as Tom is one of the most popular personalities in town.

CBS Sees 25% Gain in '59 Foreign Sales

CBS Films, Inc., expects to write 25 per cent more business in the foreign market in 1959 than it did last year, it was announced by Ralph M. Baruch, director of international sales for CBS Films. Baruch, just back from an extensive business trip of Europe reported the sale of "Rawhide" and renewals of "Whirlhinds" and "Small World" in England; sales of "Rendezvous" in Sweden, Norway and Denmark; and the sale of "Twentieth Century," "I Love Lucy" and "Perry Mason" in Italy. He also announced that "Rendezvous" and "Perry Mason" have recently been sold to Japan. "I Love Lucy" has been renewed there.

Trans-Lux Sets 4 Deals For Britannica Library

Station KCOP-TV, Los Angeles, has just acquired the Encyclopedia Brit- annica Film Library, it was announced by Richard Carlton, vice-president in charge of sales of Trans-Lux Televi- sion Corp., syndicator of the film package. Purchase of the film catalog was negotiated by KCOP general manager Al Flanagan and program director Mary Warren with Trans-Lux president and division manager, Murray Oken.

Three other TV stations have renewed long-term contracts for use of the EB Library package, according to Carlton. They are WINS, Mil- waukee; KING, Seattle, and KGW, Portland, Ore.

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Wednesday, July 15, 1959

Winners of TV Grant Announced by CBS

Three women and two men have won the first television writing grants-in-aid of $3,000 each, awarded by CBS Television Network, Louis Cowan, president of the Network, announced yesterday. Cowan said the five winners, chosen by the selection committee from several thousand applicants, were: Eve Merriam, New York, author and poet, whose proposed television writing project is a series of poems; Brock Brower, Chapal Hill, N., editor of the University of North Carolina Press, whose proposed television writing projects include family comedies and dramatic scripts for Playhouse 90; Ellen Currie, New York, an assistant professor of dramatic writing and short story writer, whose proposed television writing project is a program series of magazine format; John Fieff, New Hope, Pa., executive director of the National Federation of the Blind, who will write a television series of science programs on the evolution of man; and Jennifer New, N. Y., playwright and opera librettist, whose proposed television writing project is "The Autobiography of America," a series of plays and discussions dealing with great issues of American history.

Cowan Appointed Committee

The winners were chosen by an independent selection committee, appointed after Cowan announced the CBS Television Network Writing Grants-in-Aid in a speech to the American Association of School Administrators in Atlantic City in February. The selection committee consisted of Robert Alan Avthus, not television dramatist; Erik Barmouss, assistant professor of dramatic art at Columbia University and past national chairman of The Writers Guild of America; and Richard I. Lewine, director of special programs of the CBS Television Network.

Jack Benny to Star In Hour-Long Specials

Jack Benny will star in three hour-long comedy specials to be presented on the CBS Television Network during the 1959-60 season under the sponsorship of the Greyhound Bus Corporation and the Benrus Watch Company. This was announced by William H. Lyons, CBS Television network vice-president in charge of sales administration.

Danny Thomas will guest star in Benny's hour-long programs, which will be presented Saturday, Nov. 7 (7:30-8:30 P.M., EST). Thomas' own weekly series, "The Danny Thomas Show," which returns to the network following his summer hiatus, on Oct. 5.

All three Jack Benny specials will feature comedy, music and guest stars as did Benny's two specials last season. Sam Perrin, George Balzer, Al Gore and Hal Goldman will write the upcoming three specials.
Heinemann Report

JA Two-Week Billings Called Highest Ever

Domestic Total $5,374,619 for Period Ending July 11

United Artists’ domestic gross billings for the two-week period ending Saturday, July 11, established the all-time high for two successive weeks by a major film company in the history of the motion picture industry. William J. Heineman, UA vice-president in charge of distribution, said yesterday. The figure included domestic gross billings for the week ended July 4, with Heineman previously had reported as the largest for a single week the 40-year history of UA. Heineman noted also that the total number of bookings for the two weeks, designated “United Artists weeks,” was the largest in UA history any two-week period.

Announcing the record totals of billings for the two consecutive weeks, the UA sales chief declared: (Continued on page 2)

A Paying Off Part of Notes Due Circuits

By Peter Burnup

LONDON, July 15—Loans approved by the National Film Finance Corporation for the year ended March 31 totalled £2,005,387 (35,015,083), it is revealed in the annual report of the corporation released today. Of the total sum approved, £6,785,135 (85,006,783) was actually advanced, this sum including £191,810 for aid to television films. The report points out that the corporation continues to assist approximately half of the British quota films on the three major circuits and makes a strong plea for the continuance of the statutory levy, which during the year ending October, 1959, produced £3,500,000.

MPEA Acts

Ratify 3-Year Pact Between U.S. and Italy

Changes by Italians Had Delayed Implementation

The new three-year Italian-American film agreement, which is scheduled to go into effect Sept. 1, was ratified by the board of directors of the Motion Picture Export Association at a meeting here late Tuesday afternoon.

Implementation of the pact, which was signed by MPEA president Eric Johnston and Dr. Ettel Monaco, president of ANICA last January, had been held up by changes in the Italian government.

Under the agreement, seven companies, including United Artists, will receive 10% permits annually and, in addition, Allied Artists will have 17% annually. This total of 202 permits for eight companies compares with (Continued on page 2)

Rackmil to Speak at ‘U’ Sales Meet Today

By Peter Burnup

WASHINGTON, July 15—The three-day Universal Pictures Company sales executives conference got underway at the Universal offices here today to map distribution and promotion plans for the next six months with Henry (Continued on page 2)

Only Twelve Drive-Ins Seek Loans from SBA

For THE DAILY

WASHINGTON, July 15—Only 12 drive-in theatres have applied for Small Business Administration loans since drive-ins became eligible Jan. 1, S.B.A. figures revealed. What's more, none of them had its loan application approved. So far, S.B.A. has okayed loans only for indoor theatres. Officials said they had no information available here as to the size of the loan applications or the reasons for their rejection.
S.C. Theatres to Open on Sunday
Despite Vote Backing ‘Blue Laws’

Special to THE DAILY

SPARTANBURG, S. C., July 15—The State Theatre, one of the larger film operations in this city, will open for business on Sunday in spite of the defeat by voters yesterday of proposals to ease the “blue laws.” Other theatre managers here are expected to follow suit.

U. A. Billings

(Continued from page 1)

The domestic gross billings are the largest ever registered by a film company over a similar period. These totals, based on the three-month average of current company releases and attest to our continuing pattern of growth and expansion.

U.A. Paying Off Part

(Continued from page 1)

tion, it is revealed in papers filed with the Securities & Exchange Commission here.

On June 19, UA exercised its right to purchase the following notes: $1,000,000 to RKO Theatres; $150,000 to the Interstate Circuit; $150,000 to Balaban & Katz; $125,000 to Florida State Theatres, and $75,000 to Paramount theatres. This represents $2,050,269.40 in principal and accrued interest, and includes accrued interest on a $2,000,000 note held by Loew’s Theatres Clearing Corp.

Also on June 19, for purposes of providing funds for additional motion pictures to be made for independents for distribution by the company, UA sold to Loew’s Theatres Clearing Corp. a promissory note in the principal amount of $1,000,000, maturiyng October 3, 1960. This note is one of two issued by UA for the $3,600,000 Loew’s promissory note mentioned above. The other note issued in this transaction is a short-term note, which is not required to report to the SEC.

As of June 30, according to the SEC statement, UA had outstanding, in addition to the new $1,000,000 promissory note, the following notes: $775,000 from RKO for $2,050,269.40 in principal and accrued interest, and includes accrued interest on a $2,000,000 note held by Loew’s Theatres Clearing Corp.

U.A. told the SEC that the remainder of the Prudential-Puritan loan will be used to increase cash balances and to add to general funds to provide additional working capital for producer and producer advances in connection with the financing of pictures and to further diversification.

Budd Services Today

Funeral services for Ralph W. Budd, 74, former chamber manager in the East for Warner Brothers, will be held today at Vander Plant Funeral Home, Wyckoff, N. J., at 3 P.M. Interment will follow at Wyckoff Reformed Church Cemetery.

2 MOTION PICTURE DAILY
Thursday, July 16, 1935
‘U’ Sales Meet

(Continued from page 1)

H. Martin, general sales manager.

Milton R. Backall, president of United, is scheduled to address the meeting tomorrow. Product Ross Hunter is also scheduled to talk tomorrow and screen the first roughs of Tinfoil Talk. Doris Day and Cary Grant, whose independent productions ‘Spartacus,’ ‘Pillow Talk’ and ‘Operation Petticoat’ are involved in the meetings, will also address the meeting by telephone.

Attending from New York beside Martin are F. J. A. McCarthy, assistant general sales manager and James J. Jordan, circuit sales manager. Regional sales managers participating are Joseph B. Rosen, Barney Rose, F. F. Roslan and R. N. Wilkinson. Charles Simoni, Eastern advertising and publicity department manager and Jeff Livingston, Eastern advertising manager, are representing the advertising and publicity department.

Senate Unit Approves

(Continued from page 1)

Communications Commission action early this year declaring that a TV news clip showing one candidate required equal time for all other candidates. Broadcasters have warned that unless the ruling is overturned national news coverage next year will vanish.

The bill approved by the Senate committee would exempt from the “equal time” requirement any news casts, news interviews, news documentaries, on-the-spot coverage of news events, or panel discussions. It declares the intent of Congress to reexamine the matter within three years and orders the F.C.C. to sub mit annual reports on the way the law is working.

A House Commerce Committee Subcommittee has approved a bill that would permit panel discussions, interviews, and on-the-spot coverage.

Porgy’ Benefit Bow
In L.A. Nets $80,000

From THE DAILY Bureau

LOS ANGELES, July 15—’Porgy and Bess’ opened tonight at the Car thy Circle Theatre to a dist inguished celebrity turnout. The West Coast premiere of Charles S. Gol- wyn film, a benefit for Cedars of Le banon Hospital, was a complete sellout over a week in advance of the open ing. The benefit proceeds are expected to produce over $80,000 for free bed care at the Cedars of Lebanon Hospital. Following the premiere, an elaborate party was held at the Beverly Hilton.

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, left New York yesterday for Spokane, Wash. He will return here next week.

ILYA LOPERT, president of Lopert Films, and Mrs. Lopert will leave here today aboard the "United States" for Europe.

LEONARD Gruenberg, general manager of NTA Pictures, will leave New York today for the Coast.

JOHN MILLS, British actor, arrived in New York from London yesterday via B.O.A.C.

JAY RICHARD Harris, son of Harry A. Harris, of Harris Theatres here, will be married in the autumn to Sandra Sorby.

Coast Lease Signed for National Theatres Bldg.

From THE DAILY Bureau

LOS ANGELES, July 15.—Negotiations were completed yesterday for a long-term lease between National Theatres, Inc., and S. Jon Kreedman and Co., Beverly Hills developer-builders. The lease, representing an aggregate rental in excess of $3,500,000, is for new main headquarters of National Theatres, Inc., and its several subsidiaries and is located at 9750 Wilshire Blvd., Beverly Hills. Completion is scheduled for Oct. 1.

The four-storey and penthouse structure will be known as National Theatres Building, Inc. NT will lease the entire building, excluding the ground floor.

GET ON THE RIGHT TRACK
For racing, Malcolm; for riding, the
Berkley-C
 exploit your
talent
A One Hour from New York by Sunpke & Parkway
In New York City, call W 2-4108

OF BETTER AND
FASTER SPECIAL TRAILERS
From Dependable

1227 S. Western Chicago 60th Ave. New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kaue, Editor; James D. Iverson, Managing Editor; Richard Gerber, News Editor; Herbert V. Fender, Advertising Manager; Gus H. Fanno, Production Manager, Charles S. Golwyn, President and Treasurer; Theodore T. Church, Eastern Editors; William L. Frisbie, Western Editor; Charles F. Hedin, West Coast; Charles S. Golwyn, President; Martin Quigley, Sr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Galingher, Vice-President; Leo 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 a part of Motion Picture Daily; M.T.V. 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 United States and $12 foreign. Single copies, 10c.
The motion picture which talks "Heart to Heart" with young America is bound to become the most talked-up attraction of the year!
A MESSAGE TO SHOWMEN FROM 20TH CENTURY-FOX ABOUT

Within the next week or ten days we will proudly make available prints of BLUE DENIM for screenings. This is a picture that must be seen before any bookings are made or exploitation and publicity campaigns are planned, because it is a far cry from the usual run of pictures. It is strong entertainment with something important to say, ingredients which guarantee it real attention from today's public which demands those very things.

Here is a motion picture that should be seen by every man, woman and teenager in the U.S.

The men who made it, Mr. Charles Brackett, distinguished producer and past President of the Motion Picture Academy of Arts and Sciences, and Mr. Philip Dunne, noted director and screenwriter, believe that the screen can be candid and provocative about a subject which affects millions of young Americans and their families in our present society.

I think you will share my pride in being associated with the release of BLUE DENIM.

ALEX HARRISON
General Sales Manager

THE HOTTEST STORY IN THE INDUSTRY TODAY IS
CAMPAIGN YOUTH-TESTED, YOUTH-APPROVED
by the councils of leading national youth organizations

SERIES OF NATIONAL FULL-PAGE MAGAZINE ADS

JOAN CRAWFORD
PRE-Sells “BLUE DENIM” IN THEATRE TRAILER
from National Screen Service

10-DAY NEWSPAPER CAMPAIGN
DETAILED IN PRESSBOOK
SHOWS YOU AN ORIGINAL CONCEPT
OF ANNOUNCEMENT, TEASER AND
DISPLAY ADS

IO DAYS FROM NOW
YOU’LL MEET THE KIDS IN “BLUE DENIM”
ONLY YESTERDAY PLAYMATES.
NOW SUDDLY YOU CAN’T JUST SAY MOTHER.
NOW WILD. IT RESIDES,
THAT’S WHERE YOU’D LIKE TO BE.
THE FESTIVAL HAD TO FacE
FACES OF THESE ARE

UNIQUE CAROL LYNLEY TRAILER FREE FROM 20th!
in which a star-building subject has won the acclaim of showmen everywhere! Use in advance!
(Narration by Robert Wagner)

NATIONWIDE “BLUE DENIM” FORUMS
generating big interest among editors, writers, educators, religious leaders, medical men

RADIO AND TV SPOTS
STAR JOAN CRAWFORD
who launches Blue Denim provocatively and impressively in materials available free from 20th!

CAROL LYNLEY ON TOUR
influencing press, radio and TV opinion-makers in hundreds of areas throughout the country
U.S. and Italy

(Continued from page 1)

some 220 permits for 10 companies under the expiring agreement.

It is pointed out that the pact recognizes the principle that the American industry is entitled to approximately the same number of import permits overall as has obtained heretofore, despite the defection of individual companies such as RKO and Republic.

Other highlights of the agreement are: allocation of permits by MPEA, with notification by Aug. 1 preceding the film year, with the right to adjust the allocations up to Aug. 1 of the film year. The agreement calls for an official rate remittance of $7,000,000 per year, to be effective as of Sept. 1. In lieu of retroactivity of the pact, the Italian Ministry of Foreign Commerce has granted the special release of $2,700,000.

Ruling on Dubbing Included

The official remittance of amounts equivalent to the dubbing fees is authorized. The permitted usages of the blocked funds are to continue as in the past except for certain detailed improvements of an administrative nature. Each film entered officially in the Venice Film Festival will be permitted an official remittance of the first $50,000 earned by the film.

An additional import permit will be granted under the agreement for each Italian film financed or distributed by a member company. The agreement also provides that certain issues of the dubbing certificates which American companies now have and will accumulate will be sold to Italian financial institutions at 25 per cent of the face amount of the certificate at maturity.

Loew's Wins

(Continued from page 1)

fendants were the sole stockholders of KTVX, Inc., Colorado Corp., which contracted for exhibition of the M-G-M film library for a period of seven years in 1956.

Judge Epstein refused to take under consideration such charges by the defendants as blockbooking and anti-trust violations. As a result, KTVX has filed a separate suit against Loew's.

60% of Theatre Owners Now Members of TOA

Over 60 per cent of all theatre owners in the nation are now members of the Theatre Owners of America, George G. Kerasotes, president, disclosed in a special report to TOA's membership. Declaring that TOA has experienced its greatest growth in recent history in the fiscal year which ended last June 30, Kerasotes said the 60 per cent total was attained in the last two weeks when two new state units affiliated with TOA.

He said that the action of the Mississippi Theatre Owners Association at its convention June 26 in Biloxi, Miss., in joining TOA, and the formation this past Monday in Baltimore of a new Maryland TOA unit, pushed TOA past the 60 per cent figure.

In addition, he told the membership, dues payments in the fiscal year were 22 per cent ahead of the 1957-58 fiscal period—a percentage gain also unprecedented in TOA's recent history.

Two Anti-Trust Suits

(Continued from page 1)

conference" will be held on both lawsuits Aug. 17. Observers believe some form of consent decree may be agreed upon to prevent drawn-out litigation.

Yesterday the lawsuit which Taylor Bros., Theatres, Kingsport, Tenn., brought against King Sul Theatres Inc., Wilby-Kincey Service Corp. and major film distributing companies was moved to Knoxville. It had been filed in district court at Greeneville, Tenn., on May 26, 1958.

Moving this case was prompted, court officials said, because of the similar suit brought by New Amusement Corp., operators of the Pike and Tower Theatres here against some of the same defendants. Each suit asks $1,-000,000 in damages under the triple-damage clause of the anti-trust laws. Intervention by some independent owners and others looms should the case go to prolonged litigation. Pre-trial conferences will determine if consensual decree action is possible and acceptable.

Taylor Bros. operates the Taylor, Fox and Taylor Drive-In Theatres in Kingsport. King-Sul, a defendant, runs Kingsport's Strand and Balto Theatres. Wilby-Kincey is a subsidiary of ABC-Paramount Theatres, Inc.
WHO WAS THAT LADY?

TONY CURTIS knows!
DEAN MARTIN knows!
JANET LEIGH doesn't know!

GEORGE SIDNEY and NORMAN KRASNA know because they just happen to be making it*

*the funniest fun of the year for
Exhibitors Call for All-Out, Impartial Enforcement of Carolina 'Blue Laws'

SPARTANBURG, S. C., July 17.—In a prepared statement issued today, Spartanburg area theatre operators called for all-out enforcement of the “Blue laws,” including a section barring most business activity here on the Sabbath. Action came on the heels of Tuesday’s referendum in which the county voted against repeal of the “blue laws,” which prohibit Sunday movies, other amusements and business activities.

Council for the theatre operators here, Chester D. Ward, Jr., and Sam R. Watt, took the position that repeal of the “blue laws” was the county's decision to leave alone. (Continued on page 7)

Ask Repeal of Local Ban on Sunday Films

Special to THE DAILY

ANDERSON, S. C., July 16.—City Council here has delayed action for two weeks on a request by theatre owners inside the city limits that a city ordinance specifically banning Sunday movies be repealed. Attorney (Continued on page 7)

Justin Named Assistant To Karp at Paramount

From THE DAILY Bureau

HOLLYWOOD, July 16. — Sidney Justin, who has been with Paramount’s legal department since 1930, yesterday was named assistant executive assistant to Jack Karp, recently made executive vice-president of the company. (Continued on page 7)

Entertainment Is the First Law of Survival for Films, Says Montgomery

Everyone engaged in the art of making and selling motion pictures must make a realistic appraisal of his efforts before he can meet the problems of attracting audiences, Robert Montgomery, who has been named the new editor of this week’s Motion Picture Herald out today.

Montgomery, reactivating his interest in motion pictures with the formation of a producing company by his acumen, took time out from his completion of a film “The Gallant Hours,” the Cagney starring vehicle which he directed to express his views concerning the state of the industry.

“The entire industry is affected by what each of us does to reach the public. A dishonest campaign on an important motion picture could impair business generally for the next 15 or 20 films that come along. We can’t treat the public like morons and try to change campaigns to fool them when the first one doesn’t work; like changing ads to sell a drama as a comedy.

“The public demands quality. It is no longer attracted to cheapness and sensationalism, and we mustn’t try to sell quality where it doesn’t exist. To over-sell or over-state your product is an affront not only to the public, but to the industry.” (Continued on page 8)
PERSONAL MENTION


Philip F. Harling, Fabian Theatres, vice-president and senior vice-president for the circuit, were in Albany, N. Y., from here.

William Cotte and Mrs. Goffe will arrive here today from Hollywood. They are enroute to Munich.

Mrs. James R. Hudson has given birth to a girl, Catherine Barbara, at New York Infirmary. Father is a commercial artist well known in the industry.

Larry Starckmore, general manager of Westland Theatres, Colorado Springs, Colo., has returned there with his family from Europe.

Robert Aldrich, producer, has left New York for Rome. He will return to Hollywood on Tuesday.

Oscar Doos has returned to New York from Hollywood following a week of meetings on plans for the release of "Ben-Hur."

Seymour L. Moris, Schine Theatre director of publicity and exploitation, became a grandfather with the birth of a son to Dr. and Mrs. Paul C. Boomsma, the latter the daughter of Moris.

Richard Gordon, president of Amalgamated Film Productions, arrived in New York from London yesterday via B.O.A.C.

Mrs. Thelma Johnson, Allied Artists secretary in Atlanta, and her husband, Dick Johnson, booker for M-G-M, have left for a vacation in Florida.

Bernice Jacom, of Distributors Corp.

NEW YORK THEATRES

Para. Outlook

 Grant, Simonelli and Hunter at "U" Meeting

(Continued from page 1)

Special to THE DAILY

CHICAGO, July 16—Cary Grant, Ross Hunter and Charles Simonelli arrived here tonight from Hollywood to attend the current Universal-International première of "Operation Petticoat," in which Grant is meeting informally with the sales executives in order to tell them about "Operation Petticoat," made for U-I by his Grant Productions. Hunter is taking with him a rough cut of "Pillow Talk," which he and Martin Melcher produced, in order to give the sales executives an advance look at the running of the picture. Simonelli, U-I's Eastern advertising and publicity department manager, who has just concluded a week of meetings at the United executives, will brief the conference on the company's advertising and promotion plans for "Pillow Talk," "Operation Petticoat" and "Spartacus."

"Anatomy" Is Showing Strong Power

Otto Preminger's "Anatomy of a Murder," which opened to record-breaking business in New York, has shown outstanding staying power in its second week, with many dates equaling and surpassing first week grosses. Columbia announced yesterday.

In New York, the second week at the Plaza was off less than $1,000 from the all-time house record of $26,000 established in the opening week. At the Criterion, the second week was a big $5,000.

In Detroit, "Anatomy" grossed $5,000 at the United Artists Theatre to equal its initial week. In addition, the opening day of the third week surpassed the opening day of the first two weeks. First-week total at the Woods Theatre in Chicago was $52,000, outgrossing all previous Columbia pictures at that house. At the Trans-Lux in Washington, "Anatomy" has already surpassed the all-time house record with a first-week gross of $21,500.

In Boston, for the take the opening seven days at the Gary Theatre was more than $2,000, topping even holiday business there this year. At the Beach Theatre in Atlantic City, the first five days of the second week surpassed the total of the initial seven days.

'Circus' Party Today

The Roxy Theatre will "host" two thousand boys and girls from Protestant, Jewish and Catholic organizations today at 10 A.M., at the first New York showing of "The Big Circus." Felix Adler, noted white-faced circus clown and his wife Amelia, the only woman clown, will welcome the youngsters who will be given balloons and "Big Circus" comic books.

Unipol

(Continued from page 1)

retooling, and work forward with the future with continued optimism and realistic confidence."

To implement the policy Unipol is now in the midst of a number of increases which enable it to better compete with the top literary properties, big stars, directors and producers. Rackmill said:

He cited the recent deal concluded with Marilyn Monroe to star in "Ugly Americans," along with the plan of star Susan Hayward in "Elephill," and a deal with Ross Hunt to produce a film based on Fort Houston.

Some As Yet Unannounced

Along with these properties, Ral told the sales executives, company will soon announce plans to produce films on star Rock Hudson, "Summer," Doris Day, "Cry." Tony Curtis, and Lana Turner, of whom are presently in some Universal's current box office successes and upcoming pictures.

Rakoff added that the soon to be released "Pillow Talk" and "Operation Petticoat" will match box offices success of "Imitation Of Life," which has already been demonstrated and that of "This Earth," "Mine," which gives evidence of a similar kind of performance at the office in its initial engagements. F. "Spaghetti," which presented a world-wide boxoffice performance of "should match the industry's gross of all time."

Rosendahl Leaves

(Continued from page 1)

plans for the release of the Sam Goldwyn production in England at the Continent.

In London the Columbia executives will visit the sets of Sam Spiegel's "Suddenly, Last Winter" and Elia Kazan's "Our Man in Havana" while in England he will confer with B. Frankovich, chairman of Columbia Pictures, and with Sir Robert Morley, and the Sarofim's, the domestic department of Columbia Pictures Europe.

Carreras Meeting Scheduled

Rosendahl will also meet with James and Michael Carreras, executives of Hammer Productions, to report on promotion activities in the Continent. In Paris, conferences will be held with producers of Stanley Donen and Raoul Levy. Donen has just finished production of "The Only Game of Love," "Blondie's Feeling," and Levy recently completed "Battebo Goes to War."

Rosendahl will be accompanied by his wife for the trip and will spend three weeks in Europe as part of a long vacation. In addition to London and Paris, he will visit Florence Venice and Copenahagen.
A new era in motion pictures has opened!

Samuel Goldwyn's

Porgy and Bess

A new era in motion pictures

Todd-AO-Technicolor

All seats reserved
Bosley Crowther  
(New York Times) says:

“‘PORGY AND BESS’ IS AN EXCITING AND MOVING FILM. A classic on the screen. N. Richard Nash has adapted and Otto Preminger has directed a script that fairly bursts with continuous melodrama and the pregnant pressure of human emotions at absolute peaks. We can almost feel the motion picture medium is the one for which it was destined all the time.”

Wanda Hale  
(Daily News) says:

“★★★★
‘PORGY AND BESS’ IS A CLASSIC that can go on until the last print has faded into a blur and crumbled into nothingness. The production is superb. Sidney Poitier’s performance is the shining light of the film. Dorothy Dandridge is excellent, Pearl Bailey is a tower of strength.”

Paul V. Beckley  
(Herald Tribune) says:

“...A WORK OF LARGE DIMENSIONS...a rich and devoted filming... The result is dazzling.”

Alton Cook  
(World Tele. & Sun) says:

“‘PORGY AND BESS’ REALLY LIVES AGAIN. Perfectly cast. The people have gusto and enthusiasm, their emotions run high.”

Jesse Zunser  
(Cue Magazine) says:

“‘PORGY AND BESS’ IS A SUPERBLY DRAMATIC STORY in the most exciting musical idiom.”

Justin Gilbert  
(Daily Mirror) says:

“‘PORGY AND BESS’ IS 21-K GOLD-WYN...a radiant and ringing photo-play, the final step in enshrining ‘Porgy and Bess’ in the pantheon of productions that kindle human flame...”

Irene Thirer  
(Post) says:

“SING OUT THE GOOD NEWS! Perfectly synchronized with hauntingly beautiful music, poignancy, charm, good humor and pathos.”

LIFE Magazine says:

“AMERICAN CLASSIC SINGS ANEW! It glitters with drama, fun, religious feeling, love for dancing, and music!”

Newsweek says:

“A GERSHWINNER.”

McCall’s Magazine says:

“‘PORGY AND BESS’ is now a magnificent motion picture. Sammy Davis, Jr. as Sportin’ Life, makes the screen jump for joy!”

Rose Pelswick  
(Journal American) says:

“‘PORGY AND BESS’ IS MAGNIFICENT. Humor is here along with tragedy, religious fervor as well as violent action. On every count, the picture is an impressive achievement.”

The Associated Press says:

“‘PORGY AND BESS’ a magical combination of excitement for eye and ear. A deeply moving theatrical experience that pulses with vigor.”

Saturday Review says:

“It IS SUPERB!”
Film Daily says:

"A MAGNIFICENT ARTISTIC ACHIEVEMENT AND A BOXOFFICE BLOCKBUSTER. Individual performances stack up as fore-runners of Academy nominations. Miraculous reproduction of the music. No previous production to compare with it. Will stand long as an industry record."

Hollywood Reporter says:

"ONE OF THE MONUMENTAL MILESTONES in the theatre’s long history of entertainment. Powerfully enacted, presented with vocal and visual beauty. The musical bridges from mood to mood and scene to scene are probably the best the screen has ever voiced. Choreography is at its visual best. Fused into a moving and inspiring whole."

M.P. Daily says:

"A RARE EXAMPLE OF THE FINEST blending of photography, color and music. The best ever given the classic. Shines with memorable individual performances. The Gershwin music, has been magnificently recorded. A production of the highest quality in the established Goldwyn tradition. Fresh and new and vibrant—will endear it to all who see it."

Variety says:

"A BIG PICTURE. An American classic, handsome, intelligent, often gripping. Camera work stands forth."

M.P. Herald says:


Boxoffice says:

"A TRIUMPH ON ALL COUNTS. A glorious and unforgettable motion picture experience, will stand as a monument to Goldwyn’s producing genius. The acting is outstanding. All the warmth of feeling and dramatic intensity of the Heyward play. The score is superbly played and sung. Poitier proves himself one of our best actors."

M.P. Exhibitor says:

"SOMETHING SPECIAL as to entertainment value, magnificently attired, finely acted, outstandingly directed and produced. Cast is moving in its evaluation of the story."

Daily Variety says:

"FINELY PRODUCED AND DIRECTED. Intelligently acted and well sung. There is beauty and artistry."

Independent Film Journal says:

"STRIKING CINEMATIC STATURE, artistic as well as commercial strengths. The combined talent of the cast would be difficult to duplicate."
Variety says:

"'PORGY AND BESS' HIT ABSOLUTE CAPACITY IN INITIAL FULL WEEK WARNER THEATRE N.Y.C. AFTER THE SAME PACE IN THE PRIOR FOUR DAYS'.

NOW PLAYING CARThAY CIRCLE, LOS ANGELES
OPENS JULY 22nd CORONET, SAN FRANCISCO...McVICKERS, CHICAGO
OPENS AUGUST 6th ASTOR, BOSTON
OPENS AUGUST 12th TIVOLI, TORONTO

SAMUEL GOLDWYN presents
PORGY and BESS

Co-Starring
SIDNEY POITIER · DOROTHY DANDRIDGE · SAMMY DAVIS, JR. · PEARL BAILEY

Music by GEORGE GERSHWIN · Libretto by DuBOSE HEYWARD
Lyrics by DuBOSE HEYWARD and IRA GERSHWIN (Founded on the play 'Porgy' by DuBOSE and DOROTHY HEYWARD)
Originally produced for the stage by the Theatre Guild · Screenplay by N. RICHARD NASH
Directed by OTTO PREMINGER · Distributed by COLUMBIA PICTURES
Produced In TODD-AO® · TECHNICOLOR® · STEREOPHONIC SOUND
**Exhibitors Call**

(Continued from page 1)

...plot result show the public wishes strict enforcement of the "blue laws" as such. "Nothing is done," they declared, if clients will not open their theatres on Sunday. However, if this is not to be, we will decide after this Sunday if our future course of action will be altered. It all depends on the manner in which the "blue laws" are enforced today.

"Under the blue laws," Ward pointed out, "a man who operates a business on the Sabbath would be subject fine of up to $500, and each of his plays would be subject to fine of...."

**Television Today**

### ‘The Thin Man’ Who’s Where

Julian Goodman has been named director of news and public affairs, effective immediately. It was announced by William K. McAndrew, vice-president, NBC News. An NBC newsmen for 14 years and most recently manager of news for NBC in Washington, Goodman will be assigned to New York in his new position. He will be succeeded in Washington by Elmer W. Lower.

James H. Geer has been named controller of the CBS Television Network. He comes to his new post from ACF Industries, where he had been assistant comptroller since June, 1957.

Herbert W. Hobler, formerly vice-president in charge of sales for TelePrompTer Corp., and for the past year a sales management consultant, has joined Videotape Productions of New York as director of sales development. It was announced by John B. Lanigan, vice-president and general manager of the company.

The appointment of Albert Feldman as assistant director of an expanded radio-TV department was announced by Ruder & Finn, New York public relations firm. In his new post, Feldman will assist Mildred Vigerhouse, radio-TV director.

Walter Cronkite, CBS news commentator and host, was elected president of the National Academy of Television Arts and Sciences in a cross-country telephone meeting of the organization’s national trustees.

Frederick DeCordova was elected executive vice-president; David Susskind, vice-president, New York; Arnold Wilkes, vice-president, Baltimore; Irvin Kaplan, vice-president (Chicago) and John Secondo, vice-president (Washington). We refer to him as the man who makes the films, and when he is present the audience is always on their feet. He takes his work very seriously and never understates the importance of the job he does. His passion for cinema is contagious, and it is evident in every film he produces. He is truly a master of his craft and a pioneer in the industry. He is known for his dedication to art and his commitment to excellence, which is why he has been successful for so long. He is a true visionary who has shaped the course of film history and continues to inspire and influence filmmakers today.

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**MPPC Gives $557,587 To 21 Coast Charities**

From THE DAILY BUREAU HOLLYWOOD, July 16. The Motion Picture Permanent Charities split up $557,587 among 21 Los Angeles charitable organizations yesterday in the first of two disbursements of funds raised in the film industry’s 1959 federated campaign.

**Huston to Produce**

(Continued from page 1)

Would Be King,” to be filmed next year for Universal release on location in Italy.

The Huston production will be one of the most important properties to be made for Universal next year, according to Edward Muhl, U-1 vice-president in charge of production, who made the announcement.

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**Motion Picture Daily**

day, July 17, 1959

The mediums’ Strong in D.C.

Supporters of the Black Museum are urged by American International ares to have grossed $11,500 at drive-ins and three conventional theaters in Washington, D. C., according to $15,000 the company’s house highest grosser.

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**Astaire Stars in New Chrysler Spec on NBC**

Fred Astaire will star in an all-new hour-long live musical colorcast, on the NBC-TV Network Wednesday, Nov. 4, from nine to 10 P.M., it was announced yesterday by David Leve, vice-president, NBC Television Programs and Talent.

The program will be called "Another Evening with Fred Astaire." Guest stars for the show, which again will be sponsored by the Chrysler Corp., will be announced in the near future.

**Fryman and Ziv Sign For Three TV Series**

From THE DAILY BUREAU HOLLYWOOD, July 16. — Fred Doff, president of Fryman Enterprises, has concluded a deal with Ziv Television Programs to produce three series in partnership with Ziv. The series will be "The Mickey Rooney Show," will star Rooney, Fryman’s major stockholder. The pilot, scripted by Harl Hillier and Austin Kalisch, will roll Nov. 15. The series writers are scripting the "Lariat Kid," a "teen-age western." Doff will produce "The Mickey Rooney Show" and serve as executive producer of "Lariat." The third Fryman will make for Ziv is still in the discussion stage.

**Tarzan, Film and Star**

Set Jacksonville Mark

Reports received at Paramount headquarters here state that "Tarzan’s Greatest Adventure" has given the Town and Country Theatre, Jacksonville, the biggest single-day gross in the history of the house, $2,143. It was registered opening day, Tuesday, when Gordon Scott, who plays the title role in the Paramount adventure drama based on the Edgar Rice Burroughs writings, visited the theatre.

Business has been exceptionally strong at the theatre ever since the opening, it was stated.

**Budweiser Renews NTA’s ‘U.S. Marshal’ Series**

Anheuser-Busch, brewers of Budweiser Beer, this week renewed for a second year sponsorship of National Tele-Audience Associates’ "U.S. Marshal" TV film series starring John Bromfield. Present plans call for a considerable expansion in the total market list for the series, which opened in 93 situations in September, 1958.

Filing of the second series of 39 half hour programs will start at the Desilu Studios in Hollywood early in August. Desilu produces the series in association with NTA.

**Explosion at Desilu**

HOLLYWOOD, July 16. — Damage caused by a flash explosion and fire in an underground film storage vault at Desilu’s Culver City studios today is estimated at $1,500. Films which had been left in storage belonged to RKO and consisted mainly of stock footage.

They said: "This guy starts where Capone left off!"
Montgomery Urges Quality

(Continued from page 1)

lie but to the industry in general," Montgomery continues.

Montgomery, whose company rented space at MGM to make "The Great Gatsby," is hopeful of delivering the film for United Artists release by October 31, to be shown at Admiral Halsey (portrayed by Cagney) on the occasion of Admiral Halsey's birthday.

Sees 'Emotional Experience'

"Going to the movies is an emotional experience, not an intellectual experience. Entertainment is the first law of survival for motion pictures. Films that set out primarily to educate or sell a message generally fail to attract the masses interested in paying for 'escape,'" Montgomery added. He takes issue also with filmmakers who stretch their films into three hours or longer to tell a story that can be told in much less time to the advantage of both exhibitor and patron.

Returning to films after a long period devoted to television, in which he claims there are too many barriers in the way of entertainment, with networks, agencies and sponsors getting more rugged, Montgomery takes a stand for pay-TV, believing that it is deserving of a fair trial, and claiming that the public unwittingly pays for "free TV" through the purchase of the sponsor's products.

During Montgomery's long period away from Hollywood production, he was one of the leading figures in television.

Will Present Broadway Play

Engaged in a search for at least three properties which the Montgomery-Cagney Productions unit plans to make over the next four years, Montgomery says he favors a particular story (unnamed) which he would present as a play on Broadway before bringing it to the screen.

In a further comment, the producer-director, who would not be averse to getting into grease paint again for a suitable role, says that any violation of good taste in the making of motion pictures is a responsibility of the producer, that this should be regarded as an unwritten clause in the Production Code.

Atlanta WOMPI Names Committee Chairmen

Special to THE DAILY

ATLANTA, July 16. — Mrs. Jean Mullis, newly elected president of the local chapter, Women of the Motion Picture Industry, has set up the following committee chairmen:

Program, Mrs. Opal Tate; publicity, Miss Hilda Knight; membership, Mrs. Neil Middleton; social, Mrs. Charlene Jones; extension, Mrs. Johnny Barnes; service, Mrs. Juanita Elwell; by-laws, Mrs. Jackie Coward; finance, Mrs. Helene Spears; bulletin, Marjelle Davy; district chairman, Betty Roos; parliamentarian, Mrs. Stella Pouhout; public relations, Mrs. Louise Bramblett; sunshine, Mrs. Lois New; telephone, Dottie Southland; toastmistress, Mrs. Christian Gilliam, and gifts, Mrs. Tillie Shapiro.

Name WOMPI Chairmen

DENVER, July 16. — The Denver chapter of Women of the Motion Picture Industry has named the following committee chairmen for the coming year: program, Pat Hill; membership, Joan Wallace; social, Irene Canino; publicity, Paulette Hall; finance, Virginia McNeill; by-laws, Edith Musgrave; service, Ann Miller; extension, Tony Dykerstheis; historian, Dorothy Orino; bulletin, Monica Farrell and Bernice Gilmore.

'Hole' Sets Record

United Artists' "A Hole in the Head," set an opening day record Wednesday for a non-holiday weekend with a first day gross of $13,808 at Las Vegas Theatre here, it was announced by William J. Heineman, vice-president in charge of distribution.

'Mysteries' Proving Top Box Office Draw

"The Mysteries" is proving to be one of the top box-office attractions of the summer, according to reports now being compiled in the MGM home office. On the heels of its gross of over $500,000 in 96 New York area theatres, the science-fiction thriller has started its second wave of saturation bookings in the metropolitan area.

Important exploitation and television campaigns are major factors in the success of "The Mysteries," it was pointed out. Throughout the summer, Jack Byrne, MGM vice-president and general sales manager, and his staff will be setting saturation campaigns wherever possible.

Jazz Combo for 'Beach'

An all-star jazz combo has been formed to record major portions of the sound track score for Stanley Kramer's "On the Beach." The combo includes Bob Bain on guitar, Gus Bivona on clarinet, Pete Candoli on the trumpet, Benny Carter on tenor sax, Shelley Manne on drums, Max Roach on bass and Johnn Williams on piano. The balance of the score for the United Artists release will be recorded by a 12-piece symphony orchestra being formed in Hollywood.

'Train' Opens July 2

"Last Train from Gun Hill," will mount western drama, will Wednesday, July 29, at the Cap Theatre on Broadway, following current engagement of "The Pennies."
Compo Urges Strong Fight Vs. Penn. Censorship Bill

Exhibitors in Pennsylvania were warned at the weekend that they face the “constant danger” of having to close their theatres for long periods if Senate Bill No. 373, a censorship measure, becomes law.

The warning came from the Council of Motion Picture Organizations which has drawn up a ten-point indictment of the bill and the effects it will have on the industry in Pennsylvania. The censorship measure has already passed the Senate and is now in the House.

“Since there is a strong possibility that this bill may be passed,” Compo said, “we are trying to do everything possible to arouse all elements of the picture industry in Pennsylvania to the (Continued on page 8)

West German Business Is Reported ‘Very Good’

BOONTON, N. J., July 19.—Business is very good and booming in all of the first run West German theatres, according to Edward Lachman, president of Carbons, Inc., here, who recently returned from the world conference on arc light carbons in (Continued on page 8)

Big Foreign Language Promotion for ‘Lovers’

“Holiday for Lovers,” 20th Century-Fox film with a South American background, will be the recipient of the most extensive foreign language radio and newspaper promotion in the company’s history, beginning this week. Plans for the exploitation were announced at the conference here.”

Wisconsin-Michigan B-B Campaign Opened by Marcus; Committees Set

MILWAUKEE, July 19.—A business building campaign for Wisconsin and upper Michigan in lieu of the defunct national effort was launched at a meeting held here Friday at the Schroeder Hotel, under the direction of exhibitor Ben Marcus.

Marcus urged a concerted selling approach on specific pictures, rather than an institutional campaign. “Each week, we should put a new twist on a different picture,” he said. “We have not been properly selling our product. We have been very, very conservative.”

The average key downtown house in this region, Marcus declared, opens with big ads and drops to directory space after two days. He suggested greater use of television and radio selling, and pointed out that the Compo business-building records could be tied in with specific pictures.

“I have never wished to sound pessimistic, but the only way we have (Continued on page 2)
**Personal Mention**

PAUL N. LAZARUS, Jr., vice-president of Columbia Pictures, returned to New York over the weekend from Hollywood.

TAYLOR M. MILLS director of the public relations-information department Motion Picture Association of America will return to New York today from a vacation spent at East Falmouth, Cape Cod.

S. EDMUND GOLDWIN and Mrs. Goldwin will arrive in San Francisco today from Hollywood.

BOSTON E. ROBBINS, national sales representative of Consolidated, in charge of sales, will leave New York today for Chicago, Denver, San Francisco, Seattle and Los Angeles. He will also visit the NSS studios in Hollywood.


JESSE CHINCHIN, Buena Vista Western division manager, will leave here tomorrow for San Francisco and Hollywood.

WILLIAM GOEZ left here Friday via B.O.A.C. for London.

WILLIAM E. HARDER, studio manager for Fred E. Niles Productions, Chicago, was married at St. Vincent's Church there on Saturday to Frances Metelko, formerly secretary to Fred Niles.

SUSAN HAYWARD will arrive in New York today from Hollywood. She is enroute to Paris and Taormina, Italy.

TOY LUCY, of Exhibitor Service Co., Atlanta, is recuperating at his home following surgery.

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**Pittsburgh’s Rodgers’ Drive**

(Continued from page 1)

Theater attendance was harry Hendel, B. W. Steerman, Ray Ayrey, John J. Maloney, Gabe Rubin, I. C. Kellenberg and James Hendel.

Vice chairman Enric Steam pledged “We are out to get 10 percent cooperation with our collection in each and every:venue and drive-in theatre in the exchange area. Furthermore, in each situation, collections will be timed to coincide with that situation’s top attraction for the summer.”

Jacobs congratulated the Stanley Warner organization. Records are now ready for shipment to $3,500 collected from only two downtown Pittsburgh theatres, in which collections are still going on.

**Seeks Help of Local Groups**

Bert Stearn and Lou Hanna reported they are busy organizing an all-studios drive-in drive and drive-ins handled by their Co-Operative Theatre Service.

“The Pittsburgh formula so successful last year, will again be in operation here this year. We have asked the key” chairman Nat Rosen, Kellenberg stressed the importance of obtaining the aid of volunteer firemen, police, service clubs or other local volunteer groups to aid in making effective audience collections.

National Exhibitor chairman, M. A. Silver, reported on the number of theatres throughout the nation that are pledged to make collections—and advised the workers that the Pittsburgh results of last year were an inspiration to Will Rogers forces everywhere in the country.

Flexibility is a keynote of Pittsburgh Will Rogers Drive plans, permitting each situation to time their collections to take place when they are playing a top attraction. All collections are being held throughout the length of the engagement in each case, from one week to six or more.

**Greater Job This Year**

The meeting was an enthusiastic one, bringing out that every exchange employee is pledged as an active worker, adding to obtaining pledges, or in supervising collections. Along with pledges from theatre owners, Will Rogers workers are striving to make this a top season, definite collection date commitments.

Stress was laid on the necessity of dedicated organization, supervision and follow-through. Conclusion of the meeting was to try to do an even greater job this year for the Combined Drive for the Will Rogers Memorial Hospital and Research Laboratory.

Silver added that the Pittsburgh committee will observe the 10th Anniversary Slogan “A Christmas Salute membership card in every pocket.”

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**2nd Russian Film**

(Continued from page 1)

who attempted to move a mountain, introduces a propaganda-loaded, but still interesting, segment on Red China’s monumental efforts to catch up to Russia and the western world in agriculture and industry. The animation is technically good but somewhat old-fashioned in style.

“Wide is My Country,” the Kinopanorama program now concluding a three-week run at the Mayfair, “The Enchanted Mirror” has as its segments visions of the Union’s countryside, spiced with short segments featuring the Bolshoi Ballet, folk dancers and singers. The most spectacular sequence is a wild ride in a “trolley” through a snowy Siberian landscape. This is the climax of the first half of the program. An unexciting visit to the Brussels World’s Fair, with all due time devoted to Russia’s technological exhibits and aspirations, climaxes the second half.

The Sovexportfilm release is presented by the Ministry of Culture of the USSR and was produced by the Central Studio for Documentary Films, Moscow. It runs 90 minutes. The Sovcolor is excellent and the English narration quite adequate—

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**Wallis Re-Signs Nathan as Associate Producer**

From THE DAILY Bureau

HOLLYWOOD, July 15—Paul Nathan has been signed to a new five year contract by Hal Wallis, continuing as associate producer on all Wallis Productions. He has been with Wallis during the entire 15 years that the producer has had his own independent company, headquartered at Paramount.


His first assignment under it will be the screen version of Tennessee Williams’ “Summer and Smoke.”

Wallis is currently observing his 15th anniversary as an independent producer with the release of “Don’t Give Up the Ship” and “Last Train from Gun Hill” for Paramount. Nathan was associate producer on both.

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**‘Gigi’ in Boston**

After an 18-week run at the Gary Theatre in Boston and highly successful 23-week run at the Beacon Hill, MGM’s Academy Award winner, “Gigi,” will open in 15 Boston area theatres Wednesday. The saturation booking is, in effect, the third run in Boston, but the first in neighborhood houses.

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**Showmen Wanted!**

Increase your concession sales to an all-time high with 4 brand-new full-color animated and narrated intermission-time blockbusters from national screen service tops in trailers!

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**Business Building (continued from page 1)**

any future is to go out and sell,” one said. “You have to feed the or she’s going to dry out. That is I have taken the time to work on effort.”

The following exhibitor community was impressed with the campaign: Gene Ling, chairman; F. Mintz, Dean Fitzgerald, Al F. Marcus, Edward Johnson and Junecke, Jack Lorenz and A. M. Hendel, chairman of the district committee, which also presides Harry Ohlson, Morris Asan, J. Kempnitz, Ward Pennin, Pat Halloran and M. Dukelson.

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**MOTION PICTURE DAILY**

Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. W. Advertising Manager; Gus H. Kasell, Production Manager: Burton J. Hendin, Circulation Manager. Staff: Esther A. Talyor, Editor; Willard P. Hazzard, Managing; Burton J. Hendin, Editor; William Pay, News Editor; Correspondents in the world: D. J. M. Willard, Washington, D. C.; London Burea; Santa Monica, Calif.; Chicago, Ill.; New York Burea (504), New York; Bollen, London, England; V. W. S. London, England. Vice-President: Leo J. Brady, Secretary, General Manager. Published every day as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Films Earned as a class matter Sept. 21, 1928, 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,
**Paperback-Film Tie-ins Develop Into Big Promotions in Britain**

By WILLIAM PAY

LONDON, July 16 (By Air Mail).—Publication of the paperback edition of "The Nun's Story" to coincide with the film's release here next October climaxes a period of stimulating book-film promotions by Britain's Pan Books. Twenty-six Pan paperbacks of filmed stories with sales approaching five million have been published in recent years.

The full Pan treatment is given each book, with tie-ins of posters, shows, bookstalls, displays, special promotions, and book reviews. The paperback rights for best-sellers include: "All Quiet on the Western Front," by Erich Maria Remarque, "The Lost Angry Man," MCM's "Naked Maja" and "Ben-Hur." Annual recording of forty-five for publication. Recently acquired Pan paperback rights of best-sellers include: "Columbia's "Mountain Road,"" by Theodore White, Universal International's "Elephant Hill" by Robin White and Allied Artists "The Lost World.

**Timed to General Release**

Says Harry Pease, Twentieth Century-Fox exploitation manager in London; "If timed with a film's general release book-film tie-ups are valuable advance promotion for paperback editions get to the people who go to the pictures."

**Illinois Allied Slates**

Annual Meeting July 29

**Special to THE DAILY**

CHICAGO, July 19.—The board of directors of Allied Theatres of Illinois has fixed July 29 for holding the organization's 29th annual meeting and election of officers and directors. The meeting will be in the form of a luncheon at the Sheraton-Blackstone Hotel here.

The Illinois Allied board also endorsed theatre-attendance publications by LaBarda Jackson Park Sanitarium the week of Aug. 14, which is sponsored annually by the Variety Club of Illinois.

**$8,000,000 Budget Is Slated for 'Alamo'**

From THE DAILY Bureau

HOLLYWOOD, July 19.—An 88-million-dollar budget has been set for the Batjac Production, "The Alamo," it was announced here at the weekend. Richard Widmark and John Wayne will star in the film, which Wayne will also direct. Release will be through United Artists.

Shooting has been scheduled to start in September in Texas on a 100-acre set now in the process of construction.

**Hyman Will Discuss New Product, Current Trend**

New developments in current business and future product will be discussed by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, at a luncheon for the trade press on Wednesday at the circuit's headquarters here.

**'Scapegoat' to Guild**

MGM's "The Scapegoat" will be the next attraction at the Guild Theatre here.

**'Subliminal' Trailer Used for 'Anatomy'**

Special to THE DAILY

RICHMOND, Va., July 19.—A form of "subliminal" advertising utilizing the detached-body logo of Otto Preminger's "Anatomy of a Murder" will be introduced here in four weeks in advance of the film's playdates at Byrd and State Theatres. Four trailers, approximately three to five seconds long, have been prepared by Filmack for insertion in the newscasts at each theatre.

We urge theatre owners to beware of people who will catch this short flash of the symbol and the title and that it will firmly implant it in their memory," said Sum Beaufhein III, operator of the theatres. "Film will be opened in both houses on Aug. 22.

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**Charge SBA**

(Continued from page 1)

one of the reasons for the small number of theatre owners applying for the SBA loan is because it was increased by the SBA, since loan coverage was extended to four-wall theatres about four years ago, and enlarged a year ago to include drive-ins. The committee is instrumental in getting the SBA to change its regulations which previously barred loans to any segment of the entertainment industry.

In a letter to TOA members, Harling declared: "Despite all the publicity and babble which resulted when the SBA changed its policies on two separate occasions to permit theatre owners to file applications for loans, most of the regional SBA office personnel still are in the dark when a theatre applicant makes a request."

"It has come to my attention that many of our members applying for loans have been told that they were not qualified to apply because they were not part of the 'entertainment industry.' Every TOA member, as well as other exhibitors, knows that this is not so. But the Administration in Washington appears to be following the principle of 'Macy not telling Gibel.' Perhaps some of the regional office personnel do not read their mail or directives, because if they did they would know that the SBA now covers theatres."

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**ole' Setting Records**

r Opening Days

Alfred J. Wintle's "A Hole in the Floor" set new records for a hole in the floor of its opening day with $2,000 at the box office and a $3,000 radio supplement.

**Contact/'s A Hard One**

In San Francisco, "A Hard One" has set the stage at UA records an opening day in key engagements across the country, it was an at the weekend by William Grimes, vice-president in charge of the UA pictures.

The film has been released in a new house recently opened by Loew's, Los Angeles, Calif., at a total cost of $1,000,000.

**Permafilm Franchisers**

Permafilm, Inc., and Permafilm of California, Inc., have announced the signing of the franchise agreement with Movielab Films, Los Angeles, Calif., and Movielab Color Corporation, both of New York, and Arizona Color Film Laboratory, the new processing laboratory in Phoenix, Ariz. This brings to 27 the number of Permafilm franchisers to 27 in the United States and 15 foreign countries.
Republic Studio has spent millions of dollars in making it the largest and best equipped rental television studio in the world.

Republic Studio operation has the highest standard of efficiency, economy and quality . . . combined with a skilled organization having had many years of experience.

REPUBLIC STUDIO WILL SAVE YOU TIME AND MONEY!

Producers are invited to visit and to confer with Jack
inspect Republic Studio, Baker regarding requirements.
**Have Rocket, Will Travel**

**Columbia**

After knocking around the industry for more than two decades, during which their fortunes rose and fell and rose again, particularly in the field of comedy shorts, the Three Stooges are now facing their first feature-length film. Considering their current and immense popularity resulting from the telecasting of their old comedies, "Have Rocket, Will Travel" would seem to have an eager audience awaiting it. Here are 76 minutes of wild, unadulterated "Stooge" farce, completely and totally witless, and often appealing for that very reason.

The screenplay by Raphael Hayes casts Moe, Larry and Curly as janitors in a space rocket installation. Jerome Cowan is the bumbling, ill-tempered boss of the base and pretty Anna Lisa and Bob Colbert are, respectively, a dedicated scientist and a lice-sick psychologist who are working on a new project. When they look as if Miss Lisa is going to be fired because she can't find a fuel strong enough to get the rocket to Venus, the Stooges set to work to help her. They do and inadvertently become the first men to hit another planet and return to earth to tell about it.

Their misadventures on earth are topped only by their crazy encounters on Venus, where they run into a talking unicorn and an evil robot who unwise uses the Stooges as models for some new robots. The guys, mostly of the head-knocking variety, come fast and furious and should delight the small fry who find such things the living end in high good humor.

Producer Harry Roman has given the film a solid physical production and David Lowell Rich has directed with a nice sense of cinematic chaos. Charge of exploitation is the bouncy title song which is sung by the Stooges in the course of the film. Running time 76 minutes. General audience classification. Release in August.

**Heroes And Sinners**

Janus Films

**Hartford, Conn., July 19** Europe's acclaimed Curt Jurgens ("The Fan of the Sixth Happiness") is the principal player, and a most convincing one, in this Raymond Fremon production, directed by Yves Ciampi from a screenplay by the latter and J. L. Best.

Essentially an adult melodrama, it concerns ex-fighter pilot Yves Montand, carrying a fabulous diamond, accidentally given him by a smuggling syndicate, into French Africa, a Negro-governed nation. Montand checks into a hotel owned by Jean Berva, in the process taking romantic note of M. Servais' striking virtuoso playing.

**The Virtuous Bigamist**

Kingsley International

HARTFORD, Conn., July 19

For some years, the identification of that superlative Gallic mimic, Fernandel, with a foreign import, has meant welcome dollars at the domestic box offices and in the instance of "The Virtuous Bigamist," and France's co-production (Gite Films of Paris and G. Amato of Rome), and released on these shores by Kingsley International, the tradition is resolutely maintained.

Jacques Bar has produced and Mario Soldati has directed, from a screenplay by Aldo de Benedetti, Czeslav Szvalt and Piero Tellini, the latterthreesome going back to an Italian effort, "Four Steps in the Clouds," shown here about a decade ago.

In essence, this concerns a little man of the cloth and a big fellow going to aid and abet the other little men of the world, in the process of driving forcefully home the age-old argument that in humility there is indeed strength and comfort. In certain U.S. quarters there may be some disappointment that the redoubtable Fernandel doesn't cavort with constant alacrity, pouting, smilling, backslapping, a la his unpton other imports. But it must be recorded that herein he is seen as a mere traveling salesman, who boards a bus, the vehicle carrying him to an exotic and thrilling adventure. En route, of course, passes the string of human anecdotes, warm vignettes of contemporary European life.

By way of further explanation, the title alludes to the pivotal character's (Fernandel's) assuming the status of temporary husband of an unwed mother, a turn of events that regrettable, but firmly, relegated "The Virtuous Bigamist" to adult viewing.

The picture is in French with English titles.


A. M. W.

**Grant Jury Trial in S.C. ‘Blue Law’ Case**

Special to THE DAILY

Darlington, C., July 19—Request of Boyd Bailey, owner of the Darlington Theatre, for a jury trial on a charge he violated the state's "blue law" in opening his theatre on Sunday, July 12, has been denied by Darlington City Recorder Herbert Hennig. Date for the jury trial will be set later by the Darlington CitygetSession.

The theatre is owned by Sam Irvin of Asheville, N. C.

**Magician’ to Venice**

"The Magician," latest film written and directed by the Swedish director Ingmar Bergman, has been invited by the Venice Film Festival to be Sweden's official entry. The picture had already been given the opening slot at the Swedish Film Academy, "The Magician" will have its American premiere late this summer at the Avenue Playhouse. It is a Swedish-British production and will be distributed in the United States by Janus Films.

**Reform School Girl**

American International

HARTFORD, Conn., July 19—American - International is gearing advertising and promotion effort to one ingredient, the presence in this youthfully spirited cast of Edd Byrnes, as Eddy advertising them on the ABC-TV "77 Sunset Strip" series. This personable chap seems to know that the females of the comedy and counsel set are buying at the moment and who's to argue when such substance is available in current product release?

Primarily, "Reform School Girl," directed by Edward Bernds from his own screenplay, and produced by AIP's Samuel Z. Arkoff and Robert J. Gurney, has to do with one Gloria Canby, out joy-riding with her boy friend, Wayne Taylor and another couple, Byrnes and Luana Anders. Byrnes manages to ditch the others and makes Miss Castillo on a rather hectic journey, in her car, the up-shot of which finds an innocent pedes-trian hit. Castillo goes to reform school after refusing to testify out of fear for Byrnes' life.

A rather routine script development brings Byrnes to justice and Miss Castillo goes free, much more wise and mature than ever.


A. M. W.
PREFX Ollie Trevy has upped Julius Barnathan to V.P. for Affiliated Stations at ABC-TV and Frederick Pierce has been named manager of Research for the network. Prior to joining ABC in 1954, Barnathan was Director of Media Research for Kenyon & Eckhardt. Pierce was formerly with Benjamin Harrow & Son and joined ABC in 1936.

(For deeds and misdeeds your reporter has been applauded, criticised, cited, warned, red-carpeted and ostracized—but a nice note from Al "Flat Top" Daly of the "Operation Leaky Arm" (special bloodmobile doing wonderful work in Jackson, Mich.) informs us that we've been "hugging"—that is, our picture has been posted along with many other "Honorary Members" of that worthy cause. (Thanks Al). Les L. Persky, prexy of Product Services, is currently behind the Iron Curtain, negotiating with the Czechoslovakian Government for the American distribution rights to several Czech feature films which would be handled thru Persky's film firm, Yorke Productions. 

... Add another N'Yawker who followed Horace Greeley's advice, went west to San Diego and KFPS doing a hang-up job as announcer-deejay. 

As a reward for the wonderful pinch-hit role he turned in several times for Shari Lewis, Johnny Andrews has been named new host of the early morning NBC show, "Hi Mom," across the board from 9-10 a.m. Johnny has been a favorite in this corner ever since he returned to the Big Apple from Cleveland where he merely copped every "personality award" at WTAM (now KFW) ... Rumors have it that a top agency is ready to put "Senator" Ford's hilarious "Can You Top This?" back on the TV nets. (It's about time). And howcome recording excess overload the American Scott Murray Trio, whose singing-instrumentalists down Washington, D.C. is the talk of the town? 

M. Dumont, musical director for the Swiss Broadcasting Corp., recording artist and composer, droppped into our cubby hole last week for a chat before flying back to Europe today. The multi-talented Dumont conducted the San Jose Symphony Orchestra, TV series "Arturo Sommario's "Telemondo" program TVA KWAQ last Monday when he introduced the "Year of the" in the Caribbean. And July, 21st when the Griffith of the Broadway smash "Destry Rides Again" TVisits t'other on the "Andy Williams CBS" show. 

Incidentally we inquired as to who was responsible for the bright wardrobe that pieces together Bill Leonard's "Eye On New York" morning series and the answer is a lad named Lester Cooper. This Cooper rates a high Hooper for his super-duper scripts. 

Name Shelton, Jacobs to AB-PT Posts in Capital

Edgar G. Shelton, Jr., and Joseph J. Jacobs have been appointed to operate jointly the Washington, D.C., office of American Broadcasting-Paramount Theatres, it was announced at the weekend by Leonard H. Gold- 

client as assistant to the president for national affairs, and Jacobs assistant to the president for legal and broadcasting division affairs. 

Shelton's responsibilities will include liaison with the federal government and private organizations headquartered in the nation's capital, as well as public relations with these groups in Washington. Jacobs' responsibilities will include ABC legal affairs as well as other broadcasting division business in Washington. 

Shelton joined the American Broadcasting Company in 1937 as assistant to the vice-president in charge of the Washington office. Jacobs has been a member of the American Broadcasting Company legal department since March, 1954. During this period he has specialized in governmental, affiliated station and television allocation matters.
Compo Urges Censor Fig

(Cast read from page 1)

danger that lies in this measure and the necessity for doing everything possible to have it defeated.

In general, the new censor bill seeks to avoid the ban on prior censorship by permitting the censor board to ask for prints of a picture for inspection after it has had its public opening. The board would have the power to cut the film, ban it or rate it as adult. The burden of proof that a picture is not obscene would be shifted to the exhibitor.

Could Force Long Closings

Explaining the danger the theatres face of having to go dark for long periods, Compo said: A first run theatre could spend thousands of dollars advertising the opening of a picture, but after the picture has opened the censor board could declare the picture unsuitable and the film would have to be withdrawn. If this should happen that theatre would have to be dark for an indeterminate period, as it would be virtually impossible to get a new picture as a replacement; indeed, the replacement might have to be withdrawn, making the theatre dark again. All this could occur at the whim of three persons who have such little business sense as to be willing to work for a top salary of $5,500 a year.

Points in Indictment

The other nine points in the Compo indictment are as follows:

Two: The bill would make it infinitely more difficult for any drive-in theatre to operate, as disapproval of a picture for persons under 17 years of age would make it impossible for married couples to take their small children with them to drive-ins, as so many drive-in patrons do.

Three: "The bill explains that 'unsuitable for children' means a film which is obscene or incites to crime. In all the history of motion pictures there has never been any picture produced that incited to crime, and we defy any legislator or censor to name one. As for obscene pictures, they are punishable under existing law. It should be pointed out, however—and has been by courts—that if a picture is obscene for a person of 16 it is obscene for everybody else over that age. Moreover, what may be deemed obscene by one person may not be at all offensive to others."

Censorship Called Discrimination

Four: "Censorship of motion pictures and exemption of television is viciously discriminatory. It is notorious that children stay glued to television sets in all their spare time, watching original television stories that certainly incite to crime. It is equally noteworthy that old pictures shown on television do not incite to crime. An outrageous example of the discrimination in motion picture censorship is the fact that in Maryland the state movie censors cut the motion picture of 'Forever Amber' to ribbons, but the picture was later shown over

seventeen's
Picture of the Month for August

also starring
Barbara Bel Geddes
Louis Armstrong
Harry Guardino
Bob Crosby
Bobby Troup
Produced by Jack Rose
Directed by Melville Shavelson
Story by Robert Smith
New Songs by Sylvia Fine
A Paramount Picture
In VistaVision

The laughter...
the loving...
the happy living
of a wonderful guy
make this a
wonderful picture!

'Horse' Big $36,081

United Artists' "The Horse Diers" rolled up a huge $36,081 in its third week at the Astor Theatre.

'The BIG OPERATOR'

Tough and Terrific
British Exhibitors, Distributors Fail To Agree on Allocation of Tax Rebate

LONDON, July 18. (By Air Mail).—The attempt of the joint Kinematograph Renters Society-Cinematograph Exhibitors Assn. committee to arbitrate in the matter of the £20 ($56) tax rebate ended in a stalemate, at least for the time being, but with a pledge from the distributors that due consideration would be given smaller theatres in particular difficulty.

At the outset of a two-hour meeting, CEA men urged that inasmuch as the obtaining of the relief had been largely the result of exhibitors' (Continued on page 4)

'Kind' To Be Ready By End of Year

By WARREN G. HARRIS

"They told us we'd never get the combination of Brando, Magnani and Woodward."

But they did, Martin Jurovich and Richard Shipterd. The young producing team, along with director Sidney Lumet, has been shooting Tennessee Williams' "The Fugitive Kind" with

Ohio Governor Signs 'Blue Law' Change

Special to THE DAILY

COLUMBUS, O., July 20—Theaters, sports and other recreation activities are exempted from provisions of Ohio's amended "blue laws" calling for a Sunday ban on business activities signed by Gov. Michael V. Di Salle after approval by the Ohio Legislature. The new law modernizes the archaic

New S.C. Theatres Join in Defying State Ban on Sunday Film Shows

SPECIAL TO THE DAILY

SPARTANBURG, S.C., July 20—Theatre operators in various sections of the state continued their battle against the so-called "blue laws" yesterday. Latest recruits in the raging controversy were two Greenwood drive-in theatre owners—Marion Ackerman of Highway 25 Drive-In and Pete Zozour of Auto Theatre, who announced they would show films at 9 P.M. Sunday. In at least three other counties, Greenville, Pickens and Anderson, amusement operators mainly theatre owners—offered their entertainment in spite of state laws. In sharp contrast, however, theatre screens in Spartanburg County remained dark while operators kept a close watch on how equally the
New Opposition to S.C. Law

(Continued from page 1)

"blue laws" were enforced, on the first Sunday since the referendum election, which citizens indicated they wanted all-out enforcement of such laws.

In Spartanburg, only restaurants and drug stores (filling prescriptions only) were legally authorized to remain open, but a check early Sunday morning disclosed that numerous gasoline service stations, newstands, and drug stores were open for business—the latter doing much more than filling prescriptions. Police here were enforcing the "blue law" with reference to persons working on Sunday, which carries a maximum fine of $1, but these establishments were not closed.

A city ordinance in Spartanburg, calling for a $100 fine or 80 days imprisonment for anyone working on Sunday, was not being enforced. Indications are this ordinance will be repealed within the next few days.

Meanwhile, Spartanburg area theatres owning "blue law" theatres are not in our estimation enforced equitably, we will throw open our doors for business on the Sabbath.

Some area theatre owners, finding that businesses such as restaurants, peach packing sheds, tax cabs and similar operations are being exempted, indignantly complained that the law is not being enforced 100 per cent here. At Darlington, S.C., Circuit Court Judge J. W. Lewis issued a temporary court order banning Sundays, effective today. A hearing has been set for next Friday on whether to make the restraining order a permanent one.

Judge Lewis issued the order July 15 at the request of Darlington City Council, which two weeks ago unanimously opposed permission for Sunday movies to operate there.

Ohio Governor

(Continued from page 1)

language of the old laws. Commercial establishments still are required to close on Sunday with the exception of "work of charity or necessity" and "by persons who conscientiously observe the Sabbath on Saturdays."

Some lawyers say the law is questioned by "many attorneys," said the Columbus Dispatch. Some say the law appears to set up two sets of rules—protect the public, and the other for private business. The law permits Sunday operation of state and city enterprises like fairs, state parks, city golf courses and other facilities. Some lawyers say the law will stand a court test, based on past blue-law decisions by the Ohio Supreme Court. Others believe that a court test may see the law ruled unconstitutional. If the present law is ruled unconstitutional, the situation will be right where it has always been—in the hands of locally elected officials—said the Dispatch.

Carter Arrives Here for Meetings at Republic

Victor M. Carter, newly elected president of Republic Pictures Corp., arrived here yesterday from Hollywood for a series of conferences with home office executives. He will remain here for a meeting of the board of directors on July 29.

Para. Dividend 50c

The board of directors of Earamount Pictures yesterday voted a quarterly dividend of 50c per share on the common stock payable Sept. 11 to holders of record Sept. 1.

Acquit Exhibitor on 'Blue Law' Violation

Special to THE DAILY

EASLEY, S. C., July 30—W. E. Thrush, operator of the Easley Drive-In Theatre, has been acquitted by a magistrate's court jury on charges that he violated the "blue laws" by operating his theatre on Sunday. Under cross-examination by his attorney for Thrush, Sheriff P. C. Bolding said there was no sign of disorderly conduct and said the theatre was open after normal church hours.

Following the acquittal of Thrush, announcement was made by Harold Armistead, operator of the Colony Theatre here, that he would also open on Sundays with running of Batman at 3:30 P.M. and 9 P.M. Armistead had not opened before on Sunday. Sheriff Bolding said he had no idea what action he would take when the theatre opens.

Ohio Theatre Supply Bought by A. Weiss

Special to THE DAILY

CLEVELAND, July 20. — Arnold Weiss, member of Local 160, I.A.T.-S.E., has bought out the Ohio Theatre Supply Co. from Ben L. Ogron who organized it in 1946 when he came to Cleveland from Chicago. Weiss will continue the business under the same name and will remain as area distributor for Motiongraph projectors, and Motiongraph equipment as well as other standard theatre equipment including Strong lamps, Nu-Made products, Hettner generators, Kneissler rectifiers and Automatic projectors.

Weiss was associated with Ogron in Ohio Theatre Supply for a period some eight years ago.

Recording Stars Set To Promote 'Johnny'

Top recording names starring in Hal Roach Distribution Corp. release "Go, Johnny, Go!" will make personal appearances in 20 theatres of Loew's circuit to promote the engagement. Starting Monday A. Freed will head a caravan featuring Jackie Wilson, Chuck Berry, Jim Clanton, The Cadillacs, Sandy Stew and Jo-Jo Campbell.
TOA Meeting
(Continued from page 1)

Tent Talk

Variety Club News

BOSTON—The 1959 Jimmy Fund drive, sponsored by Variety Club of New England, the motion picture industry and Boston Red Sox, got under way Monday night with a baseball game between the Red Sox and the six-time Bravehearts with every admission given over to the drive.

The chairman of the five New England states called a meeting on July 11 at the Jimmy Building of all the members in the area to map plans for the year's drive.

PIUTTSBURGH—Tent No. 1 will hold memorial services on Thursday to Camp O'Connell, near Wexford, the late Father Lawrence O'Connell, who founded the camp for underprivileged children in 1938. Father O'Connell died last April 6.

NEW ORLEANS—Tent No. 45 recently staged a patio Pool Party at the home of Chairman Frank and Ruth Hahs, the latter chairman of the Ladies Auxiliary.

Cleveland—Camp Ho-Mita, which is sponsored by Variety of Cleveland, will be held today and is expected to be attended by 30% of the city's high school students. The event will be held from the morning of July 22nd and each day will be dedicated to a specific topic in the field of the arts.

Tent committee includes Jack Armbruster, Bowling Green; Frank Murphy, Peachtree; Cleveland: division manager; Mrs. Alt South, Selected Theatres, and Leeds W. Wight, Valley Fair, Cincinnati. Other committees are being formed and will be announced soon.

The convention is being held Oct. 26-27, and is scheduled to be held Oct. 26-27 at the Deshler-Hilton Hotel, Columbus.

The committee includes Jack Armbruster, Bowling Green; Frank Murphy, Peachtree; Cleveland: division manager; Mrs. Alt South, Selected Theatres, and Leeds W. Wight, Valley Fair, Cincinnati. Other committees are being formed and will be announced soon.

The convention is being held Oct. 26-27, and is scheduled to be held Oct. 26-27 at the Deshler-Hilton Hotel, Columbus.

See All Booths Sold
At NAC Trade Show

Present indications are that every booth will be sold for the 1959 trade show of the National Association of Concessionaire, according to Philip Lowe, NAC president. To date 107 booths, or better than 60 per cent of all exhibit space, have been reserved. The show will be held during the conventions of NAC and the Theatrical Owners of America, the Sherman Theatre, Chicago, November 8-11.

Lowe also announced the appointment of T. Bailey Widdow director of the NAC trade show and convention. Widdow has previously served as president of the Chicago chapter of the American Theatrical Merchants Association, and has served as president of the Illinois State Theatrical Association for the past three years.

Anatomy Sets Records
In New Engagements

Otto Pennington's "Anatomy of a Murder" continues to break house records in new openings across the country, Columbus said yesterday. It grossed $12,500 for its first three days at the Warner Theatre in Milwaukee for an all-time house record.

In Fort Lauderdale, Fla., the Gateway Theatre grossed $13,500 for its first five days, and at the Uptown Theatre in Salt Lake City the take for the first five days was $8,500.

In Bridgeport, Conn., "Anatomy" rolled up $3,500 at the Beverly Theatre and $3,500 at the Hiway Theatre. The Isle Theatre in Aurora, Illinois registered a record-breaking $5,200 for the first four days.

20 Dates for "Outlaw"

"Day of the Outlaw," Security Pictures drama for United Artists' release, has been set to open in 20 key cities throughout the nation starting July 30. Performances of the grand opening will be held in all of these key cities on July and August. In Columbus, "Outlaw," Buffalo, Springfield, St. Joseph, Lynchburg, Memphis, Seattle, Philadelphia, and Bridgeport.

The consecutive time to business-build ideas and plans. Arrangements for publicity include outstanding speakers, as well as a real "blockbusting" entertainment program, said Ken Wrenn, executive secretary.

John Paul Jones Has
Premiere in Detroit

Special to THE DAILY

DREY, July 20—The 50-state governors' premiers of Samuel Bronston's "John Paul Jones" was held at the Palm State Theatre here today under the sponsorship of Michigan's Governor C. Mennen Williams. The event was tied in with the city's spectacular six-day program in celebration of the Fleet's arrival in Detroit via the new St. Lawrence Seaway.

Premiere festivities started with a parade of Navy, state and city dignitaries, including Governor Williams, Mayor Mariani, of Detroit, and Admiral Taylor, Commander of the Destroyer Force of the U.S. Atlantic Fleet, from the Civic Center to the theatre. Other activities included a demonstration by the crack precision drill team from the Naval Air Station, the "piping" absurdity of V.I.P.'s from the theatre, an honor guard of Midshipman from Annapolis and the participation of the Detroit Police Mounted Division and the Police Band.

"Tamango" Bow Set

The Hal Roach release, "Tamango," starring Dorothy Dandridge and Curt Jurgens, will have its American premiere at the Fox Theatre in Detroit on August 19. William R. O'Hare, director of advertising and publicity for the Roach Organization, will leave soon for Detroit to head up an exploitation team preparing for the premiere.

Walter Kessler, manager of Loew's Ohio Theatre, Columbus, will be guest of honor at the Desert Inn there on July 29 at a testimonial dinner in honor of San Francisco, where he now will take up new duties as manager of the circuit's Warfield Theatre.

Art Levy, who took over management of Scaway Distributing Co., Cleveland, during the recent illness of Arthur Goldsmith, has returned to Detroit, where he now is affiliated with Jan Handy in a sales capacity.

Myrtle Tower has been named assistant sales service manager for WMGM, Loew's Theatre radio station in New York. She will assist Mr. G. Schneider, WMGM sales service manager.

George H. Wilkinson, Jr., operator of the Wilkinson Theatre, Wallingford, Conn., and president of the MPTO of Connecticut, has been named to the advisory committee of the First Federal Savings and Loan Association of Meriden and Wallingford. He formerly was president of the Wallingford group.

Harold Cunningham, a veteran of 30 years in the industry, most recently with Florida State Theatres, has assumed new duties as exploitation manager in Charlotte for 20th Century-Fox.

Brock Jones, formerly theatre editor of the Columbus Star and more recently associated with the John Barcroft publicity office, has joined the staff of the Catholic Times.

Wellman Signed to Make
New Picture for Univ.

From THE DAILY Bureau

HOLLYWOOD, July 20—Producer-director William A. Wellman has been signed by Edward Muhl, Universal-International vice-president in charge of production to produce and direct "The S.O.B.'s," which will go before the cameras this fall as a multi-million dollar production.

Constituting another important story acquisition for U-I, "The S.O.B.'s" is an original by Herbert Margolis and William Raynor and will be scripted by Margolis.
British Tax

(Continued from page 1)
efforts and, furthermore, in view of the fact that the rebate amounted to a net gain unaffected by falling attendances the relief should remain exclusively in the hands of the exhibitors.

KRS representatives stated that they were unable to agree and went on to express the view that the renters were entitled to a reasonable share of the remission. The figures were reinforced in that view having regard to the terms of their contracts with the producers.

At the conclusion of the long debate both sides agreed that they were not competent to make specific recommendations to the members of their respective associations, on the ground that a recommendation would contravene the traditional position in the industry that film hire is a matter of individual negotiation between lender and exhibitor.

Further Study Pledged

The joint committee however pledged itself to give further study to the possibility of evolving a formula for further relieving those small halls specifically referred to by the Chancellor as being in particular difficulty.

A further meeting of the joint committee has been provisionally arranged for July 27.

— quotation by Roger Lewis, United Artists Picture Corp. Advertising, Publicity and Exploitation Director, and published in Variety, July 8, 1959.

‘Kind’ to Be Ready This Year

(Continued from page 1)

Academy Award winners Marlon, Anna and Joanne since June 22, and expects to wrap the picture up at the Gold Medal Studios here by mid-August.

Furthermore, Juror and Shepherd are to have the United Artists release ready for distribution to theatres before the end of the year. At a trade press conference at Gold Medal yesterday they were of the opinion that their picture, a joint effort with Brando's Funnibar Productions, would be a serious contender for "Oscar" nominations.

Based on the Williams stage play, "Orpheus Descending," "The Fugitive Kind" is budgeted at around $2,200,000. Juror said. And more than $1,000,000 of this figure is for talent alone. Brando gets a salary plus his participation, Miss-Magnani receives a percentage, as does Williams, and Miss Woodward is working on straight salary.

Although the setting of "The Fugitive Kind" is in the deep south, it is being produced entirely in New York. Exteriors were shot in the upstate township of Milton, which, according to the producers, closely resembles its Mississippi counterpart in the film. At Gold Medal yesterday, technicians were hard at work at one of the important settings, a general store.

The young producers, whose first effort, "The Hanging Tree," grossed around $5,000,000 worldwide, emphasized the importance of the overseas market in their thinking on "The Fugitive Kind.

They feel that the Brando-Magnani-Woodward and Williams films will "generate and attract the most comprehensive worldwide audience interest."

Through efforts here and abroad, the promotional campaign for "The Fugitive Kind" will emphasize national magazines and newspaper supplements; will be a serious contender for "Oscar" nominations.

Several Media to Be Used

Important elements of the campaign include extensive use of off-the-announcements in advertising in 30 major markets; three direct mailing campaigns for exhibitors and media representatives; and heavy co-operative advertising supported by field activity on local level promotions. In addition, there will be special tie-ins and promotions such as audience and public relations; tie-ins with schools, colleges, libraries and dramatic and musical societies; and national and local radio-TV saturations in advance of regional openings.

UA's advance thinking on "The Fugitive Kind" parallels that of Juror and Shepherd, who are also not wasting any time while the picture is shooting. A good part of the picture's musical score is already completed, and director Lumet is doing his own editing as he goes along.

The Juror-Shepherd motto is "one picture at a time," and they mean it.

Continuous Showings Of "Diary" Set for U.K.

From THE DAILY Bureau

LONDON, July 18. (By Air Mail) -- The shortened version of "The Diary of Anne Frank" for continuous perfor- mance on general release has been set with the Rank Organization to play North-West London release starting Aug 9. It will replace "The Man Who Understood Women," which now will be released on the Rank circuit in the autumn.

"Diary" will be pre-released at sea-side resorts along the South Coast at the end of this month, and will have its key cities release on August 31.

Miss Jones Ends Tour

SAN ANTONIO, Tex., July 20--Cecil Jones, star of Paramount's "Last Train from Gun Hill" has returned to Hollywood following a Texas promotion tour on behalf of the picture, in which she shares top billing with Kirk Douglas and An- thony Quinn. A native Texan, Miss Jones visited Dallas, Fort Worth, Houston, San Antonio and Austin in conjunction with "Last Train" openings.

Town Council in Ohio Drops Theatre Tax

Special to THE DAILY

NEWARK, O., July 20 -- New City Council unanimously scrapped the admissions tax on local theatres and the license requirement for book booths. The move was designed to remove the tax and license fee clearances for annihilation of a 21st Street area that will enable the city to build a wider street. Owners of theatre and bowling alley in the area objected to annihilation because of tax and fee.

Start Hospital Drive In Cleveland Area

Special to THE DAILY

CLEVELAND, July 20—With tri-unity chairman Norman Weil of Universal branch manager, president of the Will Rogers Hospital drive started late last week at a meeting branch mangers, Jules Livingston, center, returned from a tour of the city, told them about its expanding medical services and building needs.

A meeting with salesmen is to be held today at which time kits will be distributed and operating instructions given.

Audience collections, Weilman may be made at any time during the run, preferably during the run in its grossing picture with large as- cinces. Frank Murphy, Loew's division manager and exhibitor chas, suggested that in the appointment of key city co-chairmen to aid salesmen with following up signed pledges. To plan was adopted. It was announced that all Loew's and Warner theatre will make audience collections.

"Ben-Hur" Sold Out No Four Nights in Boston

Special to THE DAILY

BOSTON, July 20 — Althery Metro-Goldwyn-Mayer's "Ben-Hur" won't open at the Saxon Theatre b. until December; the first four nights of the engagement have already been sold out. Sam Richman, top exec at the theatre, announced that John Hancock Insurance Company Boston has bought up the house theatre parties on the opening night of the engagement.

Veteran shomewn here says it's the first time they can remember a theatre selling out for a film even before the picture has had its first showing preview.

David Jacobs Dies

Funeral services were held yesterday for David Jacobs, 70, a retired chief electrician of Loew's Theatres, who died Sunday of heart ailment. He was one of the oldest employees in point of service, having been employed by the firm since 1906. He retired in 1957. He is survived by a son, Lloyd, chief electrician for Loew's Theatre in his widow and a daughter.

Pictorial Sunday Magazine Group

New York Journal-American
Baltimore American
San Francisco Examiner
Pittsburgh Sun-Telegraph
Detroit Times

The Chicago American
Los Angeles Examiner
Milwaukee Sentinel
Seattle Post Intelligencer
Boston Advertiser

Represented Nationally by HEARST ADVERTISING SERVICE INC. Herbert W. Beyea, President
GM Earnings

(Continued from page 1)

(gations and to resume the payment dividends.

of the 12-week period ended June
earlier earnings were $59,000 or 51 cents per share, as
pared with a loss of $106,000 in previous year's third quarter.

tions of Loew's Inc. are
ning profitable in the current

Vogel said, "and each division's
n improvement over last year.
contrast is particularly signifi-
the film production-distribution
operations which earned $5,900
before interest and Federal
axes in the 40 weeks of
99, as compared to a loss
114,000 in the 40 weeks ended
5, 1956."

gel also told the stockholders at a recent meeting the board
actors, subject to stockholder
, voted for the granting of
ed stock options to key per-

ential. The options would involve a
31,000 shares of common stock, the
price being 100 per cent of
average daily market price be-
March 12, 1959 and May 27,
5, $80.25 per share.

gel also noted the early release a
outstanding group of motion
es headed by "Ben-Hur." The
ers are "North by West." "It
Ever So Few," "The Wreck of
Deare," and "Home from the

Sieg Setting

(Continued from page 1)

British production program for the
company.

"Prior to this," said Siegel to news-
men, "we have had a hit or miss
policy in British production. We are
now trying to set up a regular pro-
duction program which will be
stantially in excess of what we have
done before."

Siegel envisages that if the pro-
program moves forward as planned, his
company will set up some form of
training school for stars in Britain.
"It has always amazed me," he said,
that more talent hasn't emerged from
Britain."

The Metro investment in British
production could be in the neighbor-
hood of $10 to 18 million. The money
would come partly from dollar in-
vestment and partly from earnings in
Britain, the production chief said.

The company already owns the
MGM-British Studios at Elstree with
seven stages totalling 80,000 square
feet.

Leaving for the Continent

Siegel leaves for the Continent
this week. He anticipates returning
here in the course of two weeks when
he hopes to have completed a tenta-
ble program to take back to Holly-
wood. He then expects to learn what
he describes as a "firm statement"
within 30 days.

Siegel revealed that a film version
of Sir Winston Churchill's life story
has been stopped at the instance of
Sir Winston himself. A script by a
well known English playwright was
submitted recently for his approval.
But Sir Winston did not like it.

Meanwhile, it is learned authori-
tatively from other sources that a
breakaway is pending between MGM
here and the powerful Associated
British Circuit. For a number of
years MGM pictures have had a vir-
tually automatic release on ABC.

See 'Hot' in Record

(Continued from page 1)
mestic playdates in just 16 weeks.
The only United Artists release to
ceed the estimated domestic gross for
"Some Like It Hot" is "Around the
World in 80 Days," which was a hard-
ticket attraction in the majority of its
engagements.

Bogeaus to Make Two
More for Inter Cont.

From THE DAILY Bureau

HOLLYWOOD, July 20—Two ad-
ditional films have been announced
for production this year by producer
Benedict E. Bogeaus for distribution
thru Inter Continental Releasing Or-
ganization. The first project to go
before the cameras will be "The
Gold Bug," Principal photography has
ten-tatively been scheduled to begin
on Sept. 28.

"The Zone," based on an H. C.
Wells thriller, will be Bogeaus' second
upcoming project. ICRÖ, of which
J. R. Grainger is president, will soon
release Bogeaus' recently completed
"Jet Over the Atlantic."

Mrs. Dolgin Elected to
Park St. Circuit Board

Special to THE DAILY

HARTFORD, July 20—Mrs. Helen
Dolgin, widow of Hartford film indus-
try pioneer Joseph Dolgin, has been
elected secretary and director, and her
son, Albert, assistant secretary and
director of the Park St. Investment
Company, owners of five suburban
Hartford theatres. At the same time,
Mrs. Dolgin takes over management
of the Lyric Theatre, Hartford, part
of the Park properties. In addition,
to the Lyric, Park properties include
the Art, Central, Colonial and Lenox.

Other Directors Named

Mrs. Dolgin's election to the board
directors fills the vacancy created
by her husband's recent death, and
the younger Dolgin's name has been
newly-added to the board. Other di-
rectors are A. M. Schuman, Louis
Goldschmidt J r., Joseph Silver, Atty.
Isadore Waxman, president; Leon
Schuman, vice-president and treas-
urer; Dr. Raymond Beckwith, and
Arthur N. Schuman.

Reopen Hartford House

HARTFORD, July 20.—Community
Theatres will reopen its shut-
tered first-run Art Theatre here after Labor Day.

Another New England house, the
Mohawk, North Adams, Mass., has
closed for an indefinite period of re-
modeling.

From page 1

... that the Hearst chain is the most
consistently cooperative publishing
organization. "They understand our
needs."

"If individual motion pictures must be handled
differently it is also evident that
different cities and newspapers present differ-
ent problems."

unhesitatingly Krushen declares that
the Hearst chain is the most
consistently cooperative publishing
organization. "They understand our
needs."

Token Strike

(Continued from page 1)

ers Association and NATKE's
egotiating committee. The latter
arrived without the union's general
secretary, Sir Tom O'Brien.
BFPA refused to continue the dis-
cussions in O'Brien's absence. The
disgrunted NATKE men, alleging
that BFPA was willfully adopting delay-
ing tactics, ordered a token strike
without O'Brien's cognizance.

o information is available con-
erning O'Brien's attitude or, indeed,
regarding the reason for his absence
from last Wednesday's meeting, for
he invariably is in the forefront of
his union's activities. It is known,
however, that he has been summoned
to a union meeting tonight.

Three Subjects for Discussion
The union has three points for dis-
cussion with BFPA: first, the setting
up of a joint manpower committee
controlling redundancies; second, wage
differentials between common
grades of workers in Associated Cine
Technicians and NATKE, and, thirdly,
alleged anomalies in working hours.

Change 'Denim' Date

Twentieth Century-Fox's "Blue
Denim," will begin its world pre-
miere engagement July 30 at the
Victoria Theatre here instead of July
29 as previously announced.
Du Pont 'Show of Month' Announces 4 Specials

The first four Du Pont "Shows of the Month" to be presented on the CBS Television Network during the 1959-60 season of specials were announced yesterday: They are: "Body and Soul," by Graham Greene's "The Fallen Idol," Sinclair Lewis' "Arrowsmith," and Charles Dickens' "Oliver Twist." The four programs, to be presented as 90-minute dramas live from New York, will be produced by David Susskind for Talent Associates, Ltd.

"Body and Soul" will launch the third season of the Du Pont "Show of the Month" series, Monday, Sept. 28 (8:30-10:00 P.M., EDT). The television drama will be directed by Elliot Asinof from the hit screenplay.

"The Fallen Idol" will be adapted by Audrey Gellen and Jacqueline Babin for presentation on Wednesday, Oct. 14 (8:30-10:00 P.M., EDT).

"Arrowsmith" on Nov. 9

"Arrowsmith" will be presented on Monday, Nov. 9 (9:30-11:00 P.M., EST). Phil Reisman, Jr., who has written a number of original teleplays for such series as "Studio One" and "Armstrong Circle Theatre," is dramatizing the Lewis novel for television.

Dickens' "Oliver Twist" will be the Du Pont "Show of the Month" Friday, Dec. 4 (7:30-9:00 P.M., EST). The television dramatization will be written by Michael Dyne, the young English playwright who adapted Dickens' "A Tale of Two Cities" for the Du Pont "Show of the Month" last season as well as writing the British television version of Dickens' "A Christmas Carol."

Britain's Associated TV Reports High Profit

From THE DAILY Bureau

LONDON, July 20. -- Associated Television, program contractors in London on Saturdays and Sundays and in the Midlands from Mondays to Fridays, announce group profits before tax in the just completed year of £5,316,493. For the previous year the profit before tax was £5,065,900. A final dividend of 60 per cent is declared making one hundred per cent for the year.

New Canada Company Planning TV Series

Special to THE DAILY

TORONTO, July 20. -- The formation of Trans-Vidco Productions, Ltd., which is now completing the film musical to be produced in Canada has been announced here. It is headed by Joseph B. Dunkelman, formerly president of Telepix, Ltd., and vice-president of Screen Gems (Canada) Ltd. Associated with him are Robert Maxwell and Rudy Abel. The company's studios are being leased from Audio Pictures and have available 28,000 square feet of working space.

Lloyd's Signed for One

The company is preparing TV series on National Velvet, Lloyd's of London, a yet untitled series on sports car racing and a series on forest rangers.

Jerry Franken Named NTA P.R. Director

Jerry Franken has been named director of public relations for National Telefilm Associates, it was announced by Lester Krugman, vice-president in charge of worldwide public relations. Harry Algus continues as press director for the company.

Franken joined NTA in February of this year when the company acquired Gros-Krane-Sillerman, Inc., where he was assistant to the president. Prior to joining GKS, Franken was public relations director for Television Programs of America, and with Lester Lewis Associates; radio-television editor of The Billboard, and on the staffs of Variety and The New York Times.

Appoint Friendly Exec. Producer, CBS Reports

Appointment of Fred W. Friendly as executive producer of "CBS Reports," a special series of hour-long informational broadcasts to be presented in prime evening time over the CBS Television Network, it was announced by Sig Mickelson, CBS vice-president and general manager of CBS News.

Friendly will supervise the various production units assigned to "CBS Reports." He will continue as co-producer of "Small World," which enters its second season this fall.

Desilu Meet Today

HOLLYWOOD, July 20. -- The annual public stockholders' meeting of Desilu Productions, Inc., will be held tomorrow at 11 A.M. at the company's head office here. Desilu president Desi Arnaz will report on affairs of the corporation, and directors will be elected for next year.
Goldwyn Contemplates Putting Film ‘Failures’ Into Single Package for Sale to Television

SAN FRANCISCO, July 21—Samuel Goldwyn let a small cat out of the bag here today when he said what he might do with some walk of films as yet not released for exhibition on television. For more than a year Goldwyn has insisted TV will never get his pictures “until the price is right.”

In town with Mrs. Goldwyn to supervise personally the exploitation of Wednesday night’s Northern California premier of “Forgy and Bes” at the Codet Theatre, Goldwyn tossed a press luncheon. During the course of the affair he modestly admitted that within his long producing career he had made some pictures that were commercial flops.

“Name of few of your failures,” a reporter suggested.

“That is my secret,” Goldwyn retorted, “but I am contemplating putting them together in one package and selling them to television.”

Ask Action Now on Out-of-State Taxing

WASHINGTON, July 21—Business groups called on Congress to act this year to limit the right of states to tax out-of-state businesses.

They told the Senate Finance Committee that recent Supreme Court decisions permitting states to tax out-of-state business firms would bring “chaos and confusion.” The committee is holding two days of hearings on the subject and is expected to hear more of the same testimony tomorrow. A House Judiciary Subcommittee is also studying the problems at the present time.

Most bills pending in the Senate and House would exclude from state taxes all earnings derived from interstate commerce where there is no

Finance Committee For Compo Organized

Formation of a Compo finance committee has been completed by the Compo triumvirate, it was announced yesterday by Charles E. McCarthy of the Compo office. The organization had a financial committee several years ago which was permitted to lapse. Compo is now reviving it.

Ben Marcus of Milwaukee, who represents national Allied on the Compo governing committee, will be chairman of the new group. Other members will be W. C. Michel, of 20th Century-Fox, representing MPAA; Solomon M. Strasberg, representing MMPIA; Albert Pickus, representing TOA, and Julius Sanders, representing ITOA.

It is expected that the first meeting of the committee will be held shortly.

Hunter, Talking New Universal Pact, Advances Plans for Five Pictures

 Rossi Hunter, the success of whose recent pictures have made him the favored producer at Universal City, at the moment has plans for at least five more to follow “Pillow Talk,” which he has just completed.

Meeting with trade press representatives for luncheon at 21 Club here yesterday, Hunter said his next probably will be a new version of “Back Street,” one of Universal’s most successful “woman’s pictures” of an earlier day. The 37-year-old producer has a box office winner going now in “Imitation of Life,” which also was a Universal hit of last year. Presently, it shows signs of becoming Universal’s all-time high grosser.

Since joining Universal in 1951, Hunter has to his credit in addition to the new “Imitation,” his production of “Magnificent Obsession,” which at the moment in Universal’s record books ranks second to “The Glenn Miller Story” in grosses; he has “Battle Hymn,” another winner; “All That Heaven Allows,” a money picture; “Tammy,” whose success gave Universal a respite when things looked dark several years ago.

As a “pack,” his are among the

Report Stolkin Eyes Deal For Republic

Carter Denies Knowledge; Nothing ‘Imminent’ Seen

Ralph Stolkin, Chicago industrialist, who seven years ago was a leading member of a syndicate which acquired RKO Corp. from Howard Hughes, is widely reported in financial circles to be interested in acquiring control of Republic pictures through financial arrangements with Victor Carter, its president for the past three weeks.

When questioned concerning the reports on his arrival here from the Coast yesterday, Carter dismissed them with a curt “I do not even know Ralph Stolkin.” The latter, who was in New York on Monday, could not be reached for comment yesterday.

The reports, which are not being accepted in Wall Street and industry quarters with undue seriousness, are that Stolkin has approached bankers and brokerage houses seeking financial backing for a proposed merger of his

Predicts Attendance Gains Will Continue

Ridley Park, Pa., July 21.—Drive-in theatre attendance, which was 10.5 per cent above June, 1958, is pacing the industry “to its first real upturn in a decade” and the present level is expected to continue throughout the year, it was stated today in a weekly report issued by Sindingler & Co.

Sindingler said that overall attend-

400 Citations Issued In ‘Blue Law’ Violation

Special to THE DAILY

SPARTANBURG, S. C., July 21.—City and county law enforcement authorities issued nearly 400 citations Sunday for violations of the Sabbath “blue laws.” Those cited posted bonds of $1 each and were ordered to appear in magistrate’s court. Area theatres re-

Hunter Planning Five Films

(Continued from page 1)

The company's best-grossing pictures, but he frankly admits there were a few flakkers in between.

It is common knowledge in Hollywood and New York that every studio would like to add Hunter to its prestige roster. His contract with Universal has four years to go but, in view of the degree of success his films have attained, its terms currently are being renegotiated. Hunter expressed optimism over a reunion, saying he wants to remain with "U" and feels the studio is making a genuine effort to be fair.

When I first joined Universal after an unsuccessful career as a very bad actor," Hunter observed, "the studio policy was to turn them out as fast as we could and not worry too much about the result. Now, the objective is quality. We do the best job we possibly can on every picture and, of course, we make fewer of them.

I'm convinced it's the right policy. The public wants quality today."

Hunter said he enjoys doing remakes of outstanding pictures of earlier years because the popular ingredients are there and need only be presented in modern dress.

"I don't make pictures for the critics," he said. "They don't pay to see them. I make my pictures for the public. I've found the public still wants glamour on the screen but the characters must have something with which the audience can identify itself. I try to put something for every one in every picture."

"Pillow Talk," shown to Universal's sales executives' meeting in Chicago, was shown in a rough print form, was enthusiastically received. It is scheduled for October release. If Hunter is unable to start "Back Street" this fall he will, instead, go to England to make "Matilda Shotted Fire," a stage hit throughout that country. Doris Day will be starred. Others on his list include "Elephant Hill," with Susan Hayward, to be made in India; "Peter and Catherine," a story of Russia in the 1500s; and "Little Eva," a Sandra Dee starrer, which he may do "right away."

Col. Production

At All-Time High

From THE DAILY Bureau

HOLLYWOOD, July 21. — Columbia production at the studio here will reach an all-time high on Aug. 2 when a spate of approximately 40 pictures estimated $11,500,000 production investment will be filmed at the studio's Hollywood facilities according to Samuel J. Briskin, vice-president in charge of studio operations.

Two William Goetz productions, "The Franz Liszt Story" and "Il Mountain Road," which have been locationing, are scheduled to return in September. "Who Will Write That Lady?" Ansar-Segeile production, continues its film at the studio following a July 13 start, does "The Gene Krupa Story," Phillip A. Wexman production.

Drexel Films" Because They're Young," new title for "Harriest High," will begin principal photography Aug. 3.

Four Slated Overseas

Five films will be in production for Columbia release overseas Aug.-Sept. and include a revised version of nine features before the camera on one day. The four overseas an Carol Reed's "Our Man in Havana," Sam Spiegel's "Suddenly, Last Summer," Charles Schnee's "Gulliver Travels" and Warwick's "Jazz Boat.

Six additional films are being readied for starts during the balance of August and the month of September. These include Fred Kolman's "Wackiest Ship in the Army," "The Caves of Night," Cornell Wilde's initial Thodadora production, Hal Bartlett's "All the Young Men, "Strangers When We Meet," Richard Quine's first independent production, "Who Is Sylvio?" a Corona-Arwin production, and "The Tiger Among Us," which Boris D. Kaplan will produce.

Bill Brown Dies

WORCESTER, Mass., July 21. — Bill Brown, 47, manager at the Park Theatre here for many years, died suddenly yesterday of a heart attack. He is survived by his wife and a daughter Joyce.

'3 Men' Booked Here

The Hal Roach release, "3 Men in a Boot," will premiere at the 68th Street Playhouse here on July 28.

Soviet-U.S. Films

(Continued from page 1)

The pictures included in the agreement will be released on a staggered schedule, singly, following the premieres. There are seven Soviet films and 10 U.S. films in the agreement.

Follando Elected

BALTIMORE, Md., July 21. — Robert J. Follando, former district manager for RKO Radio Pictures and Rank Film Distributors of America, has been elected vice-president of Rappaport Theatres here.
TAKE A TIP—TAKE A TRIP!
See it at M-G-M's gala Theatre Preview in the Exchange City nearest you! It's the answer to every Showman's prayer for a Labor Day block-buster!

THIS... IS... A... HONEYMOON ???

The overseas sergeant wins a dream-car as a prize... and a dream-girl for his bride! Each has the most beautiful chassis in the world. But the government won't let him use one... and she has her own ideas about the other!

METRO-GOLDWYN-MAYER
Presents AN ARCOLA PRODUCTION
Starring
Glenn Ford
Debbie Reynolds

in
IT STARTED WITH A KISS

And it's a joy-ride all the way... from cool dolls to hot flamencos... from fiestas to bullfights...
FILMED IN GAY, ROMANTIC SPAIN IN COLOR!

Co-Starring
GUSTAVO ROJO • EVA GABOR • FRED CLARK

with
Screen Play by
EDGAR BUCHANAN • CHARLES LEDERER

In CinemaScope and METROCOLOR

Directed by
GEORGE MARSHALL • AARON ROSENBERG

Produced by
**British Joining**

(Continued from page 1)
program of providing free technical advice to theatre owners to improve their presentation of pictures and physical comfort of their theatres is firmly established, the Council will move into broader areas. We expect to see standardization of projection process, about hindering development of new processes), and to encourage the development of new methods of both picture projection and picture presentation, which would be unique to theatres and which the public could not obtain anywhere else but at a motion picture theatre. When we enter this phase of our program, the experience of your committees, and coordination with your program, will become most important.”

Declaring “we shall be delighted to keep you informed about the program,” Kerstes told Frost, “it was a great privilege to learn that segments of the British motion picture industry are also actively working towards the improvement of motion picture presentation.”

Frost’s letter follows:

“Consequent upon complaints to this association about the quality of films, both British and foreign, shown in cinemas, and particularly the standard of sound reproduction, our Stadio Sound Committee, at a meeting on 21st October, 1958, recommended to our Executive Council to set up a new Industry Committee to consider means by which the standard of exhibition in cinemas could be improved. This recommendation was adopted on 5th November, 1958, and an Industry Committee was set up by this Association to investigate sound reproduction, and by the British Kinematograph Society to investigate picture presentation and matters related thereto. Several meetings of the Committee have already been held but the investigations are still continuing.

“You will appreciate, I am sure, the interest and gratification felt particularly by our Committee on the formation of your Council. I have been asked to convey our Committee’s greetings and sincere wishes for the success of the work of your Council, and to ask if it is intended that your work will be similar to our Committee’s and if so, whether, at a later stage, our draft recommendations on the means by which improvements might be made, could be exchanged for comments to obviate the likelihood of any duplication, and to avoid the recommendations causing confusions.”

**The BIG Operator**

They said: “This guy starts where Capone left off!”

**400 Citations**

(Continued from page 1)

**Michigan Allied Seeks Exhibitors’ B-B Ideas**

DETROIT, July 21.—To the exhibitor submitting in writing the business-building suggestion for theatre use will be presented at the annual convention of Allied Theatres of Michigan to be held Sep. 23-24. The trophy has been donated by Lee McArdle, owner of Carleton C. A contestant may submit as many ideas as he desires and will be given opportunity during the convention for oral amplification.

With this idea, it is stated by Milton London, Michigan Allied president, will be given national publicity.

**Kroger Babb to MCP**

As Advertising Head

**Preview of ‘Holiday’**

More than 200 newspaper and editors and South American components will attend a special preview of 20th Century-Fox’s “Holiday” For Lovers’ tomorrow, at the film company’s Little Theatre. The screening is being jointly sponsored by Film and Pan-American World Airways part of the celebration surrounding the airline’s inaugural jet service between Bus Aires and New York.

**Castle Starts Tour**

Hollywood, July 21.—Following an invitation press preview of “The Tingler,” producer-director William Castle left for New York on the first leg of a personal promotion tour which will have him covering seven key cities on behalf of his initial William Castle and Associates production for Columbia Pictures release.

**Wheaton Rites Today**

DETROIT, July 21.—Funeral services will be held tomorrow at the Shrine of the Little Flower for Norm Wheaton, Detroit theatre manager for many years, who died at home here Sunday following a heart attack. Interment will take place in Holy Sepulchre Cemetery. Surviving are his widow, Arlene, a son and two daughters.

**Al Simms to AIR Post**

Hollywood, July 21.—Al Simms, a veteran of the music field has been signed by American International Records as assistant to general manager Don Leon. Simms has left for New York to record several Joe Manganco, just signed by AIR and to scout other new talent.
 Republic Deal  
(Continued from page 1)  

...TV CIRCUIT

AROUND THE

with PINKY HERMAN

GILLETTE will pick up the NBCheck Monday, Aug. 3, when the second all-star baseball game will be telecast from the Los Angeles Coliseum thru Maxon Agency. ... Broadway-ites are rooting out loud for Jack Benny to be on hand when the Lambs honor his old sidekick, Phil Baker, with a "Night" on Saturday, Sept. 26. ... When Bill Bendix, Hans Conreid and Teddy Rooney co-star in the Revall TV Special "The Ransom of Red Chief" on the NBCChannels it'll be a return engagement for Bill who appeared as an extra when this O. Henry story was filmed at the Vitagraph Studios in B'lynn 47 years ago. ... An important national exploitation campaign for "Ad-Libbers" which several seasons ago had been CBSeen. Produced by Hal Persons, the Wm. Van Praag package features the clowning and thespiantics of Kaye Ballard, Peter Donald, Greshen Wyler as regularly supported by various guests. This one, up-dated and revised, can prove to be one of the aces of the fall season. ... Bud Wendell, former deepy and news-caster at KYW (Cleveland) has been up to program director succeeding Mark Ode who continues to N.Y. to head WNEW's programming. ... Suzie Lee, the TVqueen of Verona, N.J. who's as easy on the orbs as on the ears, is getting experience emoting in "Showboat," currently at the Pinecraft Show Tent in Jersey. ... Remember that famous line, ... but spell my name right! unquote: well, in Monday's pillar, in printing the fine work he's been "KFSDoing in San Diego" we forgot to name Bill Gentili, as the particle (Gentiruforge, no doubt). ... College Athlete Floyd Simmons signed with the Henry Willson Agency last Friday who subsequently cast him for CBSstarring role in "The Line-up" teleseries the following Monday. He was signed Tuesday and on Wednesday Willson started to seek a new name for Simmons. ...  

Back in 1948 an Ork Pilot named McGeere, learned to like the Town House in Gloucester City, N.J. where he was featured. Three months ago Mac, now a successful deay at WPEN, Phila., purchased the Town House thus emulsating a couple of other w.k. bandleaders, namely Paul Taubman, Mine Host at the famous Penthouse in Gotham and Vaughn Monroe of the Meadows in Framingham, Mass. both of whom cased the respective joints while employed there. ... And while in Philly, we might say that Bud Brees, breezed into the studio Monday from a two-week vacation, drenched by the torrential rainstorm which even the Red Sox couldn't subdue swelling swimming in the "Philadelphia Story" Doug Arthur turned in so eloquent a pitch (two weeks) for a travel sponsor on Hawaii, that he completely WCAught his own fancy. Next week he flies to the 50th State on his own vacation. ... Helene Kane, who made music history in the 20's and 30's with her "Boop-boop-a-doo" rhythms and "flipper" movies for Paramount, will guestrill on Joe Franklin's "Memory Lane" program TVia WABC, Mon., Aug. 3 (10-10:30 aymem...). Teem of the drive. Lewis knows a left-ender. ...  

No Payments on Class B  
Desilu anticipates that it will continue to maintain a quarterly dividend rate of at least 15 cents a share on common stock. Arnaz stated. No dividends have been paid on the Class B common stock which he and Lucille Ball Arnaz owns, he said.  

Other business conducted during the meeting was adoption of a restricted stock option plan designed to provide creative, production and other personnel with additional incentive by granting such employees options.  

Elected to the board of directors of the corporation for one year were Desilu's Walter S. Donen, Edward L. Lyons, Edmond N. Leeds, Edwin E. Holly and A. Charles Schwartz.  

Hyman Business Report  
Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, will report to trade press representatives on current business developments and future product at a luncheon at AB-PT headquarters here today.  

NTA's "U.S. Marshal" which they are currently using in 93 television markets. The "Grand Jury" program, under D-X Sunray’s sponsorship, is scheduled to go on the air beginning Jan. 1, 1961.
Alec Guinness is an actor noted for tackling unconventional parts; his gallery of film portraits ranges from the odious Fagin in "Oliver Twist" to the complex Colonel Nickolas of "The Bridge on the River Kwai," for which he won an Academy Award. His impressive talent has won a loyal and worldwide following, which is the audience that will be most eager to see "The Scapegoat," in which he again has an unusual role.

In addition this film will appeal to readers of the Daphne Du Maurier novel on which the script is based. Some strong acting talent appears in the picture with Guinness, including the illusory Bette Davis in a brief part (she is only in the scenes), the brilliant Irene Worth and Pamela Brown of the English stage; and the attractive French star Nicole Maurey.

In one of his pictures, "King Hearts and Coronets," Guinness acted eight different parts; this time he has a dual role. He portrays both an English professor on vacation in Paris and a French nobleman whom the former strongly resembles. The plot "gimmick" is that the Englishman is tricked into taking over the identity of the Frenchman and carries off the masquerade so well that the latter's own family and friends— with one exception—are completely deceived.

Whether or not Guinness has fully succeeded in carrying out this difficult acting assignment will be a point of debate with his fans. Some will surely applaud his performance; others may feel it lacks sufficient virtuosity and drive to make the audience believe the fantastic business of one man stepping so completely into the shoes of another so unlike himself except for a physical resemblance (a foreigner, too boot!) and deceiving the man's own wife, mother, child and sister in the process.

Those who can suspend original disbelief and accept the premise, however, should be intrigued by further developments in the script Gore Vidal and Robert Hamer have written from the Du Maurier novel. It is quite a disjointed and muddled story in which the Englishman finds himself. The mother, played by Miss Davis in grotesque makeup, is a domineering old dowager with an addiction to morphine which she expects her son to supply. The wife, played by Miss Worth, is alternately spiteful and loving before she finally commits suicide. The daughter, portrayed by Annabel Burtlett, is an intense and neurotic little girl, and the sister, played by Miss Brown, is strangely bitter, too. As a matter of fact these characters are so interesting one wishes they were more thoroughly developed in the script.

Before the Frenchman unexpectedly returns to claim his position the Englishman has got involved with all these people, made changes in the plans for the family business, and fallen in love with the mistress of his look-alike (the attractive Miss Maurey has this role). The ending is ambiguous and different from the novel. The Frenchman returns and confronts the Englishman; they exchange pistol shots in a darkened room; and in the final scene the apparently the Englishman who takes Miss Maurey into his arms. One can only assume that the Frenchman is dead and his double is going to take over his identity on a permanent basis.

A Du-Maurier-Guinness Production, "The Scapegoat" was produced by Michael Balcon and partially filmed on location in the Loire Valley of France. Hamer also directed.


Richard Gertner

O'Gill and "The Little People" are leprechauns, a band of little men 21 inches tall, who delight in tricking the mortals who live near the mountain. This live action Walt Disney film is reviewed by Richard Marek in the July issue of "Variety." 

Audrey Hepburn, interviewed for the July issue of "Seventeen," said "walking in a leper colony in the Belgian Congo while filming 'The Nun's Story' was one of the most inspiring things in my life. It is terrible, of course, to see someone without a leg, with fingers it is eaten away by leprosy. You see these things, yes, but they are not important things. Because of the human spirit, patients and doctors have such hope."

"The Rabbit Trap" is a film based on the theme in which a father finds it necessary to walk his job to feed his son's pet rabbit. Ernest Borgnine plays the father in the film, reviewed in the July "Good Housekeeping."

According to the reviewer of "Middle of the Night" in the August issue of "Coronet," Fredric March's brilliant performance is of Academy Award caliber. Walter Haas

Building advance interest
"They Came to Cordura," a William Goetz production for Columbia release, received considerable pre-selling assistance from a full page front cover by noted caricaturist Jacques Kapralik on "Pictorial Review" July 12 issue.

Cary Cooper, Rita Hayworth, Van Hefflin, Tab Hunter, Richard Conte and Michael Callan, the film's stars, are featured on the cover of "Pictorial Review," magazine supplement of the Hearst newspapers.

In the squally hours of a gay night on the town one of the most exciting things that can happen to a girl in New York is to be plunged into the fountain in front of the serenely elegant Plaza Hotel. It startled the passers by, slowed the traffic and, some say, even causes the old nags who draw the cabs through Central Park to neigh yeah.

Suzy Parker, star of "Best of Everything," was being plunged into the Plaza's fountain, as she played her part in this new 20th-Fox film when "Life's" photographer Richard Avedon made interesting scenes of the escapade. They appear in the July 20 issue of "Life."

"The Five Pennies" starring Danny Kaye playing Red Nichols, was selected by "Redbook" as the picture of the month for August.

The featured players in "Darby"
They said: 'This guy starts where Capone left off!'
**Elect Three New UA Vice-Presidents**

The elections of James B. Velde, Roger H. Lewis and Louis Lober as vice-presidents of United Artists Corp. were announced yesterday by Arthur B. Krim, president. Velde has been elevated from general sales manager to vice-president in charge of domestic sales. Lewis moves from his present post of national director of advertising, publicity and exploitation to vice-president in charge of advertising, publicity and exploitation. Lober, formerly general manager of the foreign department, has been named vice-president.

(Continued on page 6)

**Story' Only Problem in Hollywood: Logan**

By SAMUEL D. BERNs

HOLLYWOOD, July 22 — "It's a crime if you don't do a good job in Hollywood, with all of the expert technicians at hand," Joshua Logan vice-president of Tandem Productions, declared at a Warner Brothers studio conference to herald the start of his independent production company.

Norm Prescott Joining Embassy as Vice-Pres.

Norm Prescott, well known as a disk jockey on radio station WBZ, Boston, has been signed by Embassy Corp. as vice-president in charge of merchandising. He has been announced by Joseph E. Levine, Embassy president.

Prescott will move his family to New York and will be stationed at the Embassy offices here. He will join Prescott's wife, playwright Adele Carlisle, who has been stationed at the Embassy offices in Los Angeles.

(Continued on page 6)

**NSS Introduces New Promotion Publication**

National Screen Service has introduced a new promotional publication entitled "Screen Time, containing exploitation and sales aids for exhibitors, descriptions of special announcement trailers, and other features." (Continued on page 6)

**AB-PT's Second Quarter Theatre Net Best Since 1955, and Trend Continues**

American Broadcasting-Paramount Theatres' net from theatre operations for the second quarter of 1959, ended June 30, was the best second quarter for the company since 1955, Edward L. Hyman, vice-president, told a trade press luncheon conference at the home office yesterday.

In addition, Hyman said, the month of June was the best in net earnings from theatre operations since June, 1954.

The 27th week of 1959, which included the July 4 three-day holiday weekend, was "far ahead" of last year for AB-PT theatre operations, he added.

Unqualifiedly optimistic, Hyman said he expects the upturn to continue through the current summer and that with a greater than ordinary number of quality releases set for the fall, and a nationwide exhibition business drive to promote and merchandize them on schedule, he is confident that 1959 will be the best year for exhibition in some time.

"We have been going through a transition period," he said, "It is just possible that we are beginning to emerge from it now."
'White Paper'
(Continued from page 1)

considerably different and new evidence offered, it cannot hold hear-

the Business Committee has already ac-

The sub-committee’s letters also
point out that it has passed on to the
Justice Department every complaint
received and that Justice has replied to
all the complaints that it sees no
violation of the anti-trust laws. The

feeling that it is the Justice Depart-
ment’s attitude, it provides an addi-
tional reason

Presumably, if Allied comes up
with complaints that the sub-commit-
tee finds substantially different from
the earlier one, and if there is a
change in the Justice Department’s
to the committee might be

desired to hold hearings next season.
The refusal of the Senate Judiciary
sub-committee to hold hearings may

the organization was now

The National Effort Made

Allied nationally, and its units in

all parts of the country, individually,

have worked for almost an entire year
to get a Congressional hearing on its

an issue paper" which was
collaborated in the production of

and it is understood that the

The drive has been Allied’s “rally-

ing point at national committees,

and it agreed to join in the

American Congress of Exhibitors last
fall only on the specific understand-

that the committee could have

in any way deter it from pursuing its

“white paper” campaign as it saw fit.

This setback is a major one for

Allied and its leadership.

some increased charges

against distribution and the

Justice Department made by Allied several
years ago and heard by the Senate

the Senate, and which they had been

rejected in major part by the latter
following the hearings. The sub-

committee took a “plague on both
your houses” attitude after hearing both

exhibition and distribution witnesses

and urged the industry to settle its

selves internally.

Reopens After 5 Years

CHARLOTTE, N.C., July 22.--The
Astor Theatre in North Charlotte,
dark for the past five or six years, will
reopen Friday, The Sears Realty
Co. owns and will operate the theatre.
Both first- and second-run attractions
will be shown, a company spokesman
said. New seats and auxiliary stalls
have been installed. The house seats
hold 450 persons.

S.C. Exhibitors Study New 'Blue Law' Action

Special to THE DAILY

SPARTANBURG, S. C., July 22.--
Spartanburg County was all but
rounded by open theatres last Sun-

but local operators who remain

closed said today they were

about what will happen next Sunday.

Bob Talman, manager of the

in a downtown area, was quoted as saying he

participated a meeting of his “for

some time this week to decide what

theatre situation here. In

Boyd Bailey opened his theatre in

the face of an unserved jurisdiction by Judge J. W. J.

theatre. The Darlington jurist issued

a temporary restraining order to pro-

the illegal showing of movies but it was not served until

The order was issued at the request

of Darlington Mayor Thomas Buck-

and members of the city council. It

is understood a hearing is scheduled for

A survey reveals that Sun-

movies are now available in Tr

N. C., to the north of Spartan-

the west, and Cherokee Country on the east.

TENT TAI Variety Club News

ALBANY – Variety Club’s S. C.
Thatcher Fund was enriched by

$1,000 received from appeals to list

on radio station WABY here by

jockey Bob Martin, who broke his

from a 90-foot fall in an out-of-the-way

Shopping Cen-

spending on the platform four days

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United Artists

(Continued from page 1)

(Continued from page 1)

ted vice-president in charge of for-

motions. The three posts are

creates.

announcing the series of execu-

promotions, Krav stated, “It is a

great deal of satisfaction and

that I am able to announce that

to have served with United Artists

our last eight years of expan-

their election reflects the same

it of growth internally that the

company has been able to achieve in

entertainment industry.”

 Joined Company in 1951

dle, a native of Blomington, Ill.,

educated at Illinois Wesleyan

versity, entered the film industry

834 as a shipper with Paramount

ures. He held a series of sales

with Paramount, the Selznick

using Organization and Eagle

Films before coming to United

ists as Western district manager 951.

He was elevated to the post

general manager for the company

lewis, born in New York City, was

cated at U.C.L.A., and Columbia

versity. After serving as an

in the advertising and publicity

ment of William Brothers, he

named the post of special assistant

20th Century-Fox’s director of ad-

iblity, publicity and exploitation,

later creative director and

resident of the Movietone Green-

vertising agency. Lewis joined

as advertising manager in 1952

was named national director of

vertising, publicity and exploitation

56.

Lobber, born in London, England, re-

d his education in the United

. In 1929, immediately after

m MGM, he was appointed Near

(Manager with headquarters in

pt. Following the Second World

ber rejoined Loew’s Interna-

tional Corporation as regional director

Europe and the Middle East. After

g with Warner Brothers in

he joined United Artists in 1951

ontinental manager. In January of

Lobber was named general man-

of United Artists’ foreign depart-

ur to Make Tours On

half of ‘Ben-Hur’

etro-Goldwyn-Mayer has sched-

William Wyler, Charlton Hes-

Haya Harareet, and Martha Scott

ours in advance of the opening of

UH.” The production will have

world premiere at Loew’s new

Theatre in New York late this

followed by premiers in other

cities soon after.

Wyler, who directed the film, will

New York, Chicago, and other

as to assist in the exploitation cam-

aign. Wyler has heard from Astra;

Haraeet, who has the feminine

Miss Scott, who appears as

Hur’s mother, will travel to open-

in Boston, Philadelphia, Detroit,

ington, Atlanta, Dallas and Pitts-

as well as New York.

Three Win Vice-Presidencies at UA

James R. Velde

Roger H. Lewis

Louis Lobber

Paper Features Visit

Of Fox Branch Heads

Special to THE DAILY

GLOVERSIVille, N. Y., July 22-

The Grovesville Leader-Etudal

edaing feature story—vide a

photograph—reporting the com-

ments of four 20th Century-Fox

managers on a visit to Schine Circuit

ices, about stronger product, im-

proved grosses and coming techni-

advances in screens and lenses.

The three-column picture showed

the quartet—Clayton C.Pontages,

y manager and special liaison on

sales for Fox with Schine; Ray

Schnert, Cleveland manager;

Charles B. Kosco, Buffalo manager,

ira Lauga, director of the Movietone

agency. Lewis joined

as advertising manager in 1952

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ontinental manager. In January of

Lobber was named general man-

of United Artists’ foreign depart-

PEOPLE

Walter Heller Earnings

Show Six-Month Gain

Special to THE DAILY

CHICAGO, July 22. — Net earn-

ings of Walter E. Heller & Company,

mercial financiers and factors of

Chicago and New York, were $2,-

06,727 after taxes in the six months

ended June 30, 1959, compared with

$1,744,081 in the same period a year

ago. Walter E. Heller, president, re-

ported today. The 1959 first half

ings were equal to $1.28 per

on 1,483,959 common shares

uring, after preferred dividend

ments of $159,419. This compares

with per-share earnings of $1.12

the first six months of 1958, based

1,413,502 shares and after pre-

ferred dividend requirements of

$160,983.

Davies Chairman

(Continued from page 1)

and Sciences to repeat as Awards

rogram Committee Chairman for the

20th annual “Oscar” presentations,

it was announced by B. B. Kahane,

Academy president.

Davies, first vice-president of the

Academy during 1958-59, held the

awards chairman post for the past

two years and was producer of the

9th Academy Awards presentations

ow in 1957. He will have over-all

sponsibility for next year’s awards

program, Kahane said.
22 K.C. Theatres Now Playing 1st Run Films
Special to THE DAILY
KANSAS CITY, Mo., July 22. - In view of exhibitor complaints about the increasing shortage of product and the shrinkage of the entertainment dollar, the first-run theatre situation here this week is drawing wide interest and comment in motion picture circles.

Of the 46 theatres, indoor houses and drive-ins, in the Greater Kansas City area, 22 are playing first-run attractions. The nearly 50-50 percentage sets a new mark for the number of theaters in Kansas City playing first-run features in a given week.

AB-PT Houses
(Continued from page 1)
the AB-PT-operated Indian Drive-In at Phoenix, Ariz., according to Edward L. Hyman, vice-president. He said he believes it will be the first drive-in anywhere so equipped. An installation was completed recently at the City Mission, Detroit, and one is under way at the Des Moines, Des Moines.

The installation at the Indian Drive-In is part of an extensive remodelling operation there which will increase the capacity from the present 1,350 cars to 1,700, Hyman said. He observed that 70mm. equipment is becoming a very competitive field, with equipment less difficult to obtain than heretofore.

"An assurance of a steady supply of pictures would really start something in this field," he said, noting that more 70mm. productions are being included in company planning for the future.

Serve Third Round of "Blue Law" Warrants
Special to THE DAILY
ANDERSON, S. C., July 22—Three Anderson drive-in theatre operators this week were served with a third round of warrants charging violation of the Sunday "blue laws." County Judge Earl Rice, who issued the first warrants, is on vacation, and is not scheduled to return to the city until Saturday. The two subsequent sets of warrants were issued by Magistrate Bruce Davis, who says that he feels that a hearing should be held on the first warrants before he sets any hearings on the two latest groups.

Hyman Report
FORTHCOMING RELEASES

(Continued from page 1)
campaign to eliminate "orphan" release periods through orderly distribution of product.

Hyman emphasized, as he has done before, that he does not consider the micro number of pictures to be either significant or important any longer.

"It is quality that counts," he said, "because quality product earns maximum paying time in first-run theatres. There is an exceptionally high percentage of quality pictures on the release schedules of all nine companies for the period from July to the 1959 year end.

End-of-Year Drive Set
At Hyman's planning, exhibitors in all parts of the country are being lined up for a nationwide exhibition drive for the September to year end period which is normally a slump period for many theatres after the end of summer, reopening of schools and return to the air of stronger television competition.

Hyman has urged the special exhibition merchandising effort as an exhibit duty in return for distributor cooperation in scheduling an increased number of releases for the normally weaker box office period. He has conducted, appeared at or inspired meetings of exhibitors in numerous key cities in recent months at which local planning for the fall exhibition drive were started.

To Stress Quality Product
"The underlying theme of the drive," he said, "is to focus attention on theatres and movies and in particular, the quality product which will be available during the drive period."

The release schedules of the nine companies, compiled by Hyman, have been distributed to the exhibitors who have endorsed his orderly distribution efforts and are supporting the September to year end drive. The schedules are being used in planning the best possible attractions for the drive period, he pointed out.

Citing increased theatre attendance in the first half of the year, he said that all indications point to continued gains throughout the remainder of the summer. With the quality product lined up for full and with effective exhibitor cooperation in the September to year end business drive, he prophesied one of the best years for exhibition in some time.

Looks Ahead to Spring
His next objective, Hyman said, will be the win distributor cooperation in setting an increased number of quality releases for the spring slump period, from April into June. He will visit Hollywood in late October or early November to compile as much data as possible on pictures likely to be ready for the April-June period.

If success of the exhibition drive to start in September, he said, will have much to do with the effectiveness of efforts made to obtain more quality product for the spring slump period next year. Eventually, he said, the complete elimination of "orphan periods" may be obtained and there will be something good going for us every month.

The last half release schedule compiled by Hyman showed the following in prospect, which Hyman predicted will be at least 95 percent accurate: Allied Artists, 7 to 12 releases; Buena Vista, 4 plus the special, "Big Fisherman"; Columbia, 2 plus the special, "Spartacus"; MGM, 12, plus the special, "Be Hur"; Paramount, 9; 20th Century-Fox, 15; United Artists, 17; Universal, 8 plus the special, "Spartacus," in Warners, 10.

JULY
AA—THE BIG CIRCUZ, c, vs: Victor Mature, Rhonda Fleming
AA—BATTLE FLAME; Elaine Edwards, Scott Brady
AA—SURRENDER HELL; Keith Andes, Susan Cahill
AIP—DIARY OF A HIGH SCHOOL BRIDE; Anita Sands, Ronald Foster
AIP—THE GHOST OF DRAGSTIP HOLLOW: Judy Fair, Russ Bender
BV—DARNY O'GILL AND THE LITTLE PEOPLE, c; Janet Munro, Sean Connery
COL—MIDNIGHT OF THE NIGHT; Kim Novak, Fredric March
COL—ANATOMY OF A MURDER; James Stewart, Lee Remick
COL—THE LEGEND OF TOM DOOLEY; Jo Morrow, Michael Landon
MGM—QUOTATION BY NIGHT; Booth T.cal, Eva Marie Saint
MGM—THE BEAT GENERATION, c; Steve Cochran, Mamie Van Doren
PAR—DON'T GIVE UP THE SHIP; Jerry Lewis, Dina Merrill
PAR—LAST TRAIN FROM GUN HILL, c; Kirk Douglas, Anthony Quinn
20-FOX—HOLIDAY FOR LOVERS, c; John Garfield, Clifton Webb
20-FOX—SOUTH PACIFIC, c; Rossano Brazzi, Mitzi Gaynor
20-FOX—SON OF ROBIN HOOD, c; Al Hedison
20-FOX—MIRACLE OF THE MOUNTS, c; Ken Keaton
UA—A HOLIE IN THE MEAD; c; Frank Sede, Eleanor Parker
UA—THE HORSE SOLDIERS, c; John Wayne, William Holden
UA—DAY OF THE OUTLAW; Robert Ryan, Burl Ives
UA—PIER FIVE; HAVANA; Cameron Mitchell
UA—TEN SECONDS TO HELL; Jack Palance, Jeff Chandler
UNI—THIS EARTH IS MINE, c; rock Hudson, Joan Simmons
UNI—THE MUMMY; c; Peter Cushing, Christopher Lee
UNI—CURSE OF THE UNDEAD: Eric Fleming, Kathleen Crowley
UNI—BORN TO BE LOVED; Huggie Muggs, Carol Morris
WB—THE NUN'S STORY, c; Audrey Hepburn, Peter Finch
WB—HERCULES, c; Steve Reeves

AUGUST
AA—THE BAT; Vincent Price, Agnes Moorehead
AA—FACE OF FIRE; Cameron Mitchell, James Whitmore
AIP—SIGN OF THE GLADIATOR, c; Anita Ekberg, George Marshall
BV—THE BIG FISHERMAN, c, vs; Howard Keel, Eva Marie Saint
COL—30-FOOT BRIDE OF CANDY ROCK; Lou Costello
COL—HAYE ROCKET, WILL TRAVEL; Three Stooges
MGM—THE SCAPEGOAT; Alec Guinness, Joseph Cotten
MGM—THE BIG OPERATOR; Mickey Rooney, Mamie Van Doren
PAR—THE FIVE PENNIES, c, vs; Danny Kaye, Barbara Bel Geddes
20-FOX—A PRIVATE AFFAIR, c; Sal Mineo, Gary Crosby
20-FOX—RETURN OF THE FLY, c; Vincent Price, Edmund Gwenn
20-FOX—THE ALLIGATOR PEOPLE, c; Lon Chaney, Beverly Garland
20-FOX—BLUE DENIM, c; Carol Lynley, Brandon de Wilde
UNI—THE ABIT; Ernest Borgnine, David Brian
UNI—THE DEVIL'S DISCIPLE; Burr Lancaster, Kirk Douglas
UNI—CRY TOUGH; John Saxon, Linda Cristal
WB—JOHN PAUL JONES, c; vs; Robert Stack, Bette Davis

SEPTEMBER
AA—WEB OF EVIDENCE; Van Johnson, Vera Miles
AA—CALLING NORTH POLE, c; vs; Curt Jurgens, Dawn Addams
AIP—THE GIRL ON DEATH ROW
AIP—THE JAILBREAKERS; Robert Hutton, Mary Castle
COL—THE TINGLER; Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA, c; Gary Cooper, Rita Hayworth
MGM—FOR THE FIRST TIME, c; Mario Lanza, Zsa Zsa Gabor
MGM—TARZAN, THE APE MAN; Denmy Miller
20-FOX—BLUE ANGEL, c; Curt Jurgens, May Britt
20-FOX—THE MAN WHO UNDERSTOOD WOMEN, c; Henry Fonda, Leslie Caron
20-FOX—THE OREDNG TRAIL, c; vs; Fred MacMurray, Nina Shippman
UNI—CAST A LONG SHADOW; Claude Murphy, Terry Moore
UNI—TAKE A GIANT STEP; Johnny Nash
WB—LOOK BACK IN ANGER; Richard Burton, Claire Bloom
WB—YELLOWSTONE KELLY, c; Clint Walker, Ed Bye

THE
AN ALBERT ZUGSMITH PRODUCTION FROM M-S-M

means "THE BIG OPERATOR" TOUGH AND TERRIFIC!
At your fingertips—
THE WHOLE BUSINESS WORLD OF THE SCREEN!

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.

MOTION PICTURE HERALD, JULY 4, 1959
Television Today

House Bill Eases ‘Equal Time’ Rule

From THE DAILY Bureau
WASHINGTON, July 22. - The House Commerce Committee today approved a bill to exempt certain radio and TV news shows from the “equal time” provisions of the Communications Act. The bill would exempt newscasts, news interviews and spot news coverage where the appearance of a candidate is incidental to the presentation of the news.

The bill is not as broad as the one approved earlier by the Senate Commerce Committee, which does not have “the equal time” principle in it, and which includes panel shows and documentaries as well.

Both measures are aimed at limiting the power of the Federal Communications Commission to declare what broadcasters must give equal time on equal time to news shows to all candidates.

The broadcasting industry has warned that unless the FCC is overturned, there will be no coverage of the 1960 political campaign next year.

CBS’ Stanton to Urge Equal Time Amendment

An editorial urging changes in Section 315 of the Federal Communications Act, generally known as the “equal time” law, will be presented by Frank Stanton, president of the Columbia Broadcasting System, on the CBS-TV program, “Behind the News,” this Sunday evening.

Stanton’s editorial will call for an amendment to Section 315 that would eliminate equal time provisions in the case of regular news programs, panel discussions, special events and debates. It is reported. Running time of the editorial is expected to be about five or five minutes.

The Federal Communications Commission’s last winter ruled that the matter of equal time for all political candidates applies to regular news programs and all other broadcasts. Following this ruling. CBS asked a Federal court reversal, and the case is still pending. In March, Stanton first announced that he was considering an on-the-air blast at the ruling. Sunday’s program will cite instances when Section 315 “has not worked to the public benefit.”

Desilu Dividend Set


Who’s Where

Carl Cannon, public relations and broadcasting executive, has been named director of program promotion and station relations of the Broadcasting and Film Commission of the National Council of Churches, the executive director of a newly created International Television Production Division of ITC.

Announcement was made jointly by Jack Weather, board chairman of ITC and Michael Nidorf, co-chairman representing Associated Television, Ltd., interests in ITC. ITC will establish headquarters in London with ATV and operate the International Division from there.

To accept the new assignment, Harris resigned from his present executive position as vice-president of CBS Films, Inc., in New York, which he has held for the past six years. He will, however, continue to maintain a close relationship with CBS-TV in overseas program development in conjunction with ATV in London. ATV is also one of the principal buyers of CBS-TV programs overseas.

Harris Named to Head ITC Foreign Division

Independent Television Corp., announced yesterday it has expanded the scope and structure of its global operation with the appointment of Leslie T. Harris to the post of managing director of a newly created International Television Production Division of ITC.

Production Levels Off; Studios Shooting 25

From THE DAILY Bureau
HOLLYWOOD, July 22. — Production continued to stay at about the same level this week with the start of two pictures, and the completion of one. The total number of productions shooting, 25.

Started were: “The Gazebo” (an Avon Production for Metro-Goldwyn-Mayer), and “Captain Buffalo” (a John Ford Production for Warner Bros.

Completed were: “Condemned Patriot” (API—20th Century-Fox).

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Desilu Dividend Set


Who’s Where

Carl Cannon, public relations and broadcasting executive, has been named director of program promotion and station relations of the Broadcasting and Film Commission of the National Council of Churches, the executive director of a newly created International Television Production Division of ITC.

Announcement was made jointly by Jack Weather, board chairman of ITC and Michael Nidorf, co-chairman representing Associated Television, Ltd., interests in ITC. ITC will establish headquarters in London with ATV and operate the International Division from there.

To accept the new assignment, Harris resigned from his present executive position as vice-president of CBS Films, Inc., in New York, which he has held for the past six years. He will, however, continue to maintain a close relationship with CBS-TV in overseas program development in conjunction with ATV in London. ATV is also one of the principal buyers of CBS-TV programs overseas.

Prescott-Embassy (Continued from page 1)

work closely with Levine on the exploitation of major films, tying them in with national products and with supermarkets, department stores, record dealers, publishers and others. He will not limit himself to radio-TV.
Strategic ACE-MPAA Meeting Now Set for July 31; Significant Conclusions Seen

What is expected to be the strategic meeting between the American Congress of Exhibitors and the Motion Picture Association of America on a variety of basic industry problems was set yesterday for next Friday, July 31.

The meeting, which was arranged by S. H. Fabian, ACE, chairman, and Eric Johnston, MPAA president, will be held in the latter organization's board room here.

It was learned that most company presidents will attend the meeting. Those who will be out of town will be represented by first rank deputies. All members of the ACE executive committee have been invited to attend. One large delegate is expected to be present.

The discussions, the first conclusive ones to be held between exhibition and distribution leaders since the formation of ACE last November, are expected to result in conclusions important to both sides and to the industry as a whole.

Goldberg Named New UA Adv.—Pub. Director

Fred Goldberg has been named United Artists national director of advertising, publicity and exploitation. It was announced yesterday by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation. Goldberg moves into the post vacated by Lewis this week when he assumed the vice-presidency.

A native of New York City, Goldberg entered the industry in 1946.

Indiana Allied Will Continued to Function

Allied Theatre Owners of Indiana is not to be inactive, as reported from Cleveland on July 22, but actually is planning increased activities. Richard Lochry, president, told Motion Picture Daily yesterday.

Lochry said that Mrs. Ann Craft, who has been office secretary at the organization's Indianapolis headquarters.

Chaplin Film Showings Permanently Enjoined

U. S. District Judge Leo F. Rayfel in Federal Court here last Wednesday signed a decree permanently enjoining Robert B. Fischer and Earl Colvin of Washington, D. C., Edward Saretzky of Philadelphia, Pa., and others from

Stanley Warner Nine-Months Profits Reported Its Highest Yet on Record

The highest operating profits on record for Stanley Warner Corp. and its subsidiaries for both the quarter ended May 30, and the nine months ended the same date were announced yesterday by S. H. Fabian, president.

He said the profit for the quarter ended May 30, was more than five times the profit for the corresponding quarter one year ago and the profit for the nine months ended that date was more than twice the profit for the same period last year.

For the nine months ended May 30, the net income before federal and foreign income taxes was $7,191,300.

BEST' Customers

Johnston Will Take Up Three Foreign Pacts

September Talks Set for England, France, Germany

Negotiations of new film import agreements with the American industry's three largest customers abroad will be conducted consecutively by Eric Johnston, Motion Picture Export Association president, in September, he disclosed on his arrival here yesterday from his Spokane, Wash., home.

Johnston said he will leave for London to discuss a new film agreement.

'Herold' Features Two Fox Campaings

An extensive treatment of the 20th Century-Fox advertising campaigns for "Blue Denim" and "The Blue Angel" are a special feature of this week's Motion Picture Herald, out today. Issued as Section Two of the Herald, the 24-page section treats in

Hospital's Free Service Subject of Compo Ad

An announcement of the Will Rogers Memorial Hospital's plan to give free service to newspaper and magazine writers covering show business forms the text of the current compo advertisement in Editor & Publisher, out tomorrow.

Signed by Abe Montague, presi.

TELEVISION TODAY—page 5
**PERSONAL MENTION**

CHARELS OKUN, in charge of theatre sales for Coca-Cola, will return to New York on Monday from Jacksonville.

A. SCHNEIDER, president of Columbia Pictures, and LEO JAFFE, vice-president and treasurer, will return to New York over the weekend from Hollywood.

STEVE KERGAN, vice-president of Pathe News in charge of advertising and public relations, will leave New York today for Chicago.

ROBERT O’DONNELL, of Empire Pictures, Dallas, has returned there from Atlanta.

RITA HAYWORTH and her husband, producer JAMES HILL, will return to New York from Europe on Monday aboard the "United States."

ROBERT WENCER, of the Pekin theatre, Montgomery, Ala., has returned there from Georgia.

BOB KRANZ, director of educational film sales for Pathe News, was here yesterday for Chicago.

Two More Premieres Are Held for ‘Porgy, Bess’

Samuel Goldwyn’s production of “Porgy and Bess” premiered in two additional cities Wednesday night (22) to capacity audiences.

In San Francisco’s Coronet Theatre, a Travers Aid Society benefit showing brought cheers at the end of the film from a blue-book audience. In Chicago, where the premiere was open to the public, hundreds were turned away as the SRO sign was placed in front of the MeVickers.

‘Capone’ $5,500, Bklyn.

Allied Artists’ “Al Capone” grossed $5,500 Wednesday, first day of its run at the RKO Albee in Brooklyn. RKO reported it to be the biggest mid-week opening day gross at the house in 10 years.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

**AUDREY HEBURN**

**THE NEW YORKER**

**THE NUN’S STORY**

A WARNER BROS. PICTURE

**ROLAND YOLKOVICH**

and DANA NEW STATE SPECIALSEE "DONAUE"
**Wilcox Defends NFFC; Says Article In 'London Times' Is 'Off-Beam'**

From THE DAILY BUREAU

LONDON, July 21 (By Air Mail)—In a letter to The Times producer Herbert Wilcox has attacked the newspaper's attack on the National Film Finance Corporation was "ill-conceived." Wilcox stated that he believed the National Film Finance Corporation annual report refers. I can cite the case of one of my own films, "Park Lane," which attracted enormous attention at the amount approximately of $600,000, a sum almost equal to 50 per cent of the entire deficit—discarding the capital cost of the corporation during its 10 years of existence. Moreover, substantial dollar income was brought to this country from many of these 438 films. "Most of the Motion Picture Industry is not practic- ing the high cost of stars, producers and technicians are the cause of many malaise which may currently affect the industry. I suggest that the National Film Finance Corporation and Government officials should look into the financial framework which has become traditional in production in this country." In many cases financing charges are as high as 22 per cent of a budget cost, said Wilcox.

**Points to Specific Picture**

"There is another consideration," wrote Wilcox. "During the 10 years of the corporation's life many hundreds of millions of pounds have been paid to the Treasury in entertain- ment duties on all 438 films which the National Film Finance Corporation annual report refers. I can cite the case of one of my own films, "Park Lane," which attracted enormous attention at the amount approximately of $600,000, a sum almost equal to 50 per cent of the entire deficit—discarding the capital cost of the corporation during its 10 years of existence. Moreover, substantial dollar

**Wash. Theatre Owners Laundered for Activity**

Special to THE DAILY

SEATTLE, Wash., July 23—Members of Theatre Owners of Washing- ton, Northern Idaho and Alaska were congratulated here yesterday for their work in fighting legislation adverse to the industry this year. The speaker was George Roscoe, field representa- tive for Theatre Owners of America, who appeared at the meeting in the absence of George Keraskes, head of TOA. Roscoe also reported to the exhibitors on progress being made by TOA in the national field. Joseph Rosenfield of Spokane re- signed as special representative of the local TOA affiliate and was replaced by Dwight Sprocker, "cattle. Rosen- field will continue to act as assistant to the president of TOA.

**Begin Second Phase Of 'Sheba' Drive**

The second phase of United Art- ists' promotion campaign for Edward Small's "Solomon and Sheba" gets underway today with all-media PUSH, including 30 major markets a full six months in advance of the film's release date, it was announced by Roger H. Long, vice-president in charge of advertising-publicity.

Jack Goldstein, Eastern coordina- tor of the special "Solomon and Sheba" unit, begins a month-long promotion campaign in Eastern and South- ern cities. Goldstein will coordinate local level media campaigns with UA fieldmen designed to penetrate specific audience segments. Primary targets of the full promotional schedule include libraries, museums, schools, colleges, civic, community and church organizations.

**FPA to Seek Trade Talks With Russians**

From THE DAILY bureau

ONDON, July 23. The British pro- ducers Association, as part of its export drive, has announced its support of the Moscow Film Festi- val by pledging to send a contingent of executives and stars to par- ticipate. British producers will screen a product at eight preview theatres in Moscow, which will be put at the disposal by the Soviet govern- ment.

**Tide Feature**

(Continued from page 1)

all the publicity, advertising, and co-production campaigns prepared or being planned for the two Fox films. The case of "Blue Denim" the development of a promotion which old stress the provocative and deli- nquent theme of the picture is outlined in five pages dealing with each of the films. The full-length four-color spread for "The Blue Angel" the com- pany plans to build May Brit, star the picture, as a new glamour per- son and the devises the campaign which is currently in work are given. The section is printed in three col- umns with a double gate-fold cover.
ChaplinFilms

(Continued from page 1)


Action Brought in April

The action was originally brought in the U. S. District Court for the Eastern District of New York, in April of this year, by plaintiff The Roy Export Company Establishment, owner by assignment from Chaplin of the copyrights in these films, and co-plaintiff Lopert Films, Inc., solely authorized U. S. distributor of "Modern Times." They charged unauthorized showings of "Modern Times" at the Inwood Art Theatre in Forest Hills, Queens, and elsewhere.

Started with 'Modern Times'

Suit was brought four days after the previously closed Inwood Theatre was reported to show "Modern Times." On the date suit was filed, the film print was seized by the U. S. Marshal just prior to a scheduled 8:30 evening showing of the picture, pursuant to an order by U. S. Judge Mortimer W. Byers directing the clerk to issue a seizure writ and the U. S. Marshal to impound the print in Federal Court. By recent agreement of the parties, the complaint in the action was amended, to add to the original claims relating only to "Modern Times," additional claims asserted by plaintiff Roy Export Company, only, relating to infringements and threats of infringements of the copyrights in the remaining 14 pictures covered in various cities, and the suit has now been licensed for current distribution in this country.

Involves All Fischer Companies

In addition to Excellent Films, Inc., named as a defendant in the original action which operated both the Inwood Art Theatre in Forest Hills, and the New Glen Art Theatre in Williamsville, New York, the injunction is effective against seven other corporations of which defendant Fischer was president. These seven corporation made defendants in the suit by the amended complaint, which were claimed to have operated art theatres in various cities, were the following: Artistic Films, Inc., a Maryland company, operator of the New Cameo Art Theatre in Baltimore; Classic Films, Inc., a Pennsylvania company, operator of the Ambassador Art Theatre in Philadelphia; Great Films, Inc., an Ohio company, operator of the Mayfield Art Theatre in Cleveland; Excellent Films, Inc., a Wisconsin company, operator of the Liberty Art Theatre in Milwaukee; Spectacular Films, Inc., a Missouri company, operator of the Cameo Theatre in St. Louis; Stanton Theatre Corporation, a District of Columbia company, operator of the New Stanton Theatre in Washington, D. C.; and the Amberbrook Theatre Corporation, a Pennsylvania company, operator of the Art Overbrook Theatre in Philadelphia.

Defendants Fischer, Colvin and Sarrets, as well as the eight corporate defendants, appeared in the action by their attorneys, admitted the allegations of the amended complaint, and consented to the decree permanently enjoining their dealings with the above Chaplin films.

Counter-Claim Dismissed

In addition to forbidding such defendants to distribute or exhibit these Chaplin films, the decree finally dismisses, with prejudice, the counterclaim, or counter-claim, of defendant Excellent Films, Inc., operating the Inwood Art Theatre, to the original complaint, by which Excellent had claimed $200,000 actual and $400,000 punitive damages alleged to have been done by reason of the U. S. Marshal's seizure of the "Modern Times" print.

Middle West Included

This decree also disposes of legal claims arising out of recent showings of various of these Chaplin films at art theatres operated by the group of defendants in the East and Middle West.

Plaintiff Roy Export was represented in this action by the law firm of Sargent & Stein, with Phillips, Nizer, Benjamin, Krim & Ballon acting for co-plaintiff Lopert Films. Defendants were represented by attorney Melville W. Feldman of Washington, D. C.; and attorney Jerome Kern of New York City.

S-W Profi

(Continued from page 1)

after deducting depreciation of $3,702,000. The net income federal and foreign income for the corresponding period last year was $8,246,000, when depreciation charges were $4,130,000. The profit for the nine months ended March 30 after all charges including interest and income taxes was $591,300 which compares with profit of $1,766,000 earned in the same period last year. The profit did not break down the income statement of S-W, but it was from routine operations.

The profit for the nine months ended March 30, 1959, is equivalent to per-share earnings of $1.38, which compares with $2.10 per share earned in the corresponding period last year.

Securities Written Off

During the nine months ended March 30 the unusual property dispositional write-off of certain properties, less a profit realized on sale of the securities resulted in loss of $2,469,000. Owing to losses from unsold property dispositional write-off and "stale" saving of $400,000 in the payment of federal income taxes. Accordingly, $925,000 of losses has been charged against earnings for the nine month period, for the equivalent of the federal income taxes which would have been payable had such losses been incurred.

The $644,100 has charged to earned surplus charge is equivalent to 76 cents share on the common stock. The net profit for the corresponding period last year charged to earned surplus $682,000, equivalent to 33 cents share on the common stock.

For the nine months ended March 30, 1959, net profits, merchandising sales and other income amounts $928,899,800, which is an increase of 9.3 per cent over similar income of $848,899,800 in the corresponding nine months one year ago.

Equivalent to 66 Cents a Share

The net profit for the quarter ended March 30 after all charges including federal and foreign income taxes $1,337,600 which compares with profit of $2,650,500 for the same quarter last year. The net profit for May 1959 quarter is equivalent to 60 cents share of common stock, one year ago the net profit was 12 cents per share. $1,434,000, the equivalent to 60 cents share on the common's changed for the surplus of $253,000 that the May 1959 quarter whereas for the May quarter one year ago them a charge of $395,400 against surplus, equivalent to 26 cents share of common stock.

$155,000 for 'Story'

Warner Bros. "The Nun's Story" grossed $155,000 in its fifth week starting Wednesday night, and now in its sixth week with a seventh week assured at Radio City Music Hall, ners announced.
Motion Picture Daily

Television Today

National Carbon Signed For 3rd Series Special
"World Series Special," an all-star show on the eve of the 1959 baseball classic, will be presented by the NBC-Television Network Tuesday, Sept. 29, from 9:30 to 10:30 P.M. Sponsoring the hour-long presentation will be the National Carbon Company, division of Union Carbide Corp., for its Prestone Anti-Freeze and Eveready products.

The telecast will mark the third straight year National Carbon has sponsored "World Series Special" and the first year its program has been expanded to a full hour. This program will be highlighted by live and film reports on the major league baseball season, including coverage of the closing days of the pennant races.

Nixon's Soviet Trip On CBS-TV in August

The CBS Television Network will present a special half-hour CBS News program showing the highlights of Vice-President Richard M. Nixon's trip to the Soviet Union as soon as he returns to this country early in August, it was announced yesterday by John F. Day, director of news for CBS News.

Day also reported that CBS News correspondent Paul Niven, formerly stationed in Moscow, has been granted a Soviet visa by the Russian Embassy in Washington and is accompanying Nixon on his trip.

CBS News is also sending cameraman Bruce Hoertel and sound technician Charles Beckman to the Soviet Union on the same plane. They will film the Vice-President's activities in Russia from his arrival to his departure, sending the CBS News film back to the special program of CBS News here for assembling and editing.

WABC-TV Cities Record Profits, Viewer Gains

WABC-TV, New York City, has scored its most profitable second quarter in the station's history. Joseph Stamler, vice-president and general manager, announced yesterday. He reported that the second quarter of 1959 represented a 13 per cent profit increase over the same period of 1958.

Stamler also reported substantial audience gains for WABC-TV. A 24 per cent rating increase was registered in prime time (7:30-10:30 P.M., all nights of the week) during the second quarter of 1959, as compared with the like period of 1958 (Nielsen).

A big rating increase has also been scored in the 10:30-11 P.M. time period, in which the station has programmed syndicated half-hour properties since May 23. Ratings for the first two weeks of the new programs, according to Nielsen, averaged 82 per cent higher than for the previous two weeks.

See Lasting Profits From TV Investments

More lasting profits in the television industry appear to have developed in broadcasting rather than manufacturing, according to Perspectives, a bulletin issued by the investment management department of Calvin Bullock. This conclusion could be quickly reversed were color television to finally get off the ground, the bulletin points out.

TV broadcasting has had highly deleterious effects on motion pictures and radio, and, to a lesser extent, on magazines and some other types of advertising and communications, Perspectives reports. "From this viewpoint," the bulletin states, "that television will continue to cut into other forms of advertising, and that accordingly increased revenues and profits are in prospect," it is pointed out.

Up 57% in Seven Years

In this connection, the investment management department emphasizes that over the last seven years total advertising expenditures have increased by 57 per cent, as compared with increases in the same 1951-1958 interval for gross national product of 33 per cent and for personal consumption expenditures of 38 per cent. "Regardless of one's opinion as to the educational or entertainment aspects of television," according to Perspectives, "it seems obvious in the light of these figures that its strong and improving position in advertising should mean growing investment stature for the well managed companies in the industry."

Sign 2 Sponsors For 6 'CBS Reports' Shows

The B. F. Goodrich Company and Bell & Howell will share sponsorship of six programs in the "CBS Reports" series, it was announced yesterday by William H. Hylan, CBS Television Network vice-president of sales administration.

"CBS Reports" will begin in October, with 12 programs scheduled to be presented during the first year of the series. Fred W. Friendly is executive producer.

Normal Alley Named To Kline Co. Board

From The Daily Bureau

HOLLYWOOD, July 23.- Election of Norman W. Alley, West Coast manager of Hearst Newsreel, to the board of directors of Walter E. Kline, Inc., was announced today by Fred W. Kline, president.

Alley will act as consultant in the Los Angeles public relations agency's motion picture and television publicity departments.
Everybody talks about the Weather

**BUT** "A HOLE IN THE HEAD"

**DOES SOMETHING ABOUT IT...**

**AND DOES IT WITH**

**A BIG SPLASH!**
**DITORIAL**

White Paper' End

By Sherwin Kane

The decision of the Senate Judiciary subcommittee not to hold hearings on Allied States' charges anti-trust violations by production-distribution companies and alleged connivance on the part of beide companies in perpetuating the same was of major interest to all of the exhibition industry.

For more than a year past, Allied's so-called "white paper" campaign, which sought an airing of the charges in the Senate subcommittee in hope of bringing about Federal investigation or litigation intended to offset the exhibitor, has been the order of business of both national and regional Allied leaders. Allied took pains to inform the industry that its participation in the American Congress of Exhibitors did not permit it to interface any way with the pursuit of its "white paper" campaign.

What checked this all-out Allied effort was the similarity of its "white paper" charges to those it had made in 1956 and which brought about a hearing before the Senate's subcommittee on small business that hearing resulted in a subcommittee conclusion that exhibitors are less blameless than distributors for problems and inter-industry friction which beset both. It was recommended that an effort be made to resolve differences within the industry and to establish arbitration machinery for hearing future grievances.

ACE Committee Will Confer Thursday
On Strategy for Meeting with MPAA

The executive committee of the American Congress of Exhibitors will meet in an all-day session next Thursday to discuss the agenda and strategy for the top-level meeting Friday with the board of the Motion Picture Association.

The ACE committee will meet in the board room of the Stanley Warner Corp.


The meeting with the MPAA board, announced Friday, is expected to be attended by most company presidents or their first-rank deputies.

TOA Urges Exhibitors
Give Support to MPI

Exhibitors were urged to support Motion Picture Investors, Inc. at the weekend by George G. Kerassotes, president of Theatre Owners of America. In a special message to TOA members, Kerassotes told them that the MPI objectives of seeking to give exhibition a voice, for the good of the entire industry, in the policy making of film companies, parallel aims of TOA.

"Several months ago TOA urged all its members to buy stock in the film companies, not only to show their faith in the industry, but also to protect their tremendous investments. TOA itself took the lead by buying stock in each of the major production-distribution companies.

"What MPI is now doing, in offering 200,000 shares of its stock to people employed in, and interested in the exhibition end of our business, (Continued on page 3)

"Angel' Team to Visit Theatre Executives

A seven-man merchandising team, to outline the complete promotional plans for 20th Century-Fox's "The Blue Angel" top theatre executives, has been named by vice-president Charles Einfeld. The merchandising team will also discuss the joint promotional plans of Look and Life with 20th. In addition, the content of the special advertisements which will appear in these magazines next month will be revealed.

Members of the trade press will be invited to attend one of the sessions this week.

Heading the team will be 20th's exploitation director Rodney Bush and advertising director Abe Goodman. Included will be Eddie Solomon, exploitation manager; Martin Michel, director of Fox radio and television; Christy Wilbert, vice-president of the Charles Slafler Agency; Bert Lange, marketing services manager.

Report ABPC Theatre Attendance
Is Better Than British National Average

By Peter Burnup

LONDON, July 23 (By Air Mail).-Theatres of Associated British Picture Corp. are steadily improving their position, Sir Philip Warter, chairman, has reported here. In the past year attendances were substantially better than the national average due to a considerable number of contributing factors, he added.

Explaining, Sir Philip says: "ABC, because of its earning potential, is in a strong position to obtain the best available films and during the year we had a number of outstanding successes such as the standard of cleanliness and service." (Continued on page 2)

For 1 Year

Renew Univ.
NewsDeal with
News of Day

Use of Joint Facilities
Proving Beneficial

Universal has renewed for another year through 1960 the deal by which its Universal Newsreel is made up by MGM-Hecht Motoretone News of the Day, it was learned on Friday. No changes in terms were involved in the renewal, it was reported.

The Universal Newsreel deal with Hecht Motoretone News was inaugurated at the beginning of 1958 on a two-year basis. The current one-year renewal is for the third year, and there are options for two additional years with provisions for renewing the agreement in the event of increases in cost.

Under the working arrangement, the Hecht Motoretone organization (Continued on page 3)

Castle Calls Self 'Living Trailer'
By Vincent Canby

William Castle, producer, director, showman and self-styled "living trailer," states his point of view quite simply: "Today you have to have a gimmick and exploitation campaign backing a solid story if you don't have a film with a lot of stars."

Castle, who met the trade press in the Columbia home office here Friday, was in New York to introduce his latest gimmick, "Perpetu," which is being used for "The Tingler." (Continued on page 2)

Offer TV Package of 52
Post-'55 Foreign Films

A package of 52 post-1955 films, all of which are either French, British, or Italian, will be offered to television stations on a syndicated basis. It was announced at the weekend by Joseph Harris, chairman of the board of Art (Continued on page 6)
'Herald Tribune' Lauds 'Nun's Story' As a 'New Hollywood Dimension'

Under the heading of "New Dimensions in Hollywood," the New York Herald Tribune on Friday published the following editorial:

American movies deal so largely in physical action that it is a pleasure to see a film that is an exercise of the mind. "The Nun's Story," which is showing here now, seems to us one of Hollywood's most mature achievements and certainly one of the best. Where the ordinary picture tries to overwhelm the senses with excess, this one is overwhelming in its restraint.

Citas Basis on Fact

"The Nun's Story" is based on Kathryn Huhne's book about a Belgian girl who undergoes the long and rigorous training for sisterhood, serves as a nursing nun in the Congo, and finally leaves the order, unable to resolve the conflict between rigid Church law and what her conscience tells her is command. The film follows the cycle with compassion and detachment, taking no sides but revealing the deep struggle within the hearts of various people, especially the Belgian girl, played by Audrey Hepburn.

"There is great pictorial beauty in the movie, both in its somber views of Belgium and its stunning shots of Africa. But outward beauty is only a cloak for the inner tale. The fact that director Fred Zinnemann can tell this inner tale in a motion picture, an art medium that is supposed to demand constant bodily activity, is the most striking part of his fe at. It proves again that a great director can make the screen the most exciting medium of all.

'An Adventure of the Mind'

"As an adventure of the mind, 'The Nun's Story' is absorbing because there is a basic interest in its theme: the ability, or inability, of people to solve the problem of life by religion. The story fascinates us about royalty, and about certain aspects of military life. There are many other such adventures waiting to be told."

'Hole' Does $1,203,495 In Only 65 Playdates

United Artists' "A Hole in the Head" has compiled $1,203,495 in only 65 playdate situations in less than a month, it was announced by James R. Velve, vice-president in charge of domestic sales.

Velve reported that the Sincap Production is holding over in virtually every engagement and setting new theatre records in the majority of key situations across the nation.

George Baggs Dies

COLUMBUS SPRINGS, Colo., July 26—Funeral services were held last week for George Baggs, secretary-treasurer of Westlund Theatres. Baggs was the victim of a heart attack.

'Living Trailer'

(Continued from page 1)

first film under his new Columbia contract. As a gimmick, Perspecto seeks to outshine the insurance policy a new exhibitor is offered in connection with Castle's 'Macabre' and the Emergo skeleton used with many engagements of his "House on Haunted Hill."

The basis of Perspecto is a little motor originally designed as part of a radar cooling unit. It fits under the theatre chair and, working on battery power, is used by projectionist to vibrate at various speeds in the course of certain key scenes of "The Tingler." The idea is that the pattern of film will stick along with, and in response to, the action of the screen. As demonstrated Friday with several reels from the picture, it seems a dandy gimmick to exploit Castle's special genre of tongue-in-cheek horror.

Decision on Changes Later

As yet Castle and Columbia officials have yet to decide what charge will be made to exhibitors for the Perspecto unit, or whether it will be included in the film rental or charged separately. The gimmick is costing Columbia and Castle about $250,000, and this breaks down to about $1,000 a unit of 100 motors. Plans are to wire about every 10th seat in any theatre. Installation in a theatre takes about four hours.

"The Tingler" starts its first test engagement at the Broadway Capitol, Detroit, Aug. 4, with others to follow in Boston, Baltimore, San Francisco, and Windsor, Ont. Castle plans to vitally exploit the new engagement and, as a "living trailer," talk to the audiences about his picture.

Presented by Ferguson

Castle, who was introduced to the press by Bob Ferguson, Columbia director of advertising, publicity and exploitation, said, "Producers today have to be shown as well. And they must work hand-in-hand with the sales promotion people all during the production of a picture. This is the only way we can survive." By way of vital statistics, he revealed that "The Tingler" cost about $400,000 to make, but that this figure would rise to about $1,000,000 by the time it goes into the theatres because of the cost of Perspecto as well as the advertising and publicity budget.
 REVIEW:

Cry Tough

Canon Prod. — UA

Reflecting a modest budget, made without much fanfare, and featuring new talent, Canon Productions’ "Cry Tough" qualifies as a genuine "sleep-er"—a breed of film that had apparently ceased to exist. While essentially a melodrama, it rises so far above the average for that class that it can also be sold as a powerful and realistic drama for patrons who like art. The in their action by his colleagues is played by his his early rise to above his family background and escape from the "Barrio" (ghetto) to the world beyond. His passion for a sensuous Cuban beauty, who marries him at his insistence and leaves him because she cannot be faithful, is another cause of his eventual downfall.

While external circumstances play their part, however, it is the hero's impetuousness and folly that contribute most to his doom. This point the film makes ringingly clear.

A side from a colorful atmosphere and vivid characters, "Cry Tough" boasts also a swift and sizzling pace. Violence erupts intermittently—in a dance hall brawl, a deadly knife fight, an alley beating, and an elaborately planned robbery at the climax. An excellent jazz score by Laurindo Almeida whips up the tempo in these and other scenes.


RICHARD GERTNER

News of Day

(Continued from page 1)

shoots the film and makes up the reel. The Universal Newsreel staff assisted by Tom Mead, editor, edits and scores it. Printing is done by Pathe Laboratories.

The arrangement was entered into at a time when the continuation of most of the industry's newsreels was a question mark. Warner Pathe News had closed down and Paramount News was about to. The deal resulted in important economies for the Universal Newsreel operation and is regarded as beneficial to both organizations.

O'Connor Pleased

John J. O'Connor, Universal Pictures vice-president, when asked about the arrangement yesterday expressed satisfaction with the way it is working. He observed that prior to the deal the newsreel was not earning its production costs. Now it is able to throw off something to help meet distribution costs.

TOA Urges

(Continued from page 1)

on a far more comprehensive basis, more quickly, and, more effectively. MPI should have the support of every person associated with a theatre, to the full extent of his financial ability to participate.”

Kerasotes said TOA was in full accord with the aims of MPI, which, he said, were described to MPI's prospectus as "opposing proposals for the liquidation of any major production and distribution company, suggesting to film company management the type and kind of films most needed by and suitable for theatres, and cooperating with and assisting the management of film companies to conduct constructive research, and improve production-distribution and exhibitor relations.”

Praises Officers

He said TOA was also impressed with the calibre of officers and directors of MPI, headed by Howard E. Jameson of Kansas City and Walter Reade, Jr. of Oakhurst, N. J., who is past president of TOA. "They are men of integrity and responsibility in our industry who should "provide the dynamic constructive leadership and sound judgment' required of such an investment program.

‘Angel’ Team

(Continued from page 1)

for Life; and Bob Seaman, director of motion picture advertising for ABC.

The executives to be visited this week are Harry Mandel, KRO Thea- tres; Edward Hyman, AB-PT Theatres, and Ernest Emerling, Loew's Theatres. Other theatremen will be contacted in succeeding weeks.

As part of the campaign outline, the executives will be shown the special new star trailer featuring May Britt and with radio spots and music, tailored for "Blue Angel" promotion.

People

on Shubub, manager of Loew's Indianapolis, has been promoted and ed to Loew's Ohio Theatre, Cobus, where he will succeed Walter Oker, long-time incumbent. Keas also announced, will take the reins of Loew's Warfield, Francisco, from William Elder, becomes Loew's Northeastern division manager, and Josephaston, Ken Croft, presently assistant manager of Shea's Buffalo, N.Y., will move to Indianapolis.

Alia Curtis, who was women's editor of International News Service 1955 until its recent merger with United Press, has accepted the position of women's editor on Parade magazine.

Jerome has been signed to a exclusive five-year writing con- by Revue Productions. The deal acted by Marty Shapiro of the Screeners agency.

rs. Dorothy Humphrey, formerly cashier at Buena Vista, Atlanta, joined Exhibitor Service there in same capacity.

Pictures Acquired

Cory Film Corp.

From THE DAILY BUREAU

OLYWOOD, July 26.—Cory Corporation has contracted to purchase a new double feature product, "High School Caesar" and "Bait" according to Newton P. Jacobs, president, Marathon productions, Inc. filmed the duo, which was produced and directed by Howard J. Trelle. The films are scheduled for imme-

Tizer Publicity Head

AMM Int'l Group

From THE DAILY BUREAU

OLYWOOD, July 26—Roy Metz-20th Century-Fox, has appointed publicity chairman of the Los Angeles International Convention of Motion Picture Producers, succeeding Louis Blaine, of Otsal-International. The appoint- ment was made by Carl Schaefer, man of the International com-

ve-Opens This Wk.

NY, Ind., July 26.—The Dunes In Theatre, which is to be op- ened by A. J. Peinberg, secretary-ter of Duneland Associates, Inc., no opened for business this week, a capacity of 1,500 cars and a 126 x 65 feet, the drive-in is the largest in Northern In-

‘Porgy’ Bow in Toronto

Will Benefit Variety Club

From THE DAILY BUREAU

OLYWOOD, July 26. — The Canadian premiere of Samuel Gold-wyn's "Porgy and Bess" at the Tivol- Theatre, Toronto, Aug. 12, will be a benefit performance for Variety Village of Toronto, Variety Club, Tent No. 28.

Variety Village is Tent 28's top charitable project catering to physically handicapped children of all kinds in Toronto area.

Dan Krendel, chief banker, and J. J. Fitzgibbons, Jr., assistant chief banker, set the sponsorship with the Tivolli's group sales office.

‘U’ Sets Audie Murphy;

NBC Relinquishes Him

From THE DAILY BUREAU

OLYWOOD, July 26. — Universal-International, which holds a one-picture contract with Audie Murphy for the next six years, has pre-empted the services of the actor, who is currently filming a new television series, "Whispering Smith," to star in a motion picture. "Hell-Bent for Parade." Consequently, since only five episodes of the series are completed, NBC has postponed the scheduled September air date.

Production on the series will be resumed after Murphy completes the picture.

Richard Gertner

Richard Gertner
on our 15th ANNIVERSARY of independent production we salute . . . the Artists, Directors, Writers, Technicians, members of our organization and officers, executives and personnel of Paramount Studios.

These Stars are among those discovered, placed under contract and introduced to the screen in Hal Wallis productions.

BURT LANCASTER • KIRK DOUGLAS • CHARLTON HESTON
DEAN MARTIN • JERRY LEWIS • ELVIS PRESLEY
SHIRLEY MACLAINÉ • ANNA MAGNANI • SHIRLEY BOOTH
LIZABETH SCOTT • ANTHONY FRANCIOSA • DOLORES HART
WENDELL COREY • EARL HOLLIMAN • CARRINE CALVET

and these exciting new comers
JOAN BLACKMAN • BARBARA LAWSON • CINDI WOOD

* American debut

These Pictures are among the forty-five features produced by Hal Wallis for Paramount Pictures.

COME BACK LITTLE SHEBA • THE ROSE TATTOO • DESERT FURY
Gunfight at the OK Corral • JUMPING JACKS
FORGOTTEN • WILD IS THE WIND • THE Furies
MY FRIEND IRMA • SEPTEMBER AFFAIR • THAT’S MY BOY
SAILOR Beware • ROPE OF SAND • THE RAINMAKER • LOVING YOU
KING CREOLE • YOU CAME ALONG • RED MOUNTAIN
THE STRANGE LOVE OF MARTHA IVERS • I WALK ALONE

and now our 16th year releases

KIRK DOUGLAS
ANTHONY QUINN
“LAST TRAIN FROM GUN HILL”
VISTAVISION • TECHNICHROME
CO-STARRING CAROLYN JONES • EARL HOLLIMAN
Directed by JOHN STURGES • Screen Play by JAMES POE
Story by LES CRUCIFIELD • Music by DIMITRE TIOKIN

JERRY LEWIS
“DON’T GIVE UP THE SHIP”
CO-STARRING DINA MERRILL • DIANA SPENCER
Mickey Shaughnessy • ROBERT MIDDLETON
with OME GORDON • MARILYN BAILEY • CHUCK WASSIL
Directed by NORMAN TAUBORG • Screen Play by HERBERT BAKER,
EDMUND BELDIN & HENRY CARSON
Story by ELLIS KAUSON

DEAN MARTIN • ANTHONY FRANCIOSA
SHIRLEY MACLAINÉ • CAROLYN JONES
“CAREER”
CO-STARRING JOAN BLACKMAN • ROBERT MIDDLETON
Directed by JOSEPH ANTHONY • Screen Play by JAMES LEE

JERRY LEWIS
“VISIT TO A SMALL PLANET”
CO-STARRING EARL HOLLIMAN • JOAN BLACKMAN • FRED CLARK
Directed by NORMAN TAUBORG • Screenplay by EDMUND BELDIN & HENRY CARSON
From a play by GORE VIDAL

and our 17th year productions in preparat

TENNESSEE WILLIAMS’ HIT PLAY
“SUMMER AND SMOKE”

“SONS OF KATIE ELDER”
Screen Play by WILLIAM H. WRIGHT • Based on a Story by TALBOT JENNINGS

ELVIS PRESLEY’S
First Picture Following His Tour of Duty With The United States Army
“DARK ROOTS OF THE ROSE”
A Best Seller by WALTER CREMONS

We gratefully acknowledge the efforts of the many talented people who have made these past fifteen years of achievement possible. We look to the future with confidence to a continuation of this happy mutual experience at Paramount Studio.

HAL B. WALLIS
JOSEPH H. HAZEN

FIFTEEN YEARS OF ACHIEVEMENT
Happy Anniversary to

**Hal Wallis Productions**

and to

Hal B. Wallis and Joseph H. Hazen and their Organization on the occasion of their 15th year of independent production...

Our sincere best wishes for many more happy and productive years with
**Television Today**

**Offer Package**

(Continued from page 1)

Theatre of the Air, Inc., and Sig Shore, president of Video Artists, Inc. The French and Italian films are to be dubbed.

A condition of sale for the films is that the station must play them as a series entitled "Art Theatre of the Air" and will not permit to intersperse them with other product in other time periods. Any station purchasing this group will automatically gain first refusal on any subsequent packages to be released by this group.

**Titles Not Revealed**

Titles cannot be revealed at the moment as many of the films are still in theatrical release, it was stated. Acting as directors for Art Theatre of the Air, Inc., on this package as of this week, the list of Italian ballet films will be Video Artists, Inc., headed by Sig Shore. Representing the firm in the East is Pete Jaeger, former of MGM-TV, Veteran films salesman Dave Wolper will handle the western stations.

**SDG Nominates Six For 1959 First Half**

**From THE DAILY Bureas**

HOLLYWOOD, July 26. - Six picture releases during first half of 1959 have been nominated for directorial achievement awards by the Screen Directors' Guild, Frank Capra, Guild president, announced on Friday.

Three for UA; 2 for Fox

Feature films selected by a vote of guild membership were: "Comparison," 20th Century-Fox; director, Richard Fleischer; assistant, Ben Kadiish; "Diary of Anne Frank," 20th Century-Fox, director, George Stevens; assistant, David Hall; "A Hole in the Head," Sincap-UA; director, Frank Capra; assistants, Art Black, Jack Berne; "The Horse Soldiers," Mirisch-UA; director, John Ford; assistant, Wingate Smith; "The Nun's Story," Warner Brothers; director, Fred Zinnemann; assistant, Charles Hansen; "Some Like It Hot," Ashton-UA; director, Billy Wilder; assistant, Sam Nelson.

Earlier this year membership nominated "Rally Round the Flag, Boys," "The Slaggy Dog," "Rio Bravo" and "Imitation of Life." More Will Be Named Later

Additional films will be nominated for directorial achievement during the rest of the year and final awards for 1959 will be presented at the Director's Guild Annual Awards Dinner early next year.

**AFM Asks Certification As Studio Bargainer**

**From THE DAILY Bureas**

HOLLYWOOD, July 26. - The American Federation of Musicians, AFL-CIO, has filed a petition with the National Labor Relations Board office in Los Angeles calling for an election to certify AFM as collective bargaining representative for musicians in major motion picture studios. The petition was filed immediately following the results of the original NLRB certification of the Musicians Guild of America, Inc. in major studios.

It contends that an existing MCA contract with the major studios could not serve as a bar to an election because it "does not conform to union security limitations" as provided in the National Labor Relations Act.

Under the Guild contract, AFM pointed out, an employer may pay dues to MCA, in behalf of a musician without the musician actually joining the guild, and federal law prohibits this type of payment by an employer to a union.

**Now It's 'Tall Story'**

HOLLYWOOD, July 26. - "Tall Story" has been chosen as final title of Joshua Logan's Mansfield Production for Warner Brothers, which will star Anthony Perkins, Jane Fonda and Ray Walston. Decision to revert from the tentative title, "The Way the Ball Bounces," back to the original "Tall Story" title of the New York stage hit by Howard Lindsay and Robert Ross who wrote the picture was announced by the studio. Logan directs and produces "Tall Story."

**Cast a Long Shadow**

Irish — UA

Audie Murphy and Terry Moore star in this Mirisch Company presentation, which serves up a generous helping of action, suspense and romance. Murphy, of course, is an action star of good standing, and Miss Moore has been around long enough to have won fans following of fans, so the picture has sufficient marque dressing, even if the screenplay by Martin M. Goldsmith and John McGregor often gets rambling off in too many directions. A young good-for-nothing, Murphy returns to his birthplace when he learns that he has been willed a large parcel of land by a late cattle baron generally believed to have been his father. Believed is the word, for Murphy, an illegitimate child, has never met his father since he was born, and for this reason has led an aimless, unhappy life.

Returning to his newly inherited ranch, Murphy wants only to sell it and get on his way, but he has reconciled with a reunion with his former sweetheart, Miss Moore. Meeting her again, and rummaging through the house of a man who, it now seems certain, was really his father, Murphy becomes taken with the idea of setting down to a normal life. In this frame of mind, he tells the prospective buyer of the ranch that he will work for the late owner, that he has decided not to sell, but that they can continue on in his employ.

But there are outstanding debts on the land which must be paid, necessitating a hurried cattle drive to Santa Fe, a galaxy of jealous enemies trying to keep Murphy from reaching his destination, but he finally makes it, with a happy future with Miss Moore indicated.

**Under Thomas Carr's direction, this Walter M. Mirisch production never really gets rolling until the cattle drive. However, it's fun to watch Murphy in his somewhat plodding movement, supporting player John Diermer turns in a commendable performance as a cattleman who turns out to be the real father of the hero, a surprise that is held out until the end of the film. Also contributing good support to the stars are James Best, Rita Lynn, Denver Pyle, Ann Donald and Richard Marlow. Running time, 82 minutes. General classification, Release, in July.** — WARREN G. HARRIS

**Wild Strawberries**

Svensk Filmindustri — Janus Film

Written and directed by Ingmar Bergman, whom many serious stuents of film consider to be one of the few authentic geniuses in motion picture production today, "Wild Strawberries" will be high on the must list of movies to see when it opens.

But this is not only Bergman; umph, for he must share any box due him with 79-year-old Victor, a pioneering film personality whose acting performance of a lifetime is marked by a great integrity. Together, these Swedish talents achieve a classic statement of the dried fruits of life.

Produced by Allan Ekelund, this story of a retired professor, whose life has been on professional honor and interior is of course, taken to a new level. In a bid to bring Stockholm to other city to receive an honorary glee celebrating the 50th anniversary of his graduation from the university, he runs away with memories of his early life.

Passing a deserted summer corn where he and his family spent vacations, the professor, played by Strindberg, comes upon the spot where he picked wild strawberries as a child. This brings back memories of the fall scene and evokes the happier times when one was seemingly free to grow in any direction he desired.

But this reverie is soon broken, the professor continues his journey later meeting a quondam school couple who are perhaps symbolic of his own marital difficulties. Traveling with Strindberg, comes upon the spot where he picked wild strawberries as a child. This brings back memories of the fall scene and evokes the happier times when one was seemingly free to grow in any direction he desired.

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You don't have to scout around... just follow the leader and blaze a trail to your box-office with coming attraction trailers.

Trailers take all the merit badges for delivering your message clear and direct!

MAXIMUM
AUDIENCE
IMPACT!

NATIONAL SCREEN SERVICE
WITH MANY OF THE INDUSTRY
Seven Snarling Strangers…
They Took
The Town By Storm…
And The
Women By Force!

SECURITY PICTURES, INC.
Presents

ROBERT RYAN
BURL LIVES
TINA LOUISE

"DAY OF THE OUTLAW"

Also starring ALAN MARSHAL and NEHEMIAH PERSOFF as “Dan”

See DAVID NELSON
...he's terrific
in his first
starring role!

Screenplay by
PHILIP YORDAN
Produced by
SIDNEY HARMON
Directed by
ANDRE DE TOOTH

"ACTION TENSE!" -- FILM DAILY
"STRONG MARQUEE NAMES!" -- M.P. HERALD

BOOK IT NOW!

40th Anniversary | 1919-1959
Canada Announces New Commercial TV Channels; See Scramble for Licenses

TORONTO, July 27.—The Government has announced that the Board of Broadcast Governors will begin accepting applications for television stations in areas now served exclusively by the publicly-owned Canadian Broadcasting Corp. A mad scramble for licenses is expected to follow the announcement, with the hearings scheduled to begin in September. The construction of the new stations will come next year. Cities expected to receive second stations are Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver. Thirty applications are expected for the Toronto franchise alone.

S.C. Blue Law Muddle Goes On; Acquit Many

Special to THE DAILY

SPARTANBURG, S. C., July 27.—The confused South Carolina blue law enforcement situation was further complicated last week with the serving of warrants to three Hartsville exhibitors charged with operating on Sundays.

No trial date has been set for the cases, which could result in $50 fines to the defendants. The exhibitors are (Continued on page 4)

Admission Prices Still Rising, Bureau Reports

From THE DAILY Bureau

WASHINGTON, July 27.—Motion picture admission prices continued to rise to a new high in the second quarter of this year, after having dropped steadily through 1958.

The Bureau of Labor Statistics reports (Continued on page 4)

Coast AFL-CIO Group Asks Federal Action Against ‘Runaway Production’

From THE DAILY Bureau

LOS ANGELES, July 27.—The Los Angeles County Federation of Labor, a resolution condemning "runaway" for enactment of a Federal law re- for a resolution to be transmitted to the California Labor Federation, AFL-CIO, holding its state convention in San Diego next month, with a request for concurrence and trans mission for action by the next national convention of the AFL-CIO, to be held in San Francisco in September.

By its text, the resolution is appli (Continued on page 5)
**PERSONAL MENTION**

**WILLIAM J. HEINEMAN,** Unit-
ed Artists vice-president in charge of distribution, and SAWDY-
Fox, producers’ representative, will leave here today for London via
B.O.A.C.

**JOSEPH MOSKOWITZ,** 20th Century
Fox vice-president and Eastern studio
representative, will return to New
York today from London.

**RICHARD EINFELD,** producer, will
arrive in New York today from the
Coast.

**LEO WILDER,** of the Warner Brothers
publicity department, has returned to
his duties following surgery at Mount
Sinai Hospital here.

**BRUCE ELLIS,** executive vice-presi-
dent of United Artists Television, has
returned to New York from Holly-
wood.

**DAVID O. SELZNICK,** and his wife,
**JENNIFER JONES,** with their daughter
**MADDY,** will return to New York from
Europe today aboard the "Queen
Elizabeth."

**SAM SPIEGEL,** producer, will leave
New York for London today via
B.O.A.C.

**JOSEPH E. LEVINE,** president of Emb-
assy Pictures, and his press agent,
**BILL DOLL,** will leave here tomorrow
to attend premieres of "Hercules" in
Los Angeles and Chicago.

**J. H. SIMPSON,** vice-president of
Capital Releasing Corp., Atlanta, has
left there for Chattanooga, Tenn.

**SAMUEL T. WILSON,** theatre editor of
the Columbus Dispatch, has re-
turned to his duties following a bout
with bronchial pneumonia.

**GORDON MCLendon,** president of
MCLendon Radio Pictures, Dallas, has
left there for Hollywood.

**ROBERT BLITZ,** Warner Brothers
salesman in Cleveland, is convalescing
to Euclid General Hospital there
following surgery.

**MRS. LEONARD SAMPSON,** has given
birth in New Haven, Conn., to a girl.
**ASYM.** Father is partner in the Nutmeg
Theatre Company. The newcomer is
their third child.

**SHELDON REYNOLDS,** producer-di-
rector, has arrived in New York from the
Coast. He is en route to Europe.

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**EKC First Half Sales and Earnings
Reported Above Any Similar Period**

First-half sales and earnings of the Eastman Kodak Company were
substantially higher than a year ago and were the best the company has had for
any corresponding period, it was reported yesterday by Thomas J. Hargrave,
vice-president and Albert K. Chapman, president.

Consolidated sales of the company’s establishments in the United States
for the first half (24 weeks ending June 14) were $409,756,335, about 13
cent per share more than the $333,621,635 for the similar period of 1958.

Net earnings were $52,720,909, about 41 percent per higher than the $39,382,246 reported for the 1958
first half. A year ago, effects of the recession in general business and
various special factors had resulted in a 7 percent drop in earnings from the
1957 first half.

81.36 per Common Share

First-half earnings for 1959 equalled $1,835 per common share on the
39,382,246 shares now outstanding.

On the same comparative basis, net earnings for 1958 were about
8.96 per share. (A year ago earnings equalled $1,835 per common share were reported on the
19,191,123 common shares then outstanding. A one-for-one stock distribution made in
April, 1959, increased the outstanding
common shares from 19,191,123 to 38,382,246.)

Net earnings were 13.2 percent of sales this year, compared with 10.6
percent a year ago.

Up 45% Over Last Year

Pre-tax earnings were $112,220,909, about 45 percent more than the
$77,530,260 for the 1958 first half.

The provision for income taxes amounted to $35,500,000 against
$4,000,000 a year ago.

For the second quarter of 1959, total sales were $210,085,269, about
11.5 percent higher than for the corresponding period last year. Net earnings for the quarter were $29,-
299,649, about 33 percent more than a year ago.

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**CIF Marks 40th Year With Lab Expansion**

From THE DAILY BUREAU

HOLLYWOOD, July 27—On the occasion
of its 40th anniversary, Consolid-
ated Film Industries here has re-
cently completed an expansion of some
15,500 square feet plus architectural
and landscaping redesign.

The expansion now brings the Hol-
lwood laboratory of CIF to a total of
about 113,000 sq. ft., Sidney P. So-
low, vice-president and general man-
ger, reported. New executive offices,
control facilities and colour processing laboratories have been
constructed.

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**British Open Meetings On Studio Wage Scales**

From THE DAILY BUREAU

LONDON, July 25 (By Air Mail)—
The storm-in-a-teacup dispute which led unhappily to a one-day token
strike on ABC, Inc., following a meeting with representatives of the
British Film Producers’ Association and the Federation
of British Film Makers.

As an outcome thereof special meetings have been called of the
councils of both producer bodies to consider the NATKE claim for a
re-examination of the studios’ structure in regard to NATKE grades
vice-a-vis members of the similar grades, to members of other unions.

Producer Meetings Slated

The producer meetings will take place next Wednesday. The pro-
ducers’ decisions will be given to the union representatives on Thursday.

In the meantime, the Electrical Trades Union has lodged a straight
claim for its members working in studios. At a meeting with the two
producer bodies, the union asserted that wages of studio electricians had
fallen by 6½% per hour below those paid electricians on similar grades in other industries.

The producers are expected to give their views on the claim to ETU
representatives at another meeting scheduled to be held on Thursday.

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**Freeman Is Honored by California Legislators**

From THE DAILY BUREAU

HOLLYWOOD, July 27—California
lawmakers have paid tribute to
Y. Frank Freeman, Paramount Pic-
tures vice-president and board chair-
man of the Association of Motion Pic-
ture Producers.

Assemblyman Charles Conrad pre-
senting to Freeman a scale of a com-
pletely reproduced copy of a house resolution commend-
ing Freeman for his more than 20
years of service in California to his
community, the city and state. Freeman
has served as a member of the board of trustees of the University
of Southern California, in a position as
deputy chairman of the board of the Federal Reserve Bank of San
Francisco and in other posts.
'Angel' Campaign Outlined
(Continued from page 1)

Little Theatre here, he described the
tailor-made," $570,000-plus cam-
paign as "terrifically exciting," one that
would get the Full release schedule off
to a notable start.

Likes the Labor Day Slot

Hyman commended 20th-Fox for
setting "Blue Angel" as its Labor Day
release, pleading not only "the co-
operation of our people," but of every-
one who "has ordered orderly dis-
tribution." The circuit executive told
20th-Fox representatives "I have it
from an unimpeachable source that
you have a great picture. Thanks
a million."

Outlining the "Blue Angel" cam-
paign to the AB-PF executives and
representatives of the trade press was
the following contingent: 20th-Fox's
Rodney Bush, exploitation director;
Abe Goodman, advertising director;
Eddie Solomon, exploitation manager;
and Martin Michel, radio and TV di-
rector. Also, Bert Lange, marketing
services manager for Life, McGuffin-
Bob Scannon, director of motion pic-
ture advertising for Look Magazine,
and Charles Schlaifer, advertising ex-
decutive.

Gate-Fold Ad in Both

The latter two magazines represent
the biggest single factor in the "Blue
Angel" campaign. In each, 20th-Fox
will place a gate-fold advertisement
designed to be the largest ever for a
motion picture in a magazine. The Life
ad starts on the inside cover, with the
reader's attention instantly at-
tracted to the first page, where the
bottom portion of a pair of woman's
legs is accompanied by the question
"Could a man have a better reason for
throwing his life away?" Opening the
ad to its full three-page size, the
reader is confronted with a provo-
cative, full-length pose of star May
Britt. The Look ad is similar, except
that Miss Britt is stretched out on
her side, and both are in full-color.

Rodney Bush told the invited au-
dience that the two magazines have a
combined, unduplicated circulation
of almost 25,450,000, reaching al-
most 50 per cent of all households in
the U.S. Both Lange and Scannon
made it quite clear that Life and Look
would do everything in their power
for the promotion advertising to the
trade and general public.

In addition, 20th-Fox will promote
"Blue Angel" with full-color page ads
in the American Weekly, Parade and
Weekend, Abe Goodman reported.
These newspaper supplements cover
120 cities in the U.S. and Canada and
reach approximately 75,000,000
readers.

They Stress Miss Britt

All ads in the "Blue Angel" cam-
paign stress the more than ample
charms of Miss Britt. The ads are
"big, fresh and startling," according
to Goodman, especially the ones in
Life and Look, which cost $147,000
and $108,000, respectively. The Life
ad appears August 31, and the Look
ad, September 1.

Solomon described the one, three
and 24-sheet accessories for the pic-
ture. Pointing out the stand-up
pose of Miss Britt would make an
excellent cut-out for display purposes,
he said that a 19-foot standee of the
blond actress would look mighty im-
posing in front of or inside any thea-
tre. This could be cut from the 24-
sheet. Solomon said that by the time
20th-Fox is through with Miss Britt,"she'll be as popular as the Repub-
nican elephant or the Democratic
donkey."

Now Making Personal Appearances

Miss Britt is now on a series of
personal appearances in behalf of
"Blue Angel." Before she returns
happily, she will have visited such
cities as Washington, Boston, Phila-
delphia, Toronto, St. Louis, Cin-
nati, Cleveland and Chicago.

Unreel for yesterday's audience was
a CinemaScope and color trailer
introducing Miss Britt to theatre au-
diences and showing her in scenes
from her most important motion pic-
ture to date. The actress will also be
stalled in a special featurette to be
included in an up-coming edition of

people

Leo Brody, assistant to the vice-

president of Trans-Lux Television
Corp., has been appointed to the ad-
ditional post of Eastern division sales
manager.

Ernest A. Dorau has resigned as
manager of the Davey-Tolis New-
ington Theatre, Newtonville, Conn.,
to assume other duties at the newly-
opened Connecticut area office of
Affiliated Theatres, Inc., Boston, film
buying and booking service. He will
headquarters in New Haven.

Hugh A. Maguire, former manager
of the Paramount branch in Buffalo,
has been appointed head of the ex-
tension division of the Buffalo Better
Business Bureau.

Newton P. "Red" Jacobs and Paul
P. Schreibman, of Cory Film Corp.,
have arrived in Texas with a print of
their "Room 43," for special screen-
ings and a presentation of the promo-
tional campaign for the film to of-
icials and theatre managers of the
Interstate Circuit.

Harry Lavietes' estate has sold a
large "Blue" film block in the Fair
Haven section of New Haven, Conn.
The tract includes the shuttered Pe-
quot Theatre. The buyer, a plumbing
supply concern, has no plans to re-
open the house, closed three years ago.

Hearing Today on Tex.

Anti-trust Action

Special to THE DAILY

TYLER, Tex., July 27.—A pre-trial
hearing in a near-million dollar anti-
trust suit brought by S. G. Fry, owner
of the Liberty Theatre here, will be
held tomorrow morning in the court
of Federal Judge Joe W. Sheehy.
Defendants in the case are Interstate
Theatres and 11 motion picture firms
and distributors.

Among other allegations, Fry
charges that Interstate's two houses
here, the Tyler and Arcadia, have first
choice of new films and are given
the newer at lower rentals than he is
charged.

The Fox-Movietone Newsreel.
Martin Michel described an un-
usual radio commercial that will spell
out the adult theme of the picture
without revealing it in explicit words
The film is also known to the audi-
ence at the coming shows in the
manner of having a young child
catching the conversation of his
parents. Another strong audio pitch
for "Blue Angel" will be dis-
racted at two songs sung by Miss
Britt in the picture, "Lola-Lola" and
"Falling in Love Again."

20th-Fox representatives will visit
other circuit representatives this
week with their "Blue Angel" wrap-
up.
**National Pre-Selling**

OTTO PREMINGER’s “Anatomy of a Murder,” a gripping, smash-hit drama that hits all its high spots in a courtroom is reviewed in the July 27 issue of “Life.”

The review opening on a two page spread shows photos of tense faces of people squirming in the witness chair, and of sneering and shouting lawyers.

According to “Life,” “Anatomy’s” dialogue is taut and the acting superb, as it needed to be to carry along the story of the trial of an Army officer for killing a man who may or may not have raped his wife. It is as tense and chilling a shocker as has come along in years.

"Ask Any Girl," starring Shirley MacLaine and David Niven is one of the funniest films we’ve seen in a long time. It is placed on the top of Edwin Miller’s review list in the July issue of “Seventeen.”

"John Paul Jones," the Warner film based on the career of one of America’s greatest naval heroes is recommended to the readers of “Redbook’s” August issue by Florence Somers.

"North by Northwest" reports the reviewer in "Argosy’s" August issue is suspenseful and fast-paced, a slick entertainment, and a movie-goer’s must for ’59.

"Say One For Me," starring Bing Crosby as a priest in charge of a parish of entertainers is reviewed by Richard Marek in the July issue of "MCALL." Also appearing in this 20th-Fox film is Debbie Reynolds and Robert Wagner. Marek says "Bing is relaxed and magnetic as ever.

Joseph Welch who plays the judge in Otto Preminger’s "Anatomy of a Murder" is interviewed in the August issue of "Esquire" by Pulitzer Prize winning reporter Anthony Lewis. Welch was one of the few men who came out of the Army-McCarthy hearings with his reputation enhanced. He told the interviewer there is a kind of legend, a false impression, that you can get away with murder if you hire a good-enough lawyer. In Texas Drive-in Meeting Is Set for Feb. 9-11 Special to THE DAILY DALLAS, July 27. -- The Texas Drive-In Theatre Owners Ass’n. has set Feb. 9, 10 and 11 as dates for its 1960 convention, to be held in the Sheraton-Dallas Hotel here.

A trade show will be held in conjunction with the convention, as has been the custom in previous years.

**Lazarus in Washington**

WASHINGTON, July 27. -- Paul N.

Lazarus, Jr., Columbia Pictures vice-president, will arrive here tomorrow from New York for conferences with American Legion officials concerning William Goetz’ "They Came to Cordura."

Lazarus will also meet Washington personalities to discuss premiere plans for Columbia’s "The Mouse That Roared," which tells the tale of the smallest country in the world declaring war on the United States.

**Review:**

**Surrender — Hell! Cory Film Corp.—Allied Artists**

HOLLYWOOD, July 27

Here is an exciting account of the gallantry and heroism displayed by Filipino patriots and savage headhunters, who banded together under the leadership of Col. Donald D. Blackburn, an American Army officer, during World War II to form a guerilla fighting unit which helped make possible General MacArthur’s victorious return to the Philippines.

Based on a diary kept by Blackburn, which was novelized by Philip Harlins under the title "Blackburn’s Headhunters," the film achieves a high degree of authenticity with some of the most realistic action and unusual supporting cast performances ever drafted into a war film under the spirited direction of John Barwell, who also wrote the screenplay.

The film can boast of many entertaining moments, with touches of romance, native dances and suspense in carrying out the guerilla maneuvers. [Continued from page 1]

Admission Prices (Continued from page 1)

reported that the combined admission price index in the June, 1959, quarter was 130.4. The Index adults’ admission was 140.2 and for children 131.1 of 1958’s 136.8 for adults, and a children’s index of 126.5.

**Protests Columbus, O., Nudists Film Censorship**

Special to THE DAILY

COLUMBUS, O., July 27.--Laws aimed at "obscene" films need revision, contended James Hursey, Columbus citizen, who expressed his views in a letter to the editor of the Columbus Citizen, protesting the classification of the nudist film, "Ten Days in a Nudist Camp" at the Fox art house here.

"Something is drastically wrong with our laws when anyone who happens not to like a movie can close down a theatre and have the manager arrested," wrote Hursey.

Police vice squad confiscated the film and arrested Joel Secoy, Fox assistant manager, on an affidavit filed by Patrick Berry, Columbus businessman. Secoy pleaded innocent in Municipal Court and the case was continued to Aug. 4.

**J. G. Wellons, Exhibitor**

Jesse Gordon Wellons, 56, owner of drive-in movie theatres at Fayetteville and Spring Lake, N. C., died July 24 at his home in Fayetteville. He was a pioneer in the drive-in business.

**Motion Picture Daily**

**Blue Law**

(Continued from page 1)

charged under a 1712 law at the request of the police department in New York.

Meanwhile, a magistrate’s jury at Appleton has acquitted the drive-in theatre operators of blue violation charges. Pete Zouzis, Marion Ackerman were tried for assaulting state police officers during opening drive-ins for business on July 28.

If the state acquires in the future a big enough body to prosecute these operators in many areas of the state, the Sunday operation may be under a non-work blue law on a regular basis.

So far, every case tried has resulted in acquittal.

S. C. Houses to Set Sun. Operating Policy

SPARTANBURG, S. C., July 28--Sun R. Watt, attorney for the Columbia and Palmetto Theatres here, would make a policy statement within the next few days concerning Sunday operation of the two theatres, which remained closed yesterday, but indicated that future action would depend somewhat on how week’s blue laws arrest program through the county and adjacent areas.

Only One Officer Assigned

Asserting that it can’t afford channel money on its manpower, village, the “blue law” in the Spartanburg City Council nounced that in the future it will sign only one officer to make arrests on the Sabbath.

Last week all city and county wardens were making arrests under "blue law" which forbids working the Sabbath. Close to 400 were made.

Except for one mistrial, all others were quipped. The fine for conviction such cases is only $1.

At Greenville, six area movie operators scheduled to be tried July 28 before Magistrate Bates Aiken on "blue law" violation charges, will notice they will seek a transfer another court.

**Doubt Fair Trial**

In affidavits attached to the notices, the defendants express belief they cannot obtain a fair trial before Magistrate Aiken because of court Solicitor James B. Mason’s in the public press criticized conduct of a previous "blue law" trial before Aiken.

The defendants, through their attorneys, Leatherwood, Walker, and Main, intend to apply to Magistrate Aiken for a change of venue was stated.
Coast AFL-CIO
Television Today

Jerome Kern Tribute
On NBC-TV Sept. 22
A 90-minute tribute to composer Jerome Kern will be telecast on the NBC-TV Network Tuesday, Sept. 22, at 9 P.M. under the sponsorship of the United States Brewers Foundation. It was announced yesterday by Walter D. Scott, executive vice-president, NBC-TV Network.
To be titled "A Toast to Jerome Kern," the musical extravaganza will be written and produced by Robert Wells. Negotiations are under way for a musical conductor and performers to star in the telecast.

G-E to Sponsor CBS 'Fabulous 50's' Spec
"The Fabulous Fifties," a 90-minute special being produced by Leland Hayward, will be presented on the CBS Television Network on September 21, at 8 P.M., under the sponsorship of the General Electric Company.

Turn of the Decade' Motif
As conceived by Hayward, "The Fabulous Fifties" will take a panoramic, turn-of-the-decade look at America. The program will depict trends and outstanding events of the 1950's in music, comedy, drama and dance. Stars of the spectacular will be announced when contract negotiations have been completed.

The Nun's Story
(Continued from page 1)
annual Midnight of 100 Stars Performance at the London Palladium, which is showing business's annual alms-raising endeavour in aid of the Actors' Orphanage. Sir Laurence Olivier, organizer of the television show at which London's most distinguished women stars consent to support him in a song-and-dance act, agreed to receive the Warner Theatre audience earlier in the evening. Most of the distinguished ladies including august Dame Edith Evans (one of the stars of the Zinne mann film) arrived before him.

SRO House
There was, not unnaturally, a crowded house of paying customers. But, in view of the oldest pundits present, there had never been a film premiere—without Royal patronage—quite like this in London before.
For the 152-minute-long film the audience sat in rapt attention. Immense applause broke out at the end. The National Anthem was played. Then, with a 1,600-strong audience standing again in tribute, Mel Ferrer, followed by Olivier, escorted Miss Audrey Hepburn out of the theatre.
"You might think she's the Queen," whispered one of those surprised pundits.
That was the impression the Zinnew man film had made.
WASHINGTON PLAYHOUSE

BIGGEST GROSSER IN FOUR YEARS!

SAN FRANCISCO PARAMOUNT

BIGGEST FIRST WEEK IN MORE THAN TWO YEARS!

PHILADELPHIA TRANS-LUX

BEST BUSINESS IN MORE THAN A YEAR!

NEW YORK FORUM and 52nd ST. TRANS-LUX

BIGGEST OPENING DAY IN HISTORY OF BOTH THEATRES...

RECORD BUSINESS CONTINUES...NOW IN 6th WEEK!

DETROIT-KRIM

SMASH BUSINESS OPENING WEEK!

WILL HOLD FOR 10 WEEKS OR MORE!

SENSATIONAL GROSSES EVERYWHERE IT PLAYS!

watch business build on Columbia's

"THE MIDDLE OF THE NIGHT!"
Annual Report

AB-PT 6-Mo. Net Rises to $3,886,000

Report ‘Commandments’ Drive-in Grosses High

Over Billion Theatre Gross in ‘58, U.S. Says

Detroit, Pittsburgh Dates for ‘Ben-Hur’

28% Increase

American Broadcasting - Paramount Theatres had net estimated operating profit of $3,886,000 for the first six months of the year, a 28 per cent increase over the $3,042,000 earned in the corresponding period last year. Leonard H. Goldenson, president, reported yesterday.

Estimated net operating profit for the second quarter rose to $1,573,000 a share from the $1,188,000 in the like quarter of 1958.

The results reflect an improvement (Continued on page 5).

Nathanson UA’s Int’l Ad-Pub Head

Morton Nathanson has been named United Artists director of international advertising and publicity, it was announced today by Arnold M. Pickler, vice-president in charge of foreign distribution, and Roger H. Lewis, vice-president in charge of advertising.

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(Continued on page 2)
Canadian TOA Head Opens Fire on Pay TV; Rebuts Teletimer Test Backer

Special to THE DAILY

MONTREAL, July 28.—Joseph Strauss, president of TOA of Canada, today took sharp issue with N. A. Taylor, president of Twixen Century Theatres, of Toronto, who said that the pending test of pay-TV in Etobicoke this fall will be helpful to motion picture theatres.

He said Taylor has affiliations in some of his theatres with Famous Players of Canada, that its Pictures subsidiary which will conduct the cable-TV test.

I Would Ask Taylor

"I would ask Taylor," Strauss said, "how the showing of motion pictures by television in the home can help a motion picture theatre. The only thing it could do—if it were successful—would not be to put the theatre out of business. If shutting a theatre is the only thing to help you, I don't want any part of it. I agree that diversification is good for any business, but diversification these pay-TV proponents and whoever says that in effect, you'd better have a cable TV because we are going to put you out of business."

One can only assume from the statements of Taylor and the pay-TV proponents, that they are ready to write off their theatres for the profit they think they see in pay-TV. This is anathema to a veteran theatreman such as myself.

Scheenk Recovering

HOLLYWOOD, July 28.—Scheenk, former industry executive and former board chairman of 20th Century-Fox, was reported improved at Cedars of Lebanon Hospital here today, where he is receiving treatment for a broken hip, resulting from a fall.

The hospital said doctors would decide Thursday whether the bone would need surgery or whether a pin would be necessary.

Nicholas M. Scheenk, former president of Loew's, who is the injured man's brother, left New York yesterday to visit him at the hospital. Joseph Scheenk, who is 75, most recently had been associated with the late Mike Todd in the development of the Tod-AO process.

WANTED—NEW CUSTOMERS!

Young fella with 30 years experience desires to service dollar-wise shown with top-quality, SPECIAL ANNOUNCE TRAILERS at cost no higher than you now pay. Let the Prize Babes prove their superiority. Your satisfaction will be long lasting.

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

Winnipeg, Man., July 28.—Miss Anne Packwood, manager, has announced the resignation of Miss Dorothy Gertner.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kast, Editor; James D. Ivory, Managing Editor; Richard Gernert, News Editor; Herbert V. Fishwood, Business Manager; Gus H. Faudel, Production Manager; TELEVISION TODAY, Charles S. Astromon, Educational Director; James O. Henning, Art Director; Claude K. Jefferson, Lithographer; William C. Comeau, Home Editor; Donald Bailey, Business Manager. Office address: 651 Water Street, Winnipeg, Man. Insertion order for 36 issues at $5 per year to any address; single copies at 25c each. The Motion Picture Daily is published daily except Saturdays, Sundays and holidays in London, Ont., and New York, N. Y. All rights reserved. Cable address: "Unipicto, New York" Martin Quigley, President; Martin Quigley, Vice-President, Teleervices, Inc., 1279 Sixth Avenue, Rockefeller Center, New York, N. Y. Vincent C. Layton, Editor; William V. Cleary, Associate Editor; Raymond Hall, Business Manager. Copyright, 1958, Teleervices, Inc. All rights reserved. Published simultaneously as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Inc. Entered as second class matter Sept. 21, 1929, 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.

Nathanson Po

MORT NATHANSON

Prior to joining United Artists as publicity manager in 1952, Nathanson is a wide variety of promotion movies, the motion picture industry and the legitimate theatre, was press agent for the late Mich Todd's theatre enterprises. He represented Katharine Cornell, Gertrude Lawrence, Guild and Wright's Company, among other legitimate theatre producing organisations. He was eastern publicity representative for Samuel Goldwyn, Lib Films and Paramount Pictures.

UA Heads Confer

(Continued from page 1)

PRESIDENT "PETITE" DINNER

CLEVELAND, July 28.—The wining-club operators of this area are planning a wine-lunch banquet tomorrow in the Carter Hotel presidential suite to protest Universal's "This Earth Mine," opening at midnight at the Hippodrome.

Arthur Miller Resigns

Pathe Laboratories Post

Arthur J. Miller, for the past three years vice-president of Pathe Laboratories, Inc., yesterday announced his resignation as of July 31 from the Pathe organization.

After a short vacation, Miller said he expects to announce a new connection.

S.W. Dividend

The board of directors of Stanley Warner Corp. has declared a dividend of 30c per share, payable Aug. 25 to stockholders of record Aug. 10.

Wine Party for 'Earth"

CLEVELAND, July 28.—The wining-club operators of this area are planning a wine-lunch banquet tomorrow in the Carter Hotel presidential suite to protest Universal's "This Earth Mine," opening at midnight at the Hippodrome.

The NEW PETITE ROOM with COLOR available for "SUI-T OF SESSIONS"

LUNCHEON + COCKTAILS + DINNER + AFTER-THEATRE

25c Each
wouldn't accept a Medal of Honor written by a coward like you!"

TAB HUNTER
as Lt. Fowler
COLUMBIA PICTURES presents
GARY COOPER • RITA HAYWORTH
VAN HEFLIN • TAB HUNTER
in the WILLIAM GOETZ Production of
THEY CAME TO CORDURA
co-starring
RICHARD CONTE • MICHAEL CALLAN
DICK YORK
Directed by
ROBERT ROSEN
A GOETZ-BARODA PRODUCTION
From the Novel by
GLENDON SWARTHOUT
Screenplay by
IVAN MOFFAT, ROBERT ROSEN
CINEMASCOPE
In EASTMAN COLOR
Kirsch Pleads

Blue Denim

(Continued from page 1)

AB-PT's Net

(Continued from page 1)

for both the theatre and ABC Broadcasting divisions of the company.

"Our theaters," Goldenson said in a report to the stockholders, "had their best second quarter since 1955. The reason for the past three months of better business than made up what the theaters had been behind in the first quarter to show overall six months improvement over last year.

The profit for the 1959 first half is equivalent to 90 cents per share, compared with 70 cents a share for the same period last year. The second quarter earnings this year are equivalent to 36 cents a share, compared with 27 cents a share earned in the like 1958 period.

TV Web Advancing

In broadcasting, the ABC Television Network continued to improve its competitive position, Goldenson said. The current programs of the ABC networks have equal competitive facilities, ABC-TV showed the largest increase in share of audience for the current season.

Goldenson reported that the past three months had also been an active selling period for the 1959-60 schedule of programs and that the scope of the network's full programming structure will be enlarged by programming for the first time, the 10:30-11:00 P.M. period throughout the week.

Am-Fm Records, subsidiary of AB-PT, continued to show improved results and recently was represented on the best selling charts with four of the top ten most popular single records in the country.

Stock Interest Still Ample

"Microwave Associates and Technical Operations," Goldenson told AB-PT stockholders, "recently completed public financing in order to acquire additional capital for their expanding research and design, and product development. This financing only slightly reduced our percentage of stock interest in these two electronic companies."

Margulies to Europe Fri.

On "Vikings,' 'Spartacus"

Stan Margulies, who has been working as assistant to Edward Lewis, vice-president of Brynpro, S.A., has been sent to Europe to handle the sale of "Tales of the Vikings" tele-series. He will leave here Friday for Munich, where 39 half-hours are currently filming, to confer with producer George Coulour and directors Elmo Williams and Steve Previn. "Tales of the Vikings," starring Jerome Courtland, is financed and distributed by United Artists Television.

Margulies, a former writer for "Spartacus," will now hold his post as ad-publicity director on "Spartacus," Brynpro's $9 million film for Universal, will visit European capitals to bolster foreign sales and publicize the new picture with a worldwide blitz. This will increase the amount of money spent promoting the film's presentation in a foreign market.
Detroit, Pitt.  

(Continued from page 1)

hard-earned basis, and will be exclusive in their respective areas. The Pittsburgh date was set by Stanley Warner executive M. A. Silver and Jack Byrne, M-G-M vice-president and assistant general manager George Skouras and M. S. Hassanain, of the United Artists Theatre Circuit, signed the Detroit deal with “Ben-Hur” sales specialist Robert Mochrie.

Five Other Cities Booked

Previously, M-G-M has announced contracts for “Ben-Hur” at Loew’s State Theatre, New York; the Boyd, Philadelphia; Egyptian, Los Angeles; Saxon, Boston; and Academy, Minneapolis.

Phi/a. ACLU Hits State Heads on Censor Law

From THE DAILY Bureau

PHILADELPHIA, July 28.—The local branch of the American Civil Liberties Union charged Governor Lawrence and Attorney General Alexander with ducking their responsibilities on the proposed Pennsylvania film censorship bill, which recently passed the Senate and now awaits action in the House rules committee.

Spencer Coxe, executive director of the local ACLU branch, said the two officials were duty bound to oppose legislation that is unconstitutional “regardless of popular pressures.” He charged the administration prefers to let the courts be responsible for “three out of this hot potato though it has been furnished with full legal proof of the bill’s unconstitutionality.”

Gives 3 Reasons for View

Coxe listed three reasons why the ACLU is convinced the bill is unconstitutional. He said the bill’s definition of “obscene” is too broad, that the Federal Supreme Court ruling that “Lady Chatterley” ruling hold that a film portraying criminal conduct was not sufficient cause for banning it and, thirdly, the bill’s goals are undermined against commercial exhibitors because it exempts noncommercial film showings.

Coxe added the ACLU has no quarrel with the state adopting legislation punishing people for exhibiting obscene pictures if the law is carefully drawn, but it is against any statute setting up a censorship board which can decide to ban or not ban a film.

Jerrold Electronics Net For Quarter Up Sharply

Special to THE DAILY

PHILADELPHIA, July 28.—Jerrold Electronic Corp., maker of subscription television, community antenna systems and other electronics equipment, had unadverted profits of $439,140 for the first quarter of the company’s current fiscal year, Milton J. Shapp, president, reported today.

The result, equal to 28 cents per share, includes net income of $154,867, or 14 cents a share on net sales and service revenues of $1,333,287, and non-recurring income of $284,299.

London Confabs

Special to THE DAILY

MONTREAL, July 28.—Cinema City, Miami, Fla., financed by Canadian gas interests of this city, has purchased 1,210 acres of real estate to be developed into a motion picture and television studio, it has been announced here by Edward Di Resta, president of the corporation.

One of the directors of the new Florida project is Bill Doll, vice-president of the Michael Todd Co., New York, who handled the late showman’s exploitation and publicity, and who now is associated with Joseph E. Levine, president of Embassy Pictures.

Construction will start in the fall on the main sound stage of the new company, according to Di Resta. The property is located within 30 minutes by auto from Miami International Airport.

Rosenblum Sets New Film Campaigns in U. S., Canada

From THE DAILY Bureau

LONDON, July 28.—Jonas Rosenfeld, Jr., executive charge of advertising, exploitation and publicity, for Columbia Pictures, was here for discussions with the company’s executives in the country, as well as with directors Michael Carreras and others on four major films.

Their Hammer Films will deliver Columbia during the next six months because the films are “Yesterday’s Enemy,” “The Strangers of Bombay,” “Take the Conch from a Stranger,” and “The Two Faces of Dr. Jekyll.”

“Following my meetings with James and Michael Carreras,” Rosenfeld said, “and going over their plans for their upcoming program, I can say that Hammer Films is a very appropriate name for their production company, as each of Hans Perrott’s pictures will be a sledding hammer showmanship.”

Main attention has been devoted plans for “Yesterday’s Enemy,” which Columbia is releasing worldwide, winter and summer, in the film which depicts jungle warfare between British and Japanese in Burma, has world premiere in Tokyo today. It is followed by premieres in Japan and France later this summer. The British premiere will be in September and the American launch in mid-October.

A Top British Soldier

The highlight of the program discussed at the meeting was the decision to invite General Sir Robert Mansegh, who commanded the Division in Burma in 1944-45, to the United States for a special preview screenings for film making groups throughout the world. Known as one of the distinguished soldiers, Sir Robert served as the first Military Administrator of Singapore after the Japanese surrender; Commander in Chief Allied Forces Netherlands East and a C-in-C British Forces in South Korea and C-in-C Allied Forces Northern Europe. In 1955, he was appointed C-in-C United Kingdom Forces. He retired from active service two months ago.

Section for Women

TOLEDO, July 28.—To offer protection against hoodlums who are theatre patrons, Mrs. Virginia O’Connell, owner of the Loop Theatre, has set aside one section of the theatre for women only. This section is identified by white painted area. Mrs. O’Connell reports that men and women stop at the theatre and commend the plan.
Richard Einfeld ‘Cinema Workshop’ Planned As School for New Talent

By WARREN G. HARRIS

(Picture on Page 2)

Producer Richard Einfeld, who doesn’t think “there’s enough new talent being integrated into the business,” plans to do something about the situation by establishing his own “cinema workshop.”

Yates Resigns From Republic

Herbert J. Yates, founder of Republic Pictures and predecessor companies, yesterday tendered his resignation as a director and chairman of the board to a meeting of the board of directors here yesterday.

Vic M. Carter, president of Republic since July 1 when he and associates acquired all of the Yates’ controlling stock holdings in Republic.

(Continued on page 4)

Publicity on Location Shooting Pays Off

Columbia Pictures’ recently adopted policy of assigning American publicists to foreign-based productions is paying off handsomely, Robert Ferguson, director of advertising, publicity and exploitation, told a trade press conference here yesterday.

To prove his point, he introduced Mike Kaplan, unit publicity man on Stanley Donen’s “Once More, With Feeling,” and Bob Yeager, unit man on William Goetz’ “The Franz List”.

(Continued on page 4)

I.E. of New England Convention Sept. 16-17

Special to THE DAILY

BOSTON, July 29—The 1959 convention of Independent Exhibitors, Inc., and Drive-In Theatres Association of New England will be held Sept. 16-17 at the Mayflower Hotel in Plymouth, Mass. All exhibitors and managers in the territory are invited.

(Continued on page 4)

‘Wall Street Journal’ Takes Note of Theatre Attendance, Grosses Upturn

The Wall Street Journal which on several occasions in the past was quick to herald bad news when it made its appearances in the nation’s theatres, yesterday published a two-column article reporting the recent and continuing upturn in attendance and box office grosses.

The article, headed “Movie Business Up in June for 4th Month in Row; Better Films Cited,” was written by Stanley Penn, staff reporter, and included quotes on the business upturn from circuits’ executives and others operating in all parts of the country.

Simon B. Siegel, financial vice-

From Time, Inc.

Columbia Buys Salt Lake TV, Radio Stations

Schneider Says Purchase is Move Toward Diversifying

Columbia Pictures has acquired full ownership of the Intermountain Broadcasting and Television Corp., operator of television station KTMY and radio stations KDYL — AM and FM, NBC affiliates in Salt Lake City, A. Schneider, president of the company, announced yesterday.

Telling of the purchase from TLF Broadcasters, a wholly owned subsidiary of Time, Inc., Schneider said it was a step in a longer diversification program on Columbia’s part. (Continued on page 5)

‘U’ Pacts to Melville, Hudson and Huston

From THE DAILY Bureau

HOLLYWOOD, July 29 — New contracts announced by Universal-International today call for the resigning of Rock Hudson for the star’s exclusive services for the next five years, the expanding of John Huston’s producer-director pact to a two-pic.

(Continued on page 4)

Balaban Sees Para. Net Equal to ’58 First Half

Paramount Pictures earnings for the second quarter this year were as good or slightly better than the $1,160,000 for the like period last year, the Wall Street Journal said yesterday it was told by Barney Balaban, Paramount president.

On a per share basis, second quarter (Continued on page 4)
**Einfeld Plans Talent School**

(Continued from page 1)

procedures. It was pointed out that the young producer will have first call on the services of workshop graduates. 

"I think every major company will want to cooperate," Einfeld answered when asked whether he had any backers in the workshop project. "He talked to influential industry members about it and they like the idea." Einfeld said that he doesn't believe in the Hollywood adage "It's not what you know, it's who you know." Although admitting being the son of 20th-Century-Fox executive Charles Einfeld has helped his career, he believes that he wouldn't be a producer today were it not for a goodly number of years of apprenticeship in various segments of the industry. In his workshop project, he aims to give young people as much of an opportunity as he had in making good in the film industry.

"I want to do this . . . I think it should be done . . . and I'm young enough to do it," Einfeld said.

The cinema, however, will not take up all of Einfeld's time. He recently completed his eighth motion picture, "The Oregon Trail," and is currently planning his ninth, tentatively titled "False Echo," which will be filmed in Harlan County, Kentucky. He and Gene Fowler, Jr. are also interested in making "Flaming Lance," a western with social implications, written by Numly Johnson.

**Amsterdam Signs for ‘Beach’ World Premiere**

The Alhambra Theatre in Amsterdam has been booked as Holland’s entry in the simultaneous international world premiere of Stanley Kramer’s "On the Beach." The United Artists release will open in 25 cities on six continents on Dec. 17.


**International Guests at ‘Fisherman’ Premiere**

International political figures and United Nations delegates have been invited to attend the world premiere of Joseph E. Levine's production "The Big Fisherman," Aug. 4, at the Rivoli Theatre here. The attraction will begin a reserved seat, 10 performances a week the following days.

Among those invited to attend the gala opening are: Dr. Ralph Bucholz, Mrs. Franklin D. Roosevelt, Mr. and Mrs. Robert Wagner, Hon. Henry Cabot Lodge, Averell Harriman, Arkady Sobol, Russian delegate to the UN; and Prince Aly Khan of Pakistan.

**‘Ben-Hur’ Mailer to Papers, House Organs**

To meet the demand for material on M.G.M.‘s production of "Ben-Hur," the Ben-Hur Press Bureau sent the elaborate four-page mailer on the picture to all major newspapers and to more than 5,000 house organs in the U.S.

The mailer includes a comped story, "Special Plans for ‘Ben-Hur’ Theatre Parties," which announces the special departments being set at each theatre booked for "Ben-Hur" to handle group ticket sales.

Four other stories outlined in the mailer are available upon request. "The Race That Never Ends," which tells the history of the famous race in the story: "Two M. W. Words," a by-line piece by Erna Emerling, of Loew’s Theatres; "How I Came to write ‘Ben-Hur’" by General Lew Wallace; and "Keep Your Eye on Haya," a star profile.

**‘Hercules’ at $600,000 In N.Y.: Big in Texas**

"Hercules," the Joseph E. Levine presentation being released by Warner Bros., has grossed more than $600,000 in the first five days of its saturation booking in the New York metropolitan area, Warner’s western, starring Steve Reeves.

In Texas, "Hercules" chalked initial figures close to the all-time records established there by Warner Bros. "Giant." At the Palace Theatre in Dallas, the $200,000 week is expected on the basis of a four-day mark of $19,061.

In other Texas theatres, "Hercules" racked up $19,241 in four days at the Metropolitan Theatre in Houston, with a $31,000 week anticipated. $13,670 at the Worth Theatre in Ft. Worth, with a $23,000 week at $18,808 at the Majestic in San Antonio; and $25,000, at $14,567 at the Plaza in El Paso, polling to a $24,000 week.

**Full Formosa Quota Authorized for MPEA**

The Motion Picture Export Assn. has advised that Formosa has approved the same number of B licenses for American film imports for the year ending June, 1960, as was authorized for the past year. The expired agreement provided for 277 licenses.

This week’s MPEA board meeting also discussed plans for the establishment of a Film Board in Hong Kong, reviewed possible changes in the Australian Film Board, and considered a request for a cost-of-living wage increase, as provided by law, for film company workers in Brazil.
THE ALL-TIME CHILLER is HOT, HOT, HOT at the box office all over the country.

THE MUMMY breaks the all-time U-I record at the Pilgrim Theatre in Boston and is topping HORROR OF DRACULA in ATLANTA, GA., MACON, GA., SAVANNAH, GA., JOHNSON CITY, TENN., BIRMINGHAM, ALA., COLUMBUS, GA., TUSCALOOSA, ALA., KNOXVILLE, TENN., BRISTOL, TENN., KINGSPORT, TENN., DENVER, COL., COLUMBUS, O., JACKSONVILLE, FLA., NEW BEDFORD, MASS., NEWPORT, R. I.

THE MUMMY has box office magic!

Book it now thru U-I
Location Publicists Praised

(Continued from page 1)

Story. Both are in New York following completion of location shooting on these major Columbia releases in various parts of Europe.

Kaplan and Yeager started work on their respective picture assignments in advance of the start of production, and will stay with them as long as Columbia deems necessary. Both are heading for Hollywood, where they will continue their roles of "good-will ambassadors" for the pictures. Kaplan will take the long way around, stopping off in key cities to meet with theatre press and other film makers on "Once More," which has completed shooting, while Yeager will jet out, since the Goetz picture is still in production.

Since Columbia was not content with the standard custom of "second-rate representation by stringers," Ferguson said, it was decided that a "top-notch, full-time man," well versed in American publicity techniques, might fill the bill. And since Kaplan and Yeager have proved so valuable in their assignments, other American unit men have been assigned to such Columbia productions as "Suddenly, Last Summer," "Our Man in Havana" and "Gulliver's Travels."

Both Kaplan and Yeager yesterday were most happy over the extraordinary press coverage they had received for their pictures, "even spent by a production company is quite an event in any place you go," Yeager said, pointing out that he was constantly "invaded" by press people interested in seeing how an American picture is made. Kaplan had journalist visiting the "Once More" set in Paris from Sweden, Norway, Italy, Spain, and several European countries.

Ferguson said that the big plus value in using American publicists abroad is that they work through New York and Hollywood, so that at any given time it is possible to take stock of what has been done and what is still needed. In the case of "stringers," it would often turn out that a foreign-made production would go into release aided only by the most haphazard publicity build-up.

Columbia's new international look which, he said, comes from its new expansion policy. Ferguson said. "True, we're economizing where necessary, but not on manpower."

Drop Plan to Roadside 'Sign of the Gladiator'

From THE DAILY Bureau

HOLLYWOOD, July 29. — Roadshow policy originally planned for American International's "Sign of the Gladiator," imported color spectacle "The Longest Day," has been switched to one of saturation bookings in response to exhibitor requests, it was announced by James H. Nicholoson and Samuel Z. Arkoff. The film will be released nationally Labor day week.

The policy switch in exhibited a national survey by general managers Leon P. Blender, which exhibitor sentiment on road shows overrode the company planned advanced admission enganges.

I.E. of New England

(Continued from page 1)

I.E. of New England

(Continued from page 1)

attended, whether or not they members of the organization.

The convention co-chairmen, Ed-ward S. Redstone and Malcolm Groveman, yesterday scheduled two days of work and relaxation. The first day will be given over to registration, golf, oce swimming, sightseeing, etc., with formal business discussions. That evening, with the Cola Cola Company as host, an un- fashioned clambake with all the fixings will be held, such as clam chop-der, steamed and fried clams, all lobster one can eat, corn on the co- watermelon and beer. For the no- lobsters lovers, Southern fried chicken will be served.

Dollinger to Speak

The formal business meetings will get under way the next day with national refusal of bookings.

Dollinger, chairman of Allied's Na-tional EDC committee and an Allied representative in ACE, will give up-to-the-minute report on ACE's activities. A highlight of the two-day convention will be the appearance of Boston's Joseph "Hercules" Levin who will address the group on the million dollar Thursday afternoon. The climax is the banquet on Thursday evening with pop- star George Roberts as toastmaster.

This year, the wives of exhibitors are given special invations, as many activites are planned for them.

With Edward W. Linder as general chairman, and Carl Goldman as co-chairman, the convention committee had hard at work.

Julius Mintz Dies

MALDEN, Mass., July 29.—Funer- services have been held at the Gold-en Gate Church, Menlo, for Julius Mintz, for the past 15 years proje- ctionist at the M-G-M screening room Boston, who died at Beth Israel Hospi- tal there. He is survived by two sons and a daughter.
Columbia Buys

(Continued from page 1)

need to bring every aspect of the entertainment industry under one corporate roof.

Negotiations for the transfer were settled out by Weston C. Pullen, Jr., executive-in-charge of broadcasting operations for Time, and Norman C. W. W. W., general manager of station operations for Columbia. Time closed the stations in June, 1953, then declared that the sale did not create a diminishing interest by me in the broadcasting field. He hinted that his company still has radio and television properties in Denver, Grand Rapids, Indianapolis and Minneapolis.

Alert for Additional Moves

Schneider, in his statement, said, "Columbia intends to be on the alert for any more in the direction of additional diversification steps which can either enhance or overall operations in Columbia." He emphasized the company's ownership of Screen Gems, producers and distributors of television programs, of Colpix Records and its interests in music publishing and the production of television commercials.

"We have greater confidence today in ever before in the future of the entertainment industry," Schneider said. "With the income derived from our moves into avenues away from direct motion picture production we feel certain that these added revenues reinvested in our film production and exhibition will show us increased profits." "Highest Standards of Operation"

Columbia will maintain the highest standards of operation in the Salt Lake City broadcasting stations, he said, adding that a subsidiary company would be formed to handle the newly acquired interests.

Wall Street Journal

(Continued from page 1)

Ice receipts for the concern's 300 theatres 'were behind' in the first quarter, compared with 1958; they were in the second period this year about the same level for a comparable gain in the six-month period."

Harry Mandel, vice-president of KO Theatres, said: "From June to the present, business has been better than last year."

Mr. Eugene Picker, president of J.W. Theatres: "We're getting better pictures today than we have in the past, long time ago.

Indefinite Regarding Future

"Nobody knows," the article concludes, "if the improved movie business will carry through the rest of this year."

"The current steel strike, if prolonged, is bound to have an adverse effect on the box office. But right now our men say the steel shutoff has done nothing to cut into their receipts."

The article also quotes recent Sindler & Co. reports on attendance decreases.

Court Lifts Blue Law

Ban Vs. S.C. Theatre

Special to THE DAILY

DARLINGTON, S. C., July 29—Climaxing a locally controversial issue involving the Darlington Theatre, of which Boyd Bailey is manager, Circuit Court Judge J. W. Lewis has lifted the temporary restraining order against Sunday movies here.

Bailey lost no time in announcing publicly that his theatre would be open for business the third Sunday in succession.

Seeking the injunction against the theatre here were Mayor T. W. Buchanan and members of the city council, who flatly refused a request from Bailey three weeks ago for permission to operate Sunday movies. Despite the refusal, the Darlington Theatre opened for business the first Sunday thereafter in the face of the injunction.

In lifting his temporary restraining order, Judge Lewis commented: "After full consideration of records and arguments, I find that the showing made for the injunction relief is insufficient to warrant the intervention of a court of equity to enforce a criminal status at this time. It is therefore ordered that the restraining order issued be dissolved.

AIP To Move Into New Coast Quarters Aug. 5

From THE DAILY Bureau

HOLLYWOOD, July 29—American International Pictures will move Aug. 5 to its new general office building on the Amco Studios lot at La Brea and Sunset Blvd., from its present leased offices at 8255 Sunset Blvd., recently purchased by James H. Nichols and Samuel Z. Arkoff announced.

New AIP offices will house all departments of production-distribution and administration, as well as American International Records.

All future domestically produced AIP features will be shot at Amco instead of other lots, as heretofore. In addition to using Amco for its own production, AIP will also continue to rent space and production facilities to other theatrical and commercial film producers.

TOA Adds New Members

In La. and South Car.

Theatres in Louisiana and South Carolina are among the Theatre Owners of America, TOA's New York headquarters disclosed this week.

Mrs. W. B. Page and John Luster, owners of the Page Amusement Company, of Natchitoches, La., enrolled their Vernon Theatre and Pines Drive-In in Leesville, La., and their Sabine Theatre in Many, La.

G. Frank Lundy of Denmark, S. C., joined with his Dane Theatre.

‘Born’ to Bow at Albee

"Born to Be Loved," a Hugo Haas Production released by Universal-International, will have its local premiere at the RKO Albee Theatre on Aug. 5.

IMPORTANT BULLETIN

On Monday, August 10

WARNER BROS.

will show

exhibitors the

extraordinary greatness of

“THE FBI STORY”

Starring

JAMES STEWART

and

VERA MILES

TECHNICOLOR*

TRADE SCREENING AT THESE THEATRES (invite your wife, she'll love it.)

ALBANY — Delaware 2:00 PM

ATLANTA — Rhodes 10:30 AM

BOSTON — Allston, Capitol 2:15 PM

BUFFALO — Cinema 8:00 PM

CHARLOTTE — Dilworth 10:50 AM

CHICAGO — Century 10:15 AM

CINCINNATI — Esquire 2:00 PM

CLEVELAND — Colony 2:15 PM

DALLAS — Palace 9:00 AM

DETROIT — Bluebird 1:30 PM

DES MOINES — Hiland 2:00 PM

DURHAM — Madison 10:00 AM

INDIANAPOLIS — Arlington 8:45 PM

JACKSONVILLE — Florida 10:00 AM

KANSAS CITY — Mission, Kansas

Lawrence 7:30 PM

LOS ANGELES — Fox Boulevard

1:30 PM

MEMPHIS — Warner 10:00 AM

MILWAUKEE — Alhambra 10:00 AM

MINNEAPOLIS — Robbinsdale

Terrace 2:00 PM

NEW HAVEN — Rodger Sherman 10:00 AM

NEW ORLEANS — Famous 8:15 PM

NEW YORK — R.K.O., 58th St. 10:30 AM

OKLAHOMA — Midwest 10:00 AM

OMAHA — Center 1:30 PM

PHILADELPHIA — Lane 1:30 PM

PITTSBURGH — Manor 10:45 AM

PORTLAND — 21st Avenue 2:00 PM

SALT LAKE — Center 10:00 AM

SAN FRANCISCO — Alhambra 1:30 PM

SEATTLE — Blue Mouse 9:30 AM

ST. LOUIS — St. Louis 10:00 AM

WASHINGTON — Ambassador 10:00 AM

A MERVYN LEROY Production by RICHARD L BREEN and JOHN TWIST MERVYN LEROY Music by Ball DURAN

* Trade screeners will receive additional copies for sale at a later date.
SAG's Residual Payment Collections at New High

From THE DAILY BUREAU

HOLLYWOOD, July 29, — Residual payments on television entertainment programs, collected by the Screen Actors Guild and distributed to guild members in June reached an all-time high of nearly half a million dollars, it was announced by John L. Dales, national executive secretary. Actual Eills, was $499,211.35. This sum, added to previous residual collections, brings the total amount collected by the Guild from December, 1953, to $10,360,252.97.

These figures do not include payments for reruns of television commercials, which are paid directly to members, nor payments collected by the Guild for post-1948 theatrical pictures released to television.

Motion Picture Daily

Thursday, July 30, 1959

ABC Station Men Head Treyz and Goldenson

ABC Television, now completing the best season in the network's history, looks forward to the 1959-60 period with several glowing ambitions — some of them aimed "to move ahead to a firm No. 1 position" among the three lead video webs, Oliver Treyz, ABC president, yesterday told station managers and programmen who participated in the opening session of a two-day meeting at the Park Sheraton Hotel here.

"1959-60 will be a critical year for us," Treyz said, "while trend is ABC Television's way, we have the most improved schedule of all three networks, we also have more changes in our programing than the other two networks — 84 percent of our nighttime schedule new programming. This means we have a big promotion job ahead of us, to make sure the public is aware of our new shows."

Goldenson Aims For No. 1 Position

Leonard Goldenson, president of American Broadcasting-Paramount Theatres, speaking at the morning session, said that ABC-TV fall will have more candidates in the Top Ten ranking than ever before in its history, and he added, "We are thinking long range. We have a solid foundation in place, and we think we can make it in 1959-60 with your help."

TafT Broadcasting Co.

Net for Quarter Is Up

TafT Broadcasting Co. yesterday reported that net income for its fiscal quarter ended June 30 amounted to $395,324, an increase of 22 percent and equal to 27 cents per share, as compared with $299,637, or 21 cents per share, for the like period in 1958. Net sales increased 16 percent to $3,210,556 in comparison with $2,164,255 in the first quarter of last year. Net income for both periods shows the effect of giving effect to the merger on July 1, 1959 between the company and Radio Cincinnati, Inc., its subsidiary.

TafT Broadcasting operates radio and television stations in Cincinnati and Columbus, Ohio, Birmingham, Ala., Lexington, Ky., and Knoxville, Tenn.

Moger Named UA-TV Account Executive

Art Moger will join United Artists Television August 3 as account executive for New England, it was announced yesterday by George E. Edwards, NBC account executive vice-president. Moger will report to Phil Williams, Eastern division manager, and will headquarter in Boston.

Previously associated with War Bros., where he served for 15 yeas as Eastern division director in a promotion, advertising and public relations capacity, Moger is a former newspaper editor and author of the book, "You'll Die Laughing."
Flexibility Demonstrate New 70-35mm Projector

A demonstration of the Century 70/35mm projector was held in the New York showroom of the Century Projector Corporation yesterday afternoon, the motion picture industry trade paper. It is the only 70/35mm projector of American design and manufacture. Designated the Century Model JJ (35mm), the projector has the projector mechanism, optical and magnetic sound reproducers, and upper and lower magazines in separate units, which allows expansion of existing exhibition and sound equipment through modernization in progressive steps.

"Century has taken a long look forward to analyze possible future requirements for projection equipment," said L. W. Davee, president (Continued on page 2)

Farmer, Kalmenson to London for Meetings

Jack L. Warner, president of Warner Bros, will leave here today for London for a series of meetings with executives of Associated British Pictures Corp, in which Warner Bros is substantial stockholder. He will be there for several weeks and will also (Continued on page 4)

Piegel, Lean to Make Lawrence for Col.

Sam Spiegel and David Lean, who produced the Academy Award winning motion picture, "The Bridge on the River Kwai," will join again to produce two major pictures for release through Columbia. The first of the new venture will be (Continued on page 4)

Television Today—page 5

Claim New Reeves Installation Gives TV Tape Editing Flexibility of Film

A new procedure and new equipment for recording television programs on tape which permits electronic editing or mixing of taped scenes and sounds was described yesterday at the Reeves Sound Studios by engineers for Reeves and the Radio Corporation of America.

The procedure, involving eight new RCA tape recorders and a highly intricate control and switching center using the latest in transistorized equipment, will permit mixing information on television tape with much the same flexibility as on motion picture film, the representatives of the two companies said.

In the installation, pre-recorded tapes will be used bearing picture information from any number of cameras, along with the associated sound tracks. By employing several tape recording and playback machines, with matching monitors, the system will enable the producer and director to see different views simultaneously and (Continued on page 5)

Kirsch Is Reelected III. Allied President

Special to THE DAILY

CHICAGO, July 30—Jack Kirsch was reelected president of Allied Theatres of Illinois for a three-year term at the organization’s 29th annual meeting held here yesterday.

Elected for a one-year term were Sam C. Meyers, vice-president, and Benjamin Banovitz, secretary-treasurer.

Directors elected were: B. Charny (Continued on page 4)

Cartoon Market Better; Terrytoons Ups Releases for Anniversary Year

By WARREN G. HARRIS

Terrytoons will release 24 color cartoons to theaters in 1960, as opposed to 20 this year. Bill Weiss, vice-president and general manager of the CBS contingent of trade reporters visiting the noontime feast.

Weiss said, can be attributed in part to the fact that the long running times of many features today preclude any sort of supporting fare except cartoons or other short subjects.

The average Terrytoon gets about 15,000 bookings in the U.S. and Canada and more than double that world-wide, he reported.

Come October, Terrytoons will (Continued on page 4)

$4.6 Million Deal

AB-PT Closes

For Preferred

Held By Noble

Pays $19.25 a Share; Bid Same for Shares on Market

American Broadcasting - Paramount Theatres yesterday purchased the New York Stock Exchange 225,028 shares of its 5% preferred stock held by the Estate of Edward J. Noble and 15,740 shares of its 5% preferred stock held by the Edward John Noble Foundation, at a price of $19.25 per share.

The purchase aggregated $4,634,784.

The company also said it will maintain a bid on the New York Stock Exchange until September 30 to purchase, at the same price of $19.25 per share, all or any of the remaining 75,551 shares of its 5% preferred stock which may be offered during such period.

This could entail an additional outlay of $1,511,722, or a total of $62,476,784 (Continued on page 5)

Kestenberg Heads Group Buying 5 RKO Houses

Milton Kestenberg heads the real estate investing group which is purchasing five of RKO Theatres’ top New York neighborhood houses which will be leased back to an RKO Theatres subsidiary for operation.

There was indicated a net gain of $2,500,000 for the seller.

The circuit confirmed yesterday that the deal had been consummated. The theatres are the Albee, Flushing, and (Continued on page 4)

Glen Alden Nets $6.2 Million; No U.S. Tax

Consolidated earnings of Glen Alden Corp, RKO Theatres’ parent company, among others, amounted to $8,321,709 for the six months ended June 30 before depreciation, depletion and amortization of $2,140,340, the company announced yesterday.

Because of previous losses, no Federal (Continued on page 2)
Confer on 'Sheba' in London

Tuesday, but the New York visitors will view the picture tomorrow in its present state.

At today's luncheon Vidor said, "I consider Solomon and Sheba to be my best effort and the fulfillment of one of the most important motifs I have felt as a film-maker. It was the only easy film to make in view of the problems, some inevitable in a film of this magnitude, others tragic and inescapable."

"We made it as a testament of our faith in a thriving, burgeoning film industry. The formula I used was to give force and meaning to the mostarrant adjectives which are casually thrown around in the course of film-ling. We thought ‘Sheba’ majestic, and ‘epic’. Throughout the production we felt excitement, dignity and majesty. They never left us. They’ve been my standards throughout my career. I honestly feel I’ve been faithful to them in this picture."

The world premiere has been set for Oct. 27 at the Astoria Theatre here.

Glen Alden Net

(Continued from page 1)

income taxes apply to Glen Alden's earnings.

Included in the profits is a net gain of $2,500,285 on sale of properties, not identified but believed to include the New York residence. the sold yesterday to a real estate investing group headed by Milton Kestenberg, with a 20-year lease back arrangement.

The Glen Alden report said the major part of the transaction was under contract dated May 18, 1959, and consummated July 30.

Glen Alden and List Industries were merged on April 21 last. The six months earnings include List Industries operations since Jan. 1, 1959. The net earnings per share are $1.11 based on 5,566,034 shares outstanding.

Complete Merger Plan

(Continued from page 1)

memberships of both guilds for their approval. The boards of directors of both organizations have already consented to the proposed amalgamation.

The tentative name for the new guild is Directors Guild of America, Inc., Jack Capra, president of SDGA, slated to head the merged group, and Mike Kane, national president of RDGT, taking the position of executive vice-president.

The new organization would include 1,155 members of the SDGA and 889 of the RDGT.

20th-Fox to Start

5 Films in August

Twentieth Century-Fox will place five attractions before the cameras during August, continuing the company’s accelerated production output for 1959, it was announced yesterday.

The five productions are: Jack Cummings’ “Can-Can,” to be filmed in Todd-AO; Jerry Wald’s “The Story” on Page One; Sydney Boeth’s “Seven Thieves”; Maury Dexter and Hubert Cornfield’s “The Voice”; and “The Rookie.”

New York Theatres

MOTION PICTURE DAILY, Martin Quigley, Editors-Chief and Publisher; Siewin Kane, Editor; James D. Ives, Managing Editor; Richard Germer, News Editor; Herbert V. Ferraro, Advertising Manager; Gus H. Pinelle, Projection Manager, Tel. 1016/2000. TODAY, Charles S. Adams, Editor-in-Chief; Ted Hukill, Sports Editor; Tel. 3000. ROCKY MOUNTAIN, Martin Quigley, Editor; Tel. 1646. Tel. 2143. Tel. 820. AMERICAN, Martin Quigley, Editor; Tel. 3001. Tel. 2686. VP. and President; Ted J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Manager. A section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, 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, in
THIS SCENE IS 10% BRIGHTER!

Brighter pictures cost less with new "National" 9mm × 20" H.I. PROJECTOR CARBON

Compare facts! Every year “National” carbon arcs burn more brightly, last longer than ever. Until recently, 9mm carbon arcs operated in the 75 to 85 ampere range. National Carbon research now gives you a 9mm high intensity projector carbon with a 75 to 90 range. 10% more light — up to 12% slower burning — means brighter, clearer screen images for greater patron enjoyment . . . at minimum cost to you!

See the difference above. The left side of the scene is 10% brighter — all details beautifully visible — as obtained with top-quality “National” High Intensity carbons.

Another improved product from National Carbon . . . first in arc-carbon research and development . . . finest products with finest service.

“National” and “Union Carbide” are registered trade-marks of Union Carbide Corporation

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PEOPLE

Cartoon Market Improved

(Continued from page 1)

celebrate its 30th anniversary, Weiss proudly announced. In that time, the company has never had a shutdown, but it has undergone some radical changes. Today its business is split up into about three equal portions— theatrical production, television programming, and TV commercials.

The theatrical Terrytoons are currently undergoing a "change in image," Weiss said. A "refinement of animation" has brought more stylized presentations, very different from the early "Farmer Alafa" cartoons turned out by the company. These refined techniques have also brought about a great head-up in profits. While it once took close to a year to turn out a Terrytoon, one can currently be completed in about 90 days, Weiss said.

Popular Characters to Remain

Terrytoons will continue to produce cartoons featuring the established characters of Mighty Mouse and Heckle & Jeckle, but will also introduce new "personalities." The newest are Silly Sidney, Hector Heathcote and a G.I. mouse. Apart from these five or six Terrytoon "stars," however, the cartoonery is devoted to the creed of "stronger story lines than anybody else," Weiss said.

Terrytoons is "going very slow" in its production of Technicolor full-length cartoons, Weiss admitted, because the company has been toying with the idea for many years. "To create a short in the right project is the problem," he pointed out. "I think perhaps that it's time for a change in the subject matter of cartoon features. The fairy tale may have been around too long."

Asked whether production costs in the East for cartoons were less than in Hollywood, Weiss answered in the negative. He estimated the average cost of a seven-minute Terrytoon at between $33,500. With this cost in mind, it is easy to see that Terrytoons is not going to take its chances on a full-length production until it is fairly confident of reaching a receptive market.

Screened for the trade press yesterday were three Terrytoons, all in Technicolor: "Silly Sidney," "Fabulous Firework Family," "Hattie, Susie & Saan," and "The Minnie-and-a-Half Man." The second is especially engaging, ending with a Japanese house mouse, whose spoken with an oriental accent throughout remarking, "That's show business."

Reelect Kirsch

(Continued from page 1)


Harry Nepo was appointed sergeant-at-arms.

Kestenberg Group

(Continued from page 1)

Madison, Fordham and 69th Street. Under the 20-year lease-back arrangement the houses will continue to be managed and operated by the RKO circuit, now a subsidiary of Glen Alden Corp.

Brokers in the transaction are Ralph Roberts and Max Weinstein.

‘Anatomy’ Seen Strong

Otto Preminger’s "Anatomy of a Murder" grossed $26,000 in its first week at the Alvin Theatre in Cleveland, Columbia Pictures, distributor, has been informed. Additionally, the film is reported, from Cincinnati, to have grossed from an $18,200 take at the Twin Drive-in and a $18,500 gross at the Keith.

fourth member of the gang. Police or the 16th Precinct under detective Ryan and Barrett are working on the case. Two of the criminals have been tentatively identified by the Crime Identification Bureau, while the laboratory is now checking the fingerprints left behind.

Hold Up SOS Supply Offices, Rob Personnel

Three bandits carrying pistols and a sawed-off shotgun entered the West 52nd Street office of S.O.S. Cinema Supply Corp, this week and forced several employees and customers to mail 2% of the firm to hand over their jewelry and cash. The vandals then rifled the safe and strongboxes, STEERING SHORTS and cash drawers.

The men forced their victims to lie on the floor, ripped up telephone wires and fled in a car driven by a

Clariifies So. Caroline Blue Law Enforcement

SPECIAL TO THE DAILY

SPARTANBURG, S. C., July 30—A question on the ballots referred to in the state Sunday movies, is now being in violation of the law. By the public to be shown in Richland, Cherokee and Kershaw counties, in the cities of Darlington and Florence are incorporated beach resorts during certain hours. Otherwise no Sunday movies may be shown, and in most cities the permits are not for the 200-year-old state may be created only by special legislation in the general assembly.

Blue Law Referendum Called for in Anderson

GREENVILLE, S. C., July 30—“Blue law” developments here are on the table with a call for a referendum election near Anderson and an order issued by Magistrate Bates Alken, Greenville, on Sunday no case from his court to that of Magistrate J. T. Stallings.

The defendants, through their attorneys, moved for changes of venue alleging that they could not get a fair trial before Magistrate Alken because Circuit Solicitor Jim M. had in the public press criticized Alken’s conduct of a previous Sunday “blue law” trial.

At Anderson, the City Council voted unanimously to call a referendum on the controversial question, to be held on Sunday next. And at the same time, council members decided to close the city recreation center on Sundays.

$41,436 for ‘Hercule’

LOS ANGELES, July 30—“Hercules” broke the all-time multi-week run record in 19 theaters playing locally with a $41,436 single-week gross, it was reported today by Warner Brothers. The film is playing conventional theatres and nine drive-ins.
B-PT Closes

(Continued from page 1)

606, exclusive of brokers' com-

inations, to retire the preferred

stock.

The elimination of all or part of

s' preferred stock is being made

by the company in order to simplify

its capital structure and to eliminate

dividend requirements on such

stock.

A recent trading, the AB-PT pre-

ferred has been quoted at 19 1/2.

nada Official Leaves

'reen Gems, Telepix

The resignation of Joseph Dunkel-

as president and a director of Tele-

, Company, Canada, and as vice-

and a director of Screen-

Co., Ltd., Canada, was announced

day in a joint statement by the

of directors of both corpora-

tions.

The statement added that Dunkel-

's resignation was accepted with

et after an association which was

profitable and profitable for the

ames. Dunkelman has entered

production under the banner of

Video Productions. Both the

pix and Screen Gems boards of

, in conjunction with Dunkel-

man, expressed their strong desire to

tain their present warm relation-

ship.

'59-'60 "Playhouse"

at Frank's new novel, "Alas, yon,

has been acquired by the

Television Network for adapta-

on as the third "Playhouse " on the

999-60 season, October 15. The novel

is being adapted for television by David

, and will be produced for the

y Peter Kortner.

Alas, Babylon," a story of disaster

for the current year old, will be

roduced in cooperation with the

ted States Office of Civil Defense

 Mobilization, it was reported.

The government agency will assist the

tor and adapter to insure authen-

ty and will provide experts in the

field of civil defense for advice and

ical consultation.

Film on WCBS-TV

CBS-NEW YORK ( importance, WCBS-TV as a

ature of that station's "Early

Monday, starting at 5:30 P.M.

Television Today

Seek Unified British Trade Forum; Operation of 3d TV Channel on Tap

From THE DAILY Bureau

LONDON, July 28 (By Air Mail).—The constituent bodies of the Joint Com-

mittee of the industry's Five Associations are to be asked to support a pro-

posal that the Committee should be "formalized and strengthened as the forum

of Industry discussion."

The proposal was made following a meeting of the joint committee pres-

ided over by Lord Archibald, Fed-

eration of British Film Makers pres-

ident.

The associations other than Film Makers which comprise the Joint

Committee are: Cinematograph Bent-

Society, Cinematograph Exhibi-

ors Assn., World Film Producers Assn. and the Association of Special-

ised Film Producers.

Would Limit Group to 27

The proposal is that the Committee

would be limited to 27 members,

drawn equally from renters, exhibi-

ators and producers, as distinct from

equal numbers from each association.

But it is emphasized that the Com-

mittee would not have power to take

a decision on any point remitted to

it by a constituent member of any

of the associations. The Commit-
	ee's function would be limited to

making recommendations; with rat-

ication, if any, being left to the

member associations.

The Committee's first recommenda-

tion, under the chairmanship of

Lord Archibald, would put the in-

dustry into television. It is likely to

provide loud discussion, not only in

the industry but in extra-mural quar-

ters, too.

A communique on the subject is

sued after the Committee's meeting

guns as follows—

"It was agreed to recommend the

setting up of a committee to investi-

gate the possibility of the cinema in-

dustry applying for the control of

the third television channel."

Two TV Bands Operating

At present two TV channels are in

operation here; one controlled by the

BBC, the other by commercial com-

panies. The need for a third channel

is generally acknowledged with many

candidates already agitating for its

itcumbency.

The Government is likely shortly

to appoint its own commission of in-

quiry in the matter.

Lord Archibald clearly is intent in

staking an early claim for the film

industry.

In the meantime, Associated Brit-

ish Cinemas is staking another claim

in the medium.

In company with Associated Tele-

Vision (another program contractor

on the commercial network) ABC is

forming a new private company called

International Television Services.

It is stated that at this stage the

Urges TV Commercials Filmed, Not on Tape

Advertising agencies and sponsors

have been strongly advised against

joining the widespread use of video

tape in commercials "for at least an-

other year."

Robert L. Lawrence, president of

Robert L. Lawrence Productions,

in a letter to 2,000 advertisers and

agency executives, analyzed the rela-

tive merits of film and tape, saying:

"Tape today is more readily adap-

table to the kind of commercial that
does not require extraordinary tech-

ique or creativity—the simple, un-

sophisticated, ordinary, 'stand-up' type—the kind that has hitherto been done live."

Over 80 per cent of all commer-

cials, said Lawrence, demand the

production values and talents that

only the film industry can offer. He

questioned the wisdom of sacrificing

these values to tape economy and

"live" quality.

Margia Dean a Partner

In New Telefilm Firm

From THE DAILY Bureau

HOLLYWOOD, July 30.—The for-
mation of Margro Productions, to

produce telefilm series, with Margia

Dean and Key Productions each the

owner of 50 per cent of the company,

has been announced here. The first

series to be produced will be "Front-

line TV: Festival in Babylon," by

Robert Hammer, who is writing the

teleplays.

Miss Dean, recently started in 20th

Century-Fox's "Villa," will be associ-

ate producer. Ed Lestwick will pro-

duce. Shooting will start within the

next two weeks.

Named TV Editor

MIAMI, July 30.—Kristine Dunn

has been named new television editor

of the Miami News. A graduate of

Medill School of Journalism, North-

western University, Miss Dunn joined

the News in 1937 as one of the edi-

torial writers. She is the daughter of

Miami's weatherman, Gordon Dunn.

new company's activities will be di-

rected to exploring the possibility of
developing television in overseas coun-

dies, principally but not exclu-

sively by the provision of programs.

Dr. Eric Fletcher, deputy chair-

man of ABC, is chairman of the new

company.

Reeves Tape

(Continued from page 1)

choose the most desirable scenes.

Then he plans to schedule the complete

program and the appropriate edit. He

will then splice the desired sequences into a

master monitor and recorder.

Major elements of the system will

consist of eight RCA television tape

recorders, written by B. F. Draper, to

each of which is applied a color

monochrome and one color

camera, one monochrome and one

color film chain with 16mm and

35mm projectors and a slide project-

or, three electronic editing rooms and

a master control room.

The heart of the system will be the

electronic rooms and the control room

with the associated editing equip-

ment, utilizing the newest transis-

torized systems capable of switching

from picture to picture in one-mil-

lionth of a second.

Called 'Most Advanced'

A joint statement by the Reeves

and RCA engineers said, "This fac-

ility will be the most advanced in-

stallation of its kind in existence.

The latest television techniques and

equipment have been integrated to

permit maximum flexibility in the

production of electronically edited
tape recording."

Hazard E. Reeves, head of Reeves

Studios, is a pioneer in the sound

recording industry and a founder of

Cinematone, Inc.

Broadcast Editorial

Has Features Ready

Broadcast Editorial Reports has dis-

closed details of four of the six fea-

tures which it will offer television and

radio stations in addition to its "opin-

ion" material written by journalists.

Two of the four features described

were written by Ralph Meeker, who

was named this week as consultant to

the company's Women's Feature division.

They are "A Business of Her Own,"

stories of successful women, and

"Everybody's Dog House," based on

Miss Brown's "Everybody's Dog Book."

The two other features are "Date-

line: Universe" and "Management of

the Mind." The former will be written

by Ansel Talbot, vice-president of

the Safety Flight Foundation. The

latter is from the pen of Edward J.

McGoldrick, Jr., based on his book of

the same title.

C.N.P. Signs Meeker

HOLLYWOOD, July 30.—Ralph

Meeker, stage, screen and TV actor,

has been signed by California Na-

tional Productions to a long-term con-

tract, with his first assignment being the

starring role in "Not for Hire" new

television adventure series.
To those showmen who played THE 7th VOYAGE OF SINBAD and to those who wished they had...
CHARLES SCHNEER PRODUCTIONS are now working on a new film in *SUPER DYNAMATION*

**Gulliver's Travels**

The timeless adventure classic in EASTMAN COLOR
For Columbia!

*Gulliver's Travels* starring KERWIN MATHEWS • JD MORROW

JUNE THORNBURN • Screenplay by Arthur Ross and Jack Sher • Based on the Jonathan Swift classic
Adaptation by Arthur Ross • Directed by Jack Sher • Visual Effects by Ray Harryhausen • Produced by Charles H. Schneer

A MORNINGSIDE PRODUCTION
Motion Picture Daily

New York, U.S.A., Monday, August 3, 1959

TEN CENTS

Giant Step

Lady's Decision Seen Blow to All Censorship

O.A.'s Gen. Counsel Urges Industry to Press the Fight

The U. S. Supreme Court's decision in the "Lady Chatterley's Lover" suit is "of great historical importance to the industry and a giant step forward," this counter-judicial voice in the "drawl of prior restraint motion pictures," Herman Levy, Theatre Owners of America general counsel, said in a digest of the Kingsley International Pictures Corp. case (Continued on page 4)

Hold Md. Censor Law Must Be Enforced

Special to THE DAILY

BALTIMORE, Aug. 2. - Maryland's Attorney General C. Ferdinand Burt has decreed that the state's film censorship law may be unconstitutional, but that it must be enjoined unless and until the courts strike it down. His statement was a answer to the Maryland State board of Motion Picture Censors (Continued on page 4)

Eiveau-McHugh Music Co. Formed By Embassy

Joseph E. Eiveau, president of Embassy Pictures Corp. and sponsor of the big grossing "Hercules," announced formation of subsidiary, Eiveau-McHugh Music, to create and (Continued on page 3)

Ban Overtime

In UK Studios

By William Pay

London, Aug. 2. - As a result of dissatisfaction with the outcome of meetings held with the British Film Producers Ass'n and the Federation of British Film Makers on increased wage demands, the National Association of Theatrical and Kiné Employees has introduced an immediate general overtime ban in all its branches.

Members of the Electrical Trades (Continued on page 4)

NTA Acquires 160 More

Pre-'48s from 20th-Fox

Television distribution rights to another 160 pre-1948 20th Century-Fox features have been obtained by National Telefilm Associates, Harold Goldman, NTA executive vice-president, announced.

Included are "The Razor's Edge," "Dr. Jekyll and Mr. Hyde," "The Last Hurrah," the "Beverly Hillbillies" TV series and their new TV show, "Andy Griffith." (Continued on page 5)

To Withdraw '80 Days'

For Later Reissue

Michael Todd's "Around the World in 80 Days" will be withdrawn from distribution at the end of the year, "to be held safely from television interests and to be released again in five or ten years," Bill Doll, vice-president and general counsel of Ace Theatres, said (Continued on page 6)

SBA Announces First

Loan to Drive-In

From THE DAILY Bureau

WASHINGTON, Aug. 2. - The Small Business Administration announced over the weekend that it had made its first loan to a drive-in theatre.

The $27,000 loan was made to the (Continued on page 6)

See San Francisco Fox

As City Convention Hall

Special to THE DAILY

SAN FRANCISCO, Aug. 2. - The Fox Theatre, one of the best known plush-and-gilt film palaces in the nation and the largest (almost 5,000) (Continued on page 2)

Hearing on Bill to Permit FCC to Regulate

Wired-Toll-TV Unlikely for This Session

From THE DAILY Bureau

WASHINGTON, Aug. 2. - A House Commerce committee hearing on a bill to permit the Federal Communications Commission to regulate wired-toll TV operations during an FCC-proposed test period of toll TV operation by radio seems unlikely this session.

The bill was introduced in April by committee chairman Oren Harris (D., Ark.) because he felt it would be unfair for wired-toll TV test operations to go unregulated while the FCC would regulate radio toll TV operations during its proposed three-year maximum period.

The committee sent its comments on the bill to the committee several weeks ago, thus clearing the way for committee hearings. A spokesman for the committee said today, however, that he saw no likelihood of hearings in the near future. The committee is clearing up several items on its agenda now, and then intends to hold hearings on a bill dealing with the ethics of Federal regulatory agencies. With adjournment looked for early in September, the committee spokesman said he saw no free time before then for hearings on the wire-TV bill.

Deny Merger Reports of Loew's Theatres-Tisch

Wall Street reports of a possible merger of Loew's Theatres and Tisch Hotels, the latter privately controlled, have been denied by top management of both companies. There are no plans for such a move and no discussions on it have been held.

Presumably, the reports arose as a result of acquisition by Tisch of about 425,000 shares of Loew's Thea-
ACE-MPA Plan 4 Projects

(Continued from page 1)

of the Compo research committee will have a meeting of their own here on Thursday, as it was reported.

of additional subjects would be discussed at the next MPPA-ACE meeting, Johnston said, "We'll cross that bridge when we come to it, and as we get to it, each other better." The MPPA president said he had not necessarily discussed the subjects in the order of their importance, but Fabian pointed out that ACE, at least, produces and helps to small theatres were "the most urgent problems."

Johnston and Fabian agreed a week ago that an agenda should be drawn up in advance of the meeting, and this was carried out, it was reported. "We prefer not to reveal the nature of today's discussions," they said, however.

Johnston pointed out that there are "no legal prohibitions" to joint MPPA-ACE meetings "as long as we do not discuss subjects that are illegal." He was most emphatic that the government consent decrees did not come up for discussion on Friday's meeting.

Representing distributors at the meeting on Friday were Barney Balaban, Arthur Krin, Abe Montague, Abe Schneider, Joseph F. Vogel and George Welton. This was a "heads of companies meeting," Johnston said, and the absence of the top executives of some distributors did not mean that they were in disagreement with the ACE objectives. Cited as executives either out of town or busy on other matters were Spyrus F. Skouras, Milton Racknall, Steve Brody, Jack L. Warner and Walt Disney.

ACE was represented by the following theatre executives: for TOA, Fabian, George Kerasotes, and Albert M. Pickus; for Allied, promoted saturation and Irving Dollinger; for MMPTA, Sol Schwartz; and for ITOA, Max Cohen.

In addition to Johnston, the MPPA was represented by Ralph Hetzel and Kenneth Clark.

New Film Quarterly Edited by Kirk Bond

Film Courier, a new quarterly dedicated to "all who are interested in serious film work," has just been introduced with a summer issue. Edited by Kirk Bond, with the contents of the issue all written by him, the magazine is priced at 75 cents the copy.

I have accumulated some material of my own and so I am making this modest start," Bond states in an introduction to the offset-printed quarterly.

The first feature issue subjective views on the Indian film of today, the French "Golden Age" of film-making and the works of Josef von Sternberg. There are also several film reviews and a "Pot Shots" department devoted to random thoughts and anecdotes.

"Hangman" to B'klyn

Paramount's "The Hangman," which will open first-run at the Brooklyn Paramount Theatre on Wednesday. It will share the bill with "The Five Pennies."

Invitational Bow for 'Fisherman' Tomorrow

The invitational world première of Rowland V. Lee's production of "The Big Fisherman," will be held here tomorrow at the Rivoli Theatre, is expected to draw representatives from 25 national, New York state and city officials and film, stage and television stars, including Howard Keel and Martha Hyer, who are featured in the Buena Vista release.

Four-way international and domesttic radio coverage will be accorded the world première.

Broadcasting highlights from the opening will be NBC's "Monitor," ABC's Fred Robinson, Armed Forces Radio and several desks from the Voice of America. Theatre front and lobby activities will commence at 7:30 P.M. and continue until 8:30 P.M.

Plan Multiple Openings

For Allied Artists' Bat'

C. J. Tcvin's "The Bat," starring Vincent Price and Agnes Moorehead, is being set for heavily promoted saturation openings in Detroit, Dallas, San Francisco, Boston and Atlanta exchange territories. Momey R. Goldstein, Allied Artists vice-president, and general sales manager, announced a series of multiple engagements starting in late August is planned.

Pre-Terry Turner acquisition has been retained by Allied Artists to set up a saturation TV, radio and newspaper campaign to blanket the area openings.

San Francisco Fox

(Continued from page 1)

seats) in the Western half of United States, appeared on Feb. 1, is to be headed for sale to the city a convention hall. Built 30 years at a cost of $3,000,000, Fox Coast is to sell be headed, in the words of John B. Bertero, president of National Theatres, "it is making substantial money, though it is still a cash producer.

Original Offer Was $1,700,000

In October, 1957, the Fox was offered to the city for $1,700,000, the offer was rejected. Two weeks ago a real estate broker, Mr. J. Rosen, acted for Irving Stein, vice-president in charge of the theatre. In this new offer the city, the price was $800,000. Officials took immediate steps to arrange themselves to snap up the property, they considered an obvious bargain, as an adjunct to the greatly enlarged Civic Center in the past two yea. However, before any action can be taken, Bertero wrote Mayor Geo. Christopher last weekend to inform him the price was $1,150,000.

From Hollywood by telephone Bertero added that Epstein was empowered to settle the property, on his return from the West Coast, the city's real estate division, but could only entertain offers for the approval of F.W.C. directors.

Includes All Equipment

Epstein, currently in Hawaii, was not immediately available for comment. However, as Bertero pointed out in a letter to Mayor Christopher, "We are willing to accept any price he quoted the theatre's entire equipment, which is $800,000 offer did not. The assess value of the land alone is $900,000 upon indicating a true market value twice that amount.

It's a bargain at either price, according to City Hall privately to motion pictures critics, and adds: "With our expanding Civic Center the city would be fools to pass up.
**Embassy Co.**

(Continued from page 1)

The new organization will have its headquarters in the Continental Bank Building, Hollywood, with work closely associated with the Em-My, William F. Schuster, general manager, with Bill B. Warner, executive vice-president and publica-Continental, will serve as music direct- and vice-president. Levine is listed as a musical director, and Bill Doll, Embassy re-president and publicity chief, is another director. Levine and Doll are currently involved in the music production for Embassy's forthcoming re-releases.

**Modernization of the Fox 7 House in Hollywood**

From THE DAILY Bureau

**Lincoln 'Futura' Will Tour for MGM's 'Kiss'**

The Lincoln "Futura" automobile, which plays a prominent part in MGM's "Labour Day" attraction, "It Started With a Kiss," will be on display in 15 cities beginning August 6. MGM and the Lincoln Division of the Ford Motor Company worked out the nation-wide promotion, said to be the most extensive ever entered into by the automobile maker.

CITIES TO BE VISITED: Memphis, Atlanta, Charlotte, Washington, Bal-timore, Philadelphia, New York, Bos-ton, Buffalo, Pittsburgh, Cleveland and Detroit. "The Futura" will stop over in each city for display in front of the theatre and local Lincoln agencies.

**Launch Study Drive For 'Solomon & Sheba'**

Hardy R. Finch, American author and educator, will serve as special educational consultant for "Solomon and Sheba." It will be announced at the weekend by Fred Goldberg, United Artists national director of advertising, publicity and exploitation. Finch is preparing special materials and campaigns for more than 10,000 grade schools, high schools and colleges throughout the United States as part of UA's drive to build important pre-release word-of-mouth interest with opinion-making groups.

The key element of the campaign involves study guides for all school levels in the fields of history, art, religious and geography with emphasis on the social aspects of these and their influence on modern living. Production and scene stills from "Solomon and Sheba" are pro-minently featured in the program, which constitutes a semester's work.

**Dranko Leaves UPA**

HOLLYWOOD, Aug. 3 — Bob Dranko, production designer of "1001 Arabian Nights" UPA's first full-length animated feature for Columbia release, has resigned from the studio to join the John Saxon organization as vice-president in charge of art direction. Dranko was with UPA since 1951.

**Karl E. Fasaki in Charge at Loew's**

Karl E. Fasaki, in charge of advertising-publicity for Loew's Boston theatres, the State and the Orpheum, will resign on Sept. 1 to enter the public relations field in the Hub City area. Lou Brown of Loew's Poli New England Theatres will succeed Fasaki but will continue to supervise promotion for Loew's-Poli Theatres.

**Joe R. Mills**

Joe R. Mills, radio-TV editor of the Columbus, Ohio, State Journal, has taken over the magazine's column and has resigned from his position as editor of the magazine, the paper during the vacation of Clyde Moore.

**Cary Grant Guest at Conn. Lunch for 'North'**

HARTFORD, Aug. 3 — Cary Grant will lunch with theatre managers and press from all Loew's Poli-New England Theatres cities tomorrow at Les Shaw's Restaurant, New Haven.

Harry F. Shaw, division manager for Loew's Theatres, Inc., will be host to men and press from Bridgeport, New Haven, Waterbury, Meriden and Hartford, Conn., and Springfield and Worcester, Mass., at the luncheon, in conjunction with M/G-M's "North by Northwest."
**FORTHCOMING RELEASES**

**AUGUST**

AA—THE BAT: Vincent Price, Agnes Moorehead

AA—FACE OF FIRE: Cameron Mitchell, James Whitmore

AIP—SIGN OF THE GLADIATOR, c, c, Anita Ekberg, George Marshall

BY—THE BIG FISHERMAN, c, te 70: Howard Keel, Susan Kohner

COL—30-FOOT BRIDE OF CANDY ROCK: Lou Costello

COL—HAVE ROCKET, WILL TRAVEL: Three Stooges

MGM—THE SADIST: Alec Guinness, Bette Davis

MGM—THE BIG OPERATOR: Mickey Rooney, Mamie Van Doren

PAR—THE FIVE PENNIES, c, v: Danny Kaye, Barbara Bel Geddes

20-FOX—A PRIVATE AFFAIR, c, c, Sal Mineo, Gary Crosby

20-FOX—RETURN OF THE RY: vincent Price

20-FOX—THE ALLIGATOR PEOPLE, c, c: Lon Chaney, Beverly Garland

20-FOX—BLUE DENIM, c: Carol Lynley, Brandon de Wilde

UA—THE RABBIT TRAP: Ernest Borgnine, David Brian

UA—THE DEVIL'S DISCIPLE: Burt Lancaster, Kirk Douglas

UA—CRY TOUGH: John Saxon, Linda Cristal

WB—JOHN PAUL JONES, c, c: Robert Stack, Bette Davis

**SEPTEMBER**

AA—WEB OF EVIDENCE: Van Johnson, Vera Miles

AA—CALLING NORTH POLLE, c, c: Curt Jurgens, Dawn Addams

AIP—THE GIRL ON DEATH ROW

AIP—THE JAILBREAKERS: Robert Hutton, Mary Castle

COL—THE TINGLER: Vincent Price, Judith Evelyn

COL—THEY CAME TO CORUDBA, c, c: Gary Cooper, Rita Hayworth

MGM—FOR THE FIRST TIME, c, c: Maria Lanza, Zsa Zsa Gabor

MGM—TARZAN, THE APE MAN: Denny Miller

20-FOX—BLUE ANGEL, c: Curt Jurgens, May Britt

20-FOX—THE MAN WHO UNDERSTOOD WOMEN, c, c: Henry Fonda, Leslie Caron

20-FOX—THE ORANGE TRAIL, c, c: Fred MacMurray, Nina Shpilman

UA—CAST A LONG SHADOW, c, Audie Murphy, Terry Moore

UA—TAKE A GIANT STEP: Johnny Weissmuller

WB—LOOK BACK IN ANGER: Richard Burton, Claire Bloom

WB—YELLOWSTONE KELLY, c: Clint Walker, Ed Byrnes

**OCTOBER**

BY—JUNGLE CAT, c: wildlife feature

COL—THE LAST ANGRY MAN: Paul Muni, David Wayne

COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Cobutt

COL—THE FLYING FONTAINES: Michael Callan, Evor Norlund

MGM—GIRLS’ TOWN: Mamie Van Derick, Paul Anka

MGM—LIBEL: Dirk Bogarde, Olivia De Haviland

PAR—BUT NOT FOR ME, v, c: Clark Gable, Carroll Baker

20-FOX—THE BEST OF EVERYTHING, c, c: Hope Lange, Joan Crawford

20-FOX—FIVE GATES TO HELL, c: Dolores Michaels, Patricia Owens

UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London

UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo

JA—COUNTERPILOT: Forrest Tucker, Allison Hayes

PI—PILLOW TALK, c, c: Rock Hudson, Doris Day

WB—THE FBI STORY, c, c: James Stewart, Vera Miles

**Howco to Handle ‘Jet’**

HOLLYWOOD, Aug. 2. — Inter-Continental Releasing Organization has signed with Howco Exchanges for the distribution of Benedict E. Bogeus’ “Jet Over the Atlantic” in the Atlanta, Charlotte, Jacksonville, St. Louis, Kansas City, Memphis and Cincin areas, it has been announced by J. Granger, president of ICRO.

In addition, Howco Pictures of Louisiana, Inc., will distribute on action film in the exchange served out of New Orleans.

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**Lady’ Decision**

$10,000,000 ‘Alamo’ Starts September 10

John Wayne’s new $10,000,000 Batjac production, “Alamo,” starts shooting Sept. 10 on location in Elstree, Texas, at the historical spectacale, which co-stars Richard Widmark and Lawrence Harvey with Wayne, who will also direct, has a 70-day shooting schedule on location, to be followed by interior work in Hollywood. It will be photographed in color and on 70mm film. The picture will be released by United Artists late in 1960.

**Maryland Law**

(Continued from page 1)

which had asked for a ruling on whether the entire censorship law was unconstitutional because of the Supreme Court decision of June 29. Only that section of the law which bans films portraying sexual immorality as desirable or respectable is unconstitutional because the U.S. Supreme Court ruled against an identical New York law last month, Sybert said.

"The power to declare an act unconstitutional is a judicial one," Sybert explained in his written opinion. "We believe it would be contrary to the basic theory of our Government for us to take it upon ourselves as members of the executive branch of the State government to declare a statute or parts of a statute unconstitutional," he concluded.

The Supreme Court ruled the New York law "strikes at the very heart of constitutionally protected liberty by banning the showing of a movie because it advocates an unpopular idea. Because the Maryland law does the same thing in the same language, the Attorney General ruled today that it was constitutional in that one specific section only.

**Ban Overtime**

(Continued from page 1)

Union joined in the action by imposing an immediate ban on general overtime at Associated British Pictures Corp. Elstree Studio.

Producers are resisting the union claims for a one-shilling an hour increase for all NATKE studio grades and six pence an hour for electricians. While maintaining the unions have failed to make out a case for the increases, the producers prepared to put the issue up to voluntary arbitration.

In the unions’ view, the producers already have stalled for some time on resolving what they consider to be the unjust disparity in their wage rates and they therefore see no point in submitting the issue to arbitration.

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**Calls ‘Chatterley’ Decision ‘Damaging to the Country’**

WASHINGTON, Aug. 2. — The Supreme Court damaged the country in ruling that the New York State ban on “Lady Chatterley’s Lover” was unconstitutional,” Sen. Olin Johnston (D., S.C.) has told the Senate.

Speaking on the Senate floor, Johnston declared, “To say the least, it has stepped far out of bounds and has done untold damage to our nation.” Johnston was a co-sponsor of a resolution introduced earlier this month by Sen. Eastland (D., Miss.) which would amend the Constitution to strengthen the rights of states to impose censorship of motion pictures.

I know of no civilization, organization or government of this or any other world that upholds the theory of adultery,” Johnston said, “except, perhaps, a majority of the Supreme Court.”

Johnston put into the Congression-
Television Today

Equitable Life Signs For 'Heritage' Series

The Equitable Life Assurance Society of the United States will enter television for the first time this Fall with a span of "Heritage," a series of six hour-long dramatic programs, on the NBC-TV Network. The series will commence Sunday, October 18, at 8 P.M., with a drama entitled "Divided We Stand."

Each program in the series will dramatize important periods in U.S. history, by focusing on the lives of great Americans. The first episode will feature Thomas Jefferson and Alexander Hamilton. Mildred Freed Alberg is executive producer of the series.

VIP to Start Filming Mystery Series Today

HOLLYWOOD, Aug. 2.—Video International Productions tomorrow will commence filming 25 five-minute mystery films based on the "Photo Crime" series starring the fictitious detective Hannibal Cobb, which appeared in Look Magazine for more than 20 years.

Sydney Yellen, executive vice-president in charge of sales and distribution, is currently setting up a national VIP sales organization with offices in New York, Chicago and Los Angeles.

Use of TV Instruction

Big Aid at Missile Base

HUNTSTOWN, Ala., Aug. 2.—As an aid to the U. S. Army in speeding up its training of rapidly expanding missile force at the Redstone Arsenal here, a full-fledged closed-circuit television station, with 17 cameras, five mobile units, giant screen, TelePromPTer reading units and video tape equipment is rounding out its first year of operation at the Army Ordnance Guided Missile School, where 750 television technicians will be trained this year.

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Former NBC Men in Charge

The work is under the supervision of Maurice F. S. Penn and Clifford H. Paul, former executives of NBC. A 27 per cent saving in training time in lecture and conference-type instruction, a five per cent boost in examination grades and a seven per cent rise in student retention of the complicated missile subject matter are indicated by surveys of the first year's use of the video techniques.

U.S. Households with TV Continue to Increase

WASHINGTON, Aug. 2.—The number of U.S. households with television sets continues to increase in the early part of this year, the Census Bureau reported over the week-end.

A May, 1959 survey showed that 86 per cent of the country's homes had television sets, Census said, compared with 83 per cent in January, 1958, and 80 per cent in April, 1957. In 1950, when the census made its first comprehensive survey of television set ownership, it reported only 12 per cent of U. S. households with receivers.

This year's survey showed 8 per cent of the nation's homes with two television sets, compared with 7 per cent in January, 1958, and 5 per cent in January, 1957. Only 1 per cent of the nation's households had three or more sets, according to the May census.
REVIEW

DENY MERGER

 Hell in Korea

DCA

HARTFORD, Aug. 2 - Of prime importance to the showman is the cast presence of Stephen Boyd, who’s been seen in constant regularity in both British and American motion pictures. His name has assumed impor-
tance on this side of the Atlantic; moreover, the basic story theme is one of appeal to audiences everywhere.

Based on the best-selling novel by Max Catto, British-made “Hell in Korea” was produced by Anthony Square and directed by Julian Ames, from a screenplay by Squire, Ian Dalrymple and Ronald Spencer. In brief, principal photography concerns a United Nations patrol composed of both draftees and seasoned military “regulars.” George Baker, lieutenant recalled from civilian life, is in command, much to the grudging respect of “regular” sergeant Harry Andrews. Characters of the patrol components are sharply revealed in subsequent action.

At the outset, there’s discernible camaraderie, attributable to battle action, existing between civilian soldiers and regular troops.

William Kerby was production manager. Running time, 82 minutes. General classification. July release. A.M.W.

The Miracle of the Hills

API—20th-Fox (CinemaScope)

HARTFORD, Aug. 2 - Rex Reason, best-known, perhaps, as TV’s “Man Without a Gun,” and Nan Leslie, who’s been acclaimed in TV circles as unofficial queen of Holly-
wood-based home-screen westerns, are teamed in this Associated Produc-
ers, Inc., vehicle, listing Richard E. Lyons as producer and Paul Landres as director, latter duo working from a Charles Hoffman original.

The time is the 1880s, the place a rural mining community, and the prin-
cipal player is an Episcopal minister who arrives to take over an inactive parish. Not long after the minister’s appearance, he finds himself the foster father of three orphans and unanimous champion of suppressed miners in their battle against dangerous working conditions imposed by autocratic Betty Lou Gerson.

Ambitious, certainly, but far from tomeshere entertainment, “The Mir-
cle of the Hills” serves as adequate showcasing of newer talents, particu-
larly from the television elements. Running time, 72 minutes. General classification. July release. A.M.W.

‘Soldiers’ Into 6th Week

United Artists! “The Horse Soldiers” grossed $21,283 for its fifth week at the Astor Theatre here. The Mirisch Company film began its sixth week at the Broadway house on Sat-
urday.

LEADERSHIP

Deny Merger

(Continued from page 1)
trex stock over the past several months. The Tisch holdings are equa-
ient to about 10 per cent of the 2,669,389 shares of the theatre com-
pany outstanding.

Top officials of both companies have stated the merger was undertaken by Tisch as an investment. At least one Tisch director to represent the large holdings is certain to be elected to the theatre company’s board of directors next month.

To Withdraw ‘80

(Continued from page 1)

ent of the Michael Todd Co., an-
nounced yesterday.

The “phenomenal” summer drive-in business enjoyed by the picture this year assures gross of over $100,000,000 since its release in late 1956, Doll reported. The history of “Around the World” continues to demonstrate box office strength 100 per cent great-
er than any other film in every city it plays, he said.

Scared Record in L. A.

In Los Angeles, the Michael Todd production recently saturated the outdoor theatres and broke all exist-
ing records, according to Doll, play-
ning four weeks in situation where most pictures run only a week. In Minneapolis, the attraction played in four drive-ins to such “fantastic” busi-
ness that the concessionaires ran out of food and drink every, night he re-
ported.

Doll also announced that 9,000,000 copies of the souvenir book have been sold, and over sixty different record-
ings have been made of the title music.

The picture has played in every country of the world with the excep-
tion of Russia and Mexico, and has been dubbed in French, German, Italian and Spanish.

SBA Loan

(Continued from page 1)

Bourbon Entertainment Co., Inc., of Paris, Kentucky, which listed a total of three employees. The loan was of the participation type, which means that a bank is lending part of the money and SBA is lending part. The loan was approved in June.

This was the first loan made to a drive-in theatre since SBA relaxed its rules last December 31 to make drive-ins eligible for loans. Since this policy change was made, only some dozen drive-ins have applied to SBA for a loan.

Harling Charge Recalled

Two weeks ago, Philip F. Harling, chairman of the Small Business Com-
mittee of the Theatre Owners of America, charged that some regional offices of the SBA were discouraging theatre owners from applying for SBA loans. He maintained that some re-
gional SBA officials were not aware that the Administration had changed its policy to make four-wall and drive-
in theatres eligible for loans and were therefore turning away theatre appli-
cants.

The capacity to lead develops naturally in certain people. It is so with some publications.

In a publication, leadership develops naturally from the combination of Editorial Enterprise plus Journalistic Responsibility.

These twin qualities are inherent in the very origin and growth of MOTION PICTURE DAILY. These are the basic reason to the phrase—All That News That Is News—in which the cornerstone of MOTION PICTURE DAILY policy is proclaimed as 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 . . . an that reports of everything newsworthy be verified for fact, and for authentic interpretation of face.

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 reportorial resource. It requires editorial acumen, persistence, integr-

To pursue facts resourcefully, appraise them know edgeably, verify them responsibly—that is MOTION PICTURE DAILY's way. It is imposed on person as the source—and the price of leadership.
Maryland Allied Protests Forming of Rival TOA Unit There as 'Disservice'

BALTIMORE, Aug. 3.—A protest against the recent formation of a Theatre Owners of America unit in Maryland has been filed by Meyer Leventhal, president of Allied M.P.T.O. of Maryland, an Allied States affiliate, with George Kerassotis, TOA president.

In a letter addressed to Kerassotis and released to the trade press today, Leventhal calls the TOA's action a disservice to exhibitors, especially Maryland exhibitors, because it adds a second voice and opinion to the.

(Continued on page 5)

Sloane Named UA Publicity Manager

Burt Sloane has been named United Artists publicity manager. It was announced yesterday by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation.

Sloane had served as assistant publicity manager for the past year. He previously was trade press contact for UA.

The new appointment follows the elevation of Morton Nathanson to director of international advertising and publicity.

Born in New York City in 1916, Sloane was educated at Stevens Prep in New Jersey and Columbia College in New York. In 1950, he entered the

(Continued on page 5)

National Theatres 39-Week Income Reported Up Sharply to $1,702,632

LOS ANGELES, Aug. 3.—National Theatres, Inc., stockholders today received a report that its consolidated net income for the 39 weeks ended June 30, 1959, was $1,702,632, or 63 cents per share for some period in the prior fiscal year.

For the quarter ended June 30, 1959, the consolidated net income was $798,794 or 30 cents per share compared with $160,101, or six cents per share in the previous year.

In a joint statement to stockholders, B. Gerald Cantor, chairman of

The Double-Barrel Victory

Texas Compo Wins Double Tax Relief

Big Savings Seen for All State Exhibitors

Double-Barrel Victory

Texas Compo Wins Double Tax Relief

Big Savings Seen for All State Exhibitors

See ‘Greatest Year’ For Will Rogers Drive

Distributor and exhibitor chairman in all exchange areas are organized for the most ambitious fund program for the Will Rogers Hospital and Research Laboratories yet undertaken, according to Eugene Pickler, chairman of the fund raising and finance committee. This year’s effort marks

(Continued on page 4)

Para. Will Re-Release Three Films in Fall

Paramount announced yesterday it will re-release three of its biggest money-making pictures in the autumn. One is a Cecil B. DeMille biblical classic and the others both star William Holden and Grace Kelly.

DeMille’s “Samson and Delilah” has been scheduled for re-release in September. “The Country Girl” and “The Bridges at Toko-ri” are slated to return to theatres in November.
Plan for 'Century City' Is Confirmed by Fox

FROM THE DAILY BUREAU

HOLLYWOOD, Aug. 3. - Confirmation of the report that 20th Century-Fox plans to convert its 2,300-seat projection house, east of the studio, to become a multi-sub-divisions for home and business sites was made by Edmund E. Herrscher, who has conceived plan for development of Century City on the studio lot and will be the guiding factor in the new real estate.

The new development will be known as "Green Valley," named after the Fox's "Hollywood Green Valley," for which acreage was bought at $217,000, before World War II to make the film. The land is now expected to sell at 10 times the original purchase price.

Four Reade Managers Receive Cash Prizes

Four veteran Walter Reade Theatre managers were awarded cash prizes in the "managers of the month" contest conducted by the Walter Reade Theatre organization. The winners were named for the months of March, April and May, it was announced by Walter Reade, jr., circuit president. Sam Hofsteter, city manager of university's, N. J., became a three-time winner by being awarded first place for the months of March and May, and also winning second place for the month of April, Hofsteter was cited for his work in advertising and exploitation campaigns on the various attractions which played the Mayfair Theatre.

Second prize for the month of March went to Leon D'Argan of the Strand Theatre in Plainfield, N. J., for her efforts in promoting children's shows at the theatre. First prize for the month of April went to Joseph Sommers, of the Majestic Theatre in Perth Amboy, N. J., for his promotions during the recent Hollywood Academy Award season and for his all-around exploitation.

Second prize for the month of May was awarded to S. Merl Burdett, manager of the theatre's Lawrence Drive-In Theatre in Trenton.

Gallo Heads Firm of Publishers' Agents

Raymond Gallo, formerly of the staff of Quigley Publications, has formed Ray Gallo Associates, publishers' representatives with offices at 545 Fifth Ave., here.

The organization, which deals in domestic and foreign publication affairs, primarily from the advertising standpoint, also has an export office in the Grand Central Terminal Bldg., for foreign publications representation.

The new organization operates through a franchise of representatives throughout the country, as well as regional or national coverage basis.

Engel to Represent SPG

ON L. A. MUSEUM UNIT

FROM THE DAILY BUREAU

HOLLYWOOD, Aug. 3. — Samuel Engel will represent Screen Producers Guild on the Los Angeles County commission for the development of the Hollywood Motion Pic-
ture and Television Centre. Engel will head the creative committee.

The SPC has endorsed the activities and plan for the museum, it was announced by Walter Mirisch, SPG president.

UA Asks Registration Of 100,000 Common

From THE DAILY BUREAU

WASHINGTON, Aug. 3. — United Artists Corp. today asked the Securities and Exchange Commission to register 100,000 shares of outstanding common stock. The company said the shares will be sold by the present holders—UA president Arthur Krin and board chairman Robert Benjamin, and the group of underwriters headed by F. Eberstadt.

The company said it now has outstanding 1,141,138 shares of common and 550,000 shares of Class B common. The latter stock is owned jointly by Krin and Benjamin. They propose to sell 100,000 shares of this group to the underwriters, who will in turn sell them to the public and offer them for sale to the public.

Denim Off to Big Start at Victoria

20th Century-Fox's "Blue Denim" has scored a big $24,000 gross for the first four days of its world premiere engagement at the Victoria Theatre here, surpassing all records and drawing a steady crowd every night to play at the theatre. The announcement from the theatre management also reported that the business being done at the drama ranks with the house's all-time boxoffice champions.

'HOT' Big in Brooklyn

United Artists' "Some Like It Hot" has amassed a huge $74,387 gross for its first two weeks engagement at the Loew's Metropolitan in Brooklyn, it was announced by William J. Heine- man, vice-president. He said the two weeks are the biggest registered by a film for a similar period in the last decade of the theatre's history.

Fire Damages Theatre

EUGENE, Ore., Aug. 3.—The Mayflower Theatre here sustained damages amounting to $50,000 in a fire of undetermined origin at the weekend. Insurance will cover part of the costs.

Disney Pros

(Continued from page 1)
shares outstanding, after provision of taxes of $2,681,000.

In June 28, 1958, showed net profit of $2,900,094, equal to $1.81 per share on the 1,537,054 common shares outstanding. Third quarter net of 93 cents per share compared with 96 cents per share for the third quarter last year.

The accumulated gross income of $39,362,156, up $5,051,023 over nine months period last year, is rentals account for $4,037,491 of increase. Nearly one-half of the rental increase was earned by "Be- ing Beauty" and applied 100 per cent to amortizing the cost of the pct Disney said. The film is expected to recover its cost and show a profit at the initial release, he added.

Television income decreased $666, as a result of the daily "Dicky Me- Chit" show being a half-hour this year against one hour last. Disneyland Park increased $1,460, All other income, including pub- lication, character merchandising, theatrical film, music and music re- gained $181,014.

Disney Films to Cath

SINGAPORE, July 30 (By- nual).—The Cathay organization has agreed to schedule films for Walt Disney productions in its first run theatres in Singapore, Kuala Lumpur, and Bro. This marks the first time in ten years that Disney releases have been scheduled in the Cathay houses.

Films now scheduled for release include "The Sleeping Beauty," "The Shaggy Dog" and "Troll among others.

AB-PT Dividend 25c

The board of directors of Ameri- Broadcasting - Paramount Thursday declared a third quarter dividend of 25¢ per share on the company's common and preferred stock payable on Sept. 15 to stockholders of record Aug. 21.

CDI Acquires 'Tillie'

Continental Distributing, Inc. acquired the distribution rights the United States of "Tillie's Pictured Romance," Charles Chaplin's first full length picture.

THE PERFECT PARLAK

The pages in Martin, the pleasures of The PERFUR, are not allowed to be changed or cut during the week or week end. It is a place to be found only in the newspapers.
"NORTH BY NORTHWEST" SWEEPS THE NATION!

HOTTER than "Cat On Hot Tin Roof" in Salt Lake City —
TOPPING "High Society" in Memphis —
40% AHEAD of "Don't Go Near Water" in Houston —
BEATING New Year's biz of "Some Came Running" in St Louis —
CLOSE TO RECORD-BREAKING "Cat On Hot Tin Roof" which played in a bigger house in Los Angeles —
SENSATIONAL in its 3rd week in Detroit —
SMASHING New Year's totals of "Running" in Des Moines —
ENJOYING same terrific biz in Milwaukee —
FABULOUS in its 4th week, as it was in its 3rd and 2nd weeks in Chicago where its 1st week broke all M-G-M records —
OUTGROSSING "Don't Go Near Water" in Minneapolis —
TOPPING the tops in Oklahoma City —
CLEANING UP even in small towns like Mankato, Minn. where it's getting sky-high "High Society" grosses —

THE SUMMER'S NUMBER ONE BLOCKBUSTER!

M-G-M presents
CARY GRANT
EVA MARIE SAINT
JAMES MASON
in
ALFRED HITCHCOCK'S
NORTH BY NORTHWEST
Co-Starring
JESSIE ROYCE LANDIS
Written by
ERNEST LEHMAN — ALFRED HITCHCOCK
Directed by
VISTAVISION® • TECHNICOLOR®
Rogers Drive 'Great Year'

(Continued from page 1)

the tenth anniversary of stewardship by the present operational group, he declared, and it spotlights a "decade of positive action and advancement in healing and research, at Will Rogers, which is the outcome of the dedicated efforts of the group that took over in 1949."

"It is particularly significant that in the past ten years, from a position of near-closing, the Will Rogers Hospital has changed its status and now has taken its place among the world's most respected of such hospitals," he said. In that period the hospital has expanded its service to the industry's own, and now treats patients, at no cost, for all chest diseases including lung cancer, tuberculosis and heart disease. Its research laboratories now show a "steadily increasing" and most active in the field.

A. Montague, president of Will Rogers, has observed that, "This year's distributor and exhibitor chairman are fully cognizant of the importance of this task inasmuch as they are doing for their industry's Will Rogers Hospital. They are confident, too, that this year's goal, necessitated by increased healing and research staff and the required million dollars can be reached, and they are dedicated to fulfilling the aim. Each one of these men can be justifiably proud of his part in this task. Certainly we are proud of them, and thankful, too, for their accepting this responsibility so seriously and earnestly."

The national combined drive committee is headed again this year by S. H. Fabian and Ned E. Depinet. National distributor co-chairmen for the second year are Alex Harrison and Jamey Olde. M. A. Silver is national exhibitor chairman, and has been for all these campaigns during the past ten years.

**UA Records Appoints Costa A&R Director**

Don Costa has been named director of artists and repertoire of United Artists Records, it was announced by Max E. Youngstein, president of UA, and David V. Picker, executive vice-president of the record company. Costa will assume his new position at the conclusion of his present contractual commitments. In addition to his A & R functions, he will also perform for the UAR label as a recording artist.

Costa, who is a composer, conductor, and arranger as well as record executive, will direct all recording activities of United Artists and its subsidiary labels. He comes to UAR from ABC-Paramount.

**NT May Shut Down Theatre in Phila.**

Special to THE DAILY

PHILADELPHIA, Aug. 4.—The deluxe Fox Theatre, center city house operated by National Theatres, has announced possible closing on Aug. 11 unless it is able to obtain a major adjustment in its rentals. The theatre management declared that in spite of many economy measures, the large house is unable to attract enough patronage to warrant the payment of a rental of $2,100 a week. The situation has also been aggravated by the bidding situation among the first-run theatres which has kept prices so high as to make offering major pictures for some time now.

**'Tough' Eastern Bow In Phila. on Friday**

United Artists' "Cry Tough" will have its Eastern premiere at the Viking Theatre in Philadelphia on Friday.

An all-media campaign blanketing radio, TV and newspaper outlets will promote the film's opening at the theatre.

**Score State Official On Sunday Film Issue**

Special to THE DAILY

GREENVILLE, S. C., Aug. 4—New developments in Greenville on the Sunday theatre controversy include:

Attorneys for a group of local operators have exceptions to a state attorney-general's statement that Sunday movies are in violation of law except under certain conditions in certain cities and counties specifically mentioned in the statute.

A spokesman for Sheriff J. R. Irvine, who is out of town, indicated for the fourth straight Sunday that his office would not serve summonses to operators who showed films on Sunday. Summons were served on July 28 and July 5 but not on successive Sundays.

Arrangements were made for a forum to be selected for the trial of theatre operators whose cases pending before Magistrate J. T. Sims. The time for the trial has been set, however.

**Dowd Appointed UM National Sales Manager**

Thomas J. Dowd had been appointed national sales manager of United Motion Picture Organization, it was announced yesterday by Howard Davis, president. He succeeds Samuel W. Saunders, who resigned recently, and is successor of C. H. Costaglia, Film Distributors, Inc., and Prudential Service Corporation in Chicago, both film distributing companies, and operates the Capri Theatre in Chicago's Loop district which he acquired from Davis two years ago.

Dowd started in the industry in 1939 with Stanley Warner and was manager during World War II, has been active in both hibitation and distribution. At present he lives in New York and comes to Chicago for weekends.

**MGM's 'Big Operator' for Adults in Memph.**

Special to THE DAILY

MEMPHIS, Aug. 3.—The film, "The Big Operator," which was completely banned from Memphis by the Board of Censors last week, approved by the same board today showing in adults only.

M. C. Caudill, MGM branch manager, said several scenes were from the film and censors revised it again.

**Set ITO of Ohio Announce Convention, Oct. 26-27**

Special to THE DAILY

COLUMBUS, O., Aug. 3.—The new executive board of Ohio's outdoor and drive-in theatre operators will be held at the Desh Hilton Hotel here, Oct. 26-28, it was announced. Non-members of the organization as well as regular members will be welcome, it was emphasized.
Cathay Company Plans
Public Stock Offer

SINGAPORE, July 30 (By Air Mail).—The Cathay Organisation, actively operating a chain of 80 first-run theatres and supplying pictures to over 200 exhibition circuits, is to be turned into a public company next year. The new company is expected to be named the Cathay Organisation, Ltd., and will be capitalized at over $10,000,000.

Loke Wan Tho, head of the Cathay Organisation, said that the first step to be taken will be the amalgamation of five companies now within the Organisation; these five companies are: International Theatres Ltd., holder of exhibition rights; Cathay Theatres Ltd., holder of land rights; Loke Theatres Ltd.; Associated Theatres Ltd., and Cathay Organisation Agencies.

Shares will be issued in suitable denominations and will be offered to the general public. A substantial block of shares, however, will be reserved for prospective Malay shareholders. "It is not fair for us to keep the film industry exclusively for one race—the Chinese," Loke explained. "For the sake of interracial harmony, we have to encourage other races to share our enterprise and profits."

The Cathay Organisation has theatres in Singapore, Malaya, Sarawak, Borneo, Brunei and Bangkok. The Cathay-Keris film studios in Singapore and the MP&GI studios in Hong Kong are also part of the Organisation.

Add Cinerama Shows

PHILADELPHIA, Aug. 3.—Extra matinees have been scheduled at the Boyd Theatre for the remainder of the summer for the current run of "Cinerama South Seas Adventure," now in its 24th week. Matinees on Tuesdays, Wednesdays and Thursdays have been added to attract housewives, together with their children, as well as for the convenience of out-of-town visitors. Matinees were previously scheduled for Saturdays and Sundays and will be continued for weekends in addition to the nightly performances.

Slone Named

(Continued from page 1)

film industry as a press book writer for Paramount Pictures. He moved to UA as trade press contact in 1953 and held that post until his appointment as assistant publicity manager in 1958.

Cathay Company Plans

Public Stock Offer

MGM Abroad

charge of production, upon his return from a three-week business trip to Europe.

Following meetings in London, Paris and Berlin with independent foreign producers and directors, decisions were reached to start a minimum of four pictures at the MGM London Studios during the next six months. Additional productions will be included in offices in Germany, and two in Spain. All will be filmed abroad with top international producers and directors and personalities for release by MGM in the countries of their origin and possibly worldwide.

Met with Vogel in Paris

Joseph B. Vogel, president of Loew's, Inc., met in Paris with Siegel, Maurice Silverstein, Loew's International vice-president, and David Lewis, regional director for Europe, in completing plans for the program. "The Day the Bank of England Was Robbed," to be produced by Jules Buck, was set as the first of the four British projects to start at the London Studios.


Columbia Cuts Rates

(Continued from page 1)

that the 25 per cent overhead rate presently charged to independent producers affiliated with the studio has been reduced to 22% per cent.

The two-and-half per cent saving is retroactive to July 1, 1950 and will include pictures now in production which started prior to the July 1 date, Briskin disclosed at a meeting attended by the independent producers as well as studio executive staff.

Applies to Filming Abroad

In addition, the studio chief revealed that producers' contracts would be amended accordingly and that the new rate is based on present overhead costs and the production schedule for the current fiscal year.

He also pointed out that other charges heretofore not absorbed by Columbia would be taken over by the studio. This would apply not only to films produced in Hollywood, but also abroad, as in the case of the current William Goetz production "The Franz Liszt Story."

‘Fun Alert’ Program

Plugs Detroit Films

(Continued from page 1)

DETROIT, Aug. 3. — The motion picture industry is the principal beneficary of a new program conceived by Harold L. Neal, executive vice-president of American Broadcasting-Paramount Theatre's station WXYZ.

The program, "Fun Alert," consists of capsule comment run 13 times daily. Beamed to show "why it is great to live in Detroit," Detroit's radio show world reporter Dick Os- good tells people to get out of the house and have fun. Subjects covered are first and subsequent movie runs, circuses, the zoo, special events such as the visit of the U. S. Navy, special events, band concerts, sporting events, museum displays in fact anything which is cultural or recreational.

No charge for any of this public service feature with between 60 and 75 per cent of the time devoted to motion pictures.

Texas Compo

(Continued from page 1)

Kyle Borex, executive director of Texas Compo, has estimated.

Borex reported that efforts that put forth by Texas Compo had also gained exemption from the occupation tax which ranged annually from $10 per theatre in the smallest town to $150 per theatre in the cities. Total savings for Texas theatre owners will be around $37,000 yearly.

The “double-barrel tax relief,” Borex said, came after two years work in preparing the industry hardship case. "The theatres in Texas," he continued, "would probably have had additional admission taxes imposed had it not been for the outstanding work of our general counsel and the Texas Compo tax committee. Instead, our theatres were able to secure the only tax reduction given up and at a most critical time when many other luxury items were feeling the pinch of new tax levies, all of which borders on the miraculous."

‘Capone’ Dates Here

Allied Artists’ “Al Capone” will open in a mass booking in 75 neighborhood theatres tomorrow in the New York metropolitan area. The film will be seen in theatres of the RKO, Century, Sinclair, Lee & J Brand, Fabian, Interboro, Prudential and Randorff circuits as well as in some Loew’s houses and independents.
Television Today

9 Acct. Executives Named by UA-TV

Nine additional account executives join United Artists Television, Inc., it was announced yesterday by Bruce E. Dunlop, vice-president of United Artists Television; and John K. Dahl, president of UA-TV, at the opening of a week of sales management meetings here.

The new account executives, who were greeted at the meeting by Herbert L. Golden, United Artists vice-president in charge of operations, and president of UT-TV, include John J. Howley and Frank E. Lebeau, both reporting to John K. Dahl; F. Delaney, a northwest division manager; Tiel Swift and Gasper Chouinard, both reporting to John R. Allen, Central Division manager; Charles A. Dunbar, reporting to Jack Gregory, Western Division manager; and John W. Weidner, reporting to headquarters in New York.

The remaining three account executives already announced as joining UA-TV yesterday are: George R. Swearingen, Jr., and Art Moger, both reporting to Phil Williams, Eastern Division manager; and Alan B. Johnstone, who reports to Jack Gregory.

Division Heads Attend

Participating in the meetings this week, which are under the direction of Eells and Kurt Blumberg, Eells' administrative assistant and also manager of syndication operations are: division managers, John Williams, Allen Gregory and Delaney. Also present are: William R. Dothard, regional sales manager of the Eastern Division; Howard Cristensen, regional sales manager of the Central Division; Myron A. Eldes, regional sales manager of the Western Division; Robert Dulchau, regional sales manager of the Southeast Division; and Herb Mulvihill, general sales executive specializing in New York network and national advertiser presentations.

A major announcement relating to the appointment of a Syndication Sales Manager will be made at today's opening session.

Du Mont Lab Reports Loss for 12 Weeks

Allen B. Du Mont Laboratories, Inc. reported yesterday it sustained a loss of $298,826 on sales of $4,786,273 for the second twelve weeks of this year to June 21. For the first 24 weeks of 1959 the loss was $117,672 on sales of $9,243,438.

For the first six months of 1958 the company reported sales of $18,493,000 and a loss of $5,124,000. This deficit included a reserve of $2,900,000 for the estimated loss from the disposal of its consumer television set business.

D. T. Schultz, president of the company, stated that all three divisions of the Company—military electronics, tubes, and industrial electronics equipment—are participating in the production of television programs, which are expected to be profitable over the balance of the year.

Landau Urges FCC Open Option Time To Non-Network Program Sources

WASHINGTON, D.C., Aug. 3—A proposal under which television stations would be permitted to option time to existing networks was made today to the Federal Communications Commission by Ely A. Landau, Jr., president of the board of National Telefilm Associates.

Specifically, NTA proposed to the Commission that Option time be continued at the present level of three hours per broadcast day segment: that no station be permitted to option more than two-and-one-half hours of segment to any one program source; and that no station be permitted to option time to any one program source in such an amount so that the total of time optioned to that same source in the same market would exceed two-and-one-half hours.

Commenting on the proposal, Landau said, "I want to stress that under conditions existing in the broadcast economy today option time is necessary and we so state in our brief to the Commission. But it is common knowledge that program sources other than the networks themselves have not, in actual practice, been able to prime time. The Commission is now on record as endeavoring to rectify that condition."

"We do not believe that the proposed rule can achieve that purpose without implementation. It is our hope and belief that by embracing the practical modifications we have proposed the Commission will usher in a new era of unprecedented and healthy competition for the entire television industry."

The FCC Trigernally announced its intention of revising existing option time regulations on April 23, 1959. Under the Commission's proposed rule, option time would be reduced from three to two and a half hours in each of the broadcast day segments. No provision was made, however, which would include option time to program sources other than the existing three networks.

WB Using 70 Writers On 8 Fall TV Series

HOLLYWOOD, Aug. 3—Seventy writers, the largest number ever employed at one time by the studio for its television division, are currently preparing 150 teleplays required to complete Warner Bros., sate of TV film production for the coming season.

With a like number of scripts already completed, Warner Bros. has reached the halfway mark in the purchase of story material for the eight hours of programming it will supply every week throughout the approaching television season. An increase in writers employed is due to the fact that Warner Bros. TV production output, operating under the personal supervision of Jack L. Warner, has nearly doubled over the past year.


Radio Outraring TV in Summer Audience

Rites for Col

(Continued from page 1)

vision executives attended the son yesterday at which Rabbi Louis Newman of Temple Roland spoke, Judge Ferdinand Pecont, living on the scene.

Fallbears were Louis J. Bari, Dr. Maxilliam Goldstein, Burt Hahn, Jerome Hyams, Rube Jaffe, Leo Jaffe, Paul N. Lazarus, Jr., M. Monte, Judge P. Harold Regenstein, Dr. Sam Scran, A. Schneider, Chl Schwartz, Dr. Melvin Stone, Dc. Serbin.

Intemt was at Mt. Carmel Curi- que in New Orleans.

Son of Co-Founder

The deceased was the son of late Jack Coh, and nephew of late Harry Coh, co-owners of Columbia Pictures, both of whom died within two years due to lowering heart attacks.

Ralph Coh is survived by his former Doris Huffman; his half-sister, Bette Cohn; a daughter, Jan, a brother, reduing producer, who has been a director of Columbia's European production activities.

Ralph Coh was educated at yu University. Soon after fin college he became executive producer for the Darnour Studios, later a ducer for Columbia Pictures and formed Triangle Prods., and Columbia Prods. in association with Mary I. Fed and Buddy Rogers, releas released through United Artists. During W War II he served with the A Signal Corps and was assigned to production of training films.

Formed Telefilms in 1948

In 1948 he formed Telefilms, for video production, and later same year organized Pioneer TV films Inc. for TV production, been in the TV production business has enter the new field. For the past years the company produced fall commercials for TV. In 1949 it became a part of Columbia Pict and was renamed Saan Cohen as general manager. It is Columbia the first major film company with TV film operation.

Screen Gems has expanded worldwide proportions during past half-dozen years. Coh elected its president in March, 1959, and at the same time was named vice-president of the parent company.

Rocket,' 'Dooley' Bit

Columbia's "Have Rocket, Will Travel," and "The Legend of the Great Dooley" grossed an excellent 110 in the three-week period, to the Columbia-Columbia Theatre Washington, D.C. The double has been held over for a second week the company said yesterday.

"Have Rocket, Will Travel" rolled up $5,930 for six days in ton at the Pilgrim Theatre, where it is paired with Columbia's "Boy! Hey Girl!" The bill will move over to the Mayflower.
UA Plans First Intercontinental Promotion Meetings Here Next Week

United Artists will hold "the first intercontinental promotion conferences in motion picture industry history," it was announced yesterday by Arnold M. Picker, vice-president in charge of foreign distribution, and William J. Heine-man, vice-president. The meetings will be held here from Aug. 10 through Aug. 14.

The conferences will bring together top-executives United Artists officials from both sides of the Atlantic to set up comprehensive global promotion and sales patterns. The opening sessions next Monday will be chaired by Roger H. Lewis, UA vice-president, in charge of advertising, publicity and exploitation.

Lewis declared that for the first

Continued on page 5

Velde Begins Series of Exchange Sales Meets

James R. Velde, United Artists vice-president in charge of domestic sales, will hold a series of sales meetings in six major exchange areas beginning today in Washington, D. C. He will meet with company sales representatives and exhibitor leaders in a coast-

Continued on page 5

Coleman Appointed UA Asst. Publicity Manager

Val Coleman has been named assistant publicity manager, of United Artists, it was announced yesterday by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation.

Coleman moves into the position

Continued on page 5

No Shortage of 70mm Equipment: Sweeney

There is no shortage of 70mm equipment, despite the belief of some in the trade to the contrary, Martin Sweeney, executive vice-president of the Todd-AO Corp., told a press conference here yesterday.

Sweeney said that many exhibitors think that 70mm equipment is either not available at all or will be avail-

Continued on page 4

Success of ‘Scapegoat’ Changes Booking Plans

Following a big first week at the Saxon Theatre in Boston, M-G-M’s “The Scapegoat,” grossed a fine $5,700 in the first three days of its second week, topping the grosses for

Continued on page 4

MPAA, ACE Set Committees to Study More Films, Small Theatre Aid, Ads

Committees of the Motion Picture Association of America and the American Congress of Exhibitors that will work in the special areas discussed at last week’s joint meeting of the two organizations here were named yesterday by Eric Johnston, MPA president, and S. H. Fabian, ACE chairman.

On the committee to study poss-

Continued on page 5
PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will leave New York today for a one-month business trip to Europe.

NED E. CLARKE, Buena Vista foreign sales manager, has returned to New York following a trip to England, France and Germany.

CHARLES B. MOSS, president of B. S. Moss Theatres, has arrived on the Coast from New York.

RICHARD KAHN, Columbia Pictures exploitation manager, will return to New York today from Detroit.

JOSEPH PENCUS, 20th Century-Fox casting director, will leave here aboard the “Liberte” today for Europe.

CARL H. CLAUSEN, comptroller of Paramount’s advertising-publicity department, is recuperating at Forest Hills General Hospital following treatment there.

JAMIE JAMIESON, recently-appointed supervisor in Latin America for the Rank Organization, will arrive in New York on Saturday from Havana, and will leave here shortly thereafter for the Coast.

JESSE KAYO, West Coast head of M-G-M Records, has left Hollywood for Nassau, B.W.I., for a company sales meeting.

GLEN WITTSCHER, owner of the Buckskin Drive-In Theatre, Ignacio, Colo., is convalescing at his home there following surgery.

FRANK BORZAGE, director of Buena Vista’s “The Big Fisherman,” has arrived in New York from Hollywood.

Att: ALL THEATRES

...it's SCREEN TIME!

NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER

Your copy available at your NATIONAL SCREEN EXCHANGE

Frisco Mayor Frowns
On Fox Theatre Buy
Special to THE DAILY

SAN FRANCISCO, Aug. 4—Mayor George Christopher of this city said today there appeared small chance for the city snapping up the offer from National Theatres to buy the Fox Theatre here for $1,150,000. He posed these two objections:

1. That much money is not in the city coffers.

2. What to do with the almost 5,000-seat ornate showplace, for 30 years the pride of the city buying odd.

National Theatres president John B. Bertero had suggested the big theatre would make an ideal convention site for the heavily-attended City Council, which is dually in need of rejuvenation.

Mayor Christopher, however, has not slammed the door on the possibility of the city buying odd. He has instructed all department heads involved in such a transaction to survey the situation in time to meet Bertero’s two-week time limit for acceptance before National Theatres plans for reconverting the venerable theatre for other commercial use, possibly a ten story hotel.

The Fox was built in 1929 at a cost $5,000,000.

Three Trailers Readied
For ‘Sign of GLadiator’
From THE DAILY Bureau

HOLLYWOOD, Aug. 4—Three trailers, which can be integrated into three-week-teen operation, are being completed this week for theatres which will play American International’s “Sign of the Gladiator.” The first trailer is a one-minute teaser to run for two weeks a month before the playdate. The second, of two minutes, will be added to the first for three minute plugs two weeks in advance. The week before opening the exhibitor can add the third trailer of three minutes for a total of six minutes.

Three theatre trailers, as well as radio and television spots, will be narrated by Andre Baruch.

Stanton Griffis, of Para.
Board, Injured in Island
Stanton Griffis, 72, member of the board and chairman of the executive committee of Paramount Pictures, suffered a serious injury last week while vacationing in Venice. Complications reportedly set in with the result that Dr. William T. Foley, Griffis’ New York physician, called for Italy last night after talking with the injured man by trans-Atlantic telephone. Griffis will be flown home if his condition permits.

A partner in the investment banking firm of Hemphill, Noyes & Co., Griffis has been on the Paramount board for about 25 years.

'Big Fisherman' Has
World Bow at Rivoli


Kreisler to Europe
On Co-Production Deals

B. Bernard Kreisler, president of International Film Associates, will leave here Aug. 14 for Europe on the “United States” to conclude arrangements for a co-production deal in France and Spain.

The company’s first co-production for both theatres and television of a “Highlights” series of the two countries. Subjects will be 13 minutes each. The first, “Goya’s Masterpieces,” has been completed in Madrid by Alberto Reig, head of No-Do, the government agency dealing with short subjects and specials films. Second in the series will be “Mexico,” to be made by Robert Orain, who was head of Armor Films and of the French government agency dealing with short subjects.

Because of his projected travel schedule, Kreisler was obliged to decline an invitation from A. Davydov, head of Sovexportfilm, to attend the Moscow Film Festival.

Short to Introduce
New Fox Comedy Team

From THE DAILY Bureau

HOLLYWOOD, Aug. 4—A seven-minute short offers Columbia’s Johnny Ring Tommy Noonan and Peter Marshall, will be filmed and distributed to exhibitors to promote the new comedy team, with the picture, “The Last Rookie,” now being shot under George O’Hanlon’s direction at 20th Century-Fox studios.

The picture is being supplied without cost to bookers to pave the way for “Rookie,” which goes into release in November.

MPAA, AC

(Continued from page 1)

Harry Mandel, Harry Coldlphotos, E. Emerling, for ACE; Joseph Vogel and John J. O’Connor, for AMAC; and Jack Callahan, who calls others to work with them as committee members or advisers, as the fit.

A fourth committee on industry search is already in existence, with George Poor and ACE as main sponsors. That group is scheduled to meet daily. Meeting dates for the other committees have not yet been announced and it is expected they are to be prepared to hold a full MPAA group at its next meeting Aug. 15.

‘Angel’ Team to M
4th Presentation To

Twenty-first Century-Fox’s “Blue gel” merchandising team will have its fourth presentation this month to more than 75 per cent of the independent leading circuits in the northeastern United States. The team, headed by 20th Century-Fox vice-president Fred RKO, and Loew’s, will detail to the teams the activities surrounding the international launching of the Cummings production and of its major stars.

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‘Angel’ Team to M
4th Presentation To

REFURBISH OHIO THEO

CLEVELAND, Aug. 4. — Coaster-Theo, Sanwich house belonging to the Coon circuit, is getting new carpets, door coverings, and is having the redecorated.

UA Dividend 40c

The board of directors of UA yesterday declared a quarterly dividend of 40 cents common share, payable Sept. 15 to stockholders of record Sept. 15.

THE NEW PETITE ROOM WITH COCKTAILS available for The "SUMMIT SESSIONS"

LUNCHEON • COCKTAILS • DINNER • AFTER-THEATRE
Everything NEW but the voice, which is greater than ever! NEW gorgeous gal! NEW color backgrounds on his Continental song-tour. NEW story idea, packed with dramatic surprise and wonderful romance, his best box-office bet since "The Great Caruso"! NEW opportunity for YOU!

Gala Premiere Engagement
Next at Roxy Theatre, N. Y.
Vogel Reports

(Continued from page 1) of 'Ben-Hur' will not start until possibly December, there is intense interest and expectancy in the British trade, just as there is among exhibitors in the States," Vogel said. "A similar condition exists whereby, in order to book this attraction, theatres are pursing extensive advertising campaigns, on the basis of an unprecedentedly long play-off.

"Plans now being worked out between our London organization and the home office for the launching of 'Ben-Hur' abroad are of a stature commensurate with the size of the attraction and when they are ready for announcement they will fit into the category of 'said they couldn't be done.'"

"When 'Ben-Hur' has its history-making world premiere at the new Loew's State Theatre in New York late in the fall, followed by de luxe presentations in selected cities in the States and climaxd by its London booking, the production will be presented to make it the most eagerly sought entertainment in screen history."

'It Was Wonderful'

"It was wonderful," Vogel said, "to find that the M-G-M upshot is just as evident overseas as it is in America. Personally, for example, has 15 hard-ticket engagements going in England alone. London, which opened in February, and is still SRO bids fair to challenge the current 2-year success of the picture in New York."

He added that he was pleased to find "North by Northwest" a 'hit' on his return. The overall average of the picture surpasses our biggest successes of recent years and is generally inching up to the blockbusting group of pictures such as "Cleopatra," "Tarnished," he said. "Another piece of good news to greet me was the reception of its Coast preview of 'It Started With A Kiss,' which is our Labor Day picture."

WOMPI Luncheon Set

DENVER, Aug. 4.—The secretary-boss luncheon of Women of the Motion Picture Industry will be held at the Petroleum Club here on Aug. 11. The annual event finds local WOMPI members as hosts to film executives who are guests at the affair.

File for Withdrawal

PHILADELPHIA, Aug. 4.—Republic Pictures, which closed its local exchange last year, has formally discontinued its operations here in applying—just as there is with revival from the Department of State as a foreign business corporation. New NT's Quarters

PHILADELPHIA, Aug. 4.—When alterations are completed, National Theatres Supply Company will occupy new quarters at Clarion and Vine Streets in the heart of the city's film exchange quarter.

Rogers Drive Ahead of '58

(Continued from page 1) pictures and were also held through hold-over runs.

Eugene Picker, chairman of the fundraising and finance committee for Will Rogers, said yesterday that, "In view of the success attained with the test pictures, it would appear that production of audiovisual productions could be taken wherever these pictures are played, and I suggest that this be done. However, I would not make this as a limitation. Theatre managers should make collections at any time they have a strong picture."

Pledges from Leading Circuits

As of yesterday pledges to make audience collections either in July, August or September, have been received from the following circuits: Ambassador, Broad Street Circuit, City Entertainiment, Dietrich and Feldstein, Durwood, Essel, Fabian, Frankstein, Interstate, Texas Consolidated, Jamestown Amusement, Kinetogue, Lomax, Lust, National Theatres-Fox Intermountain, Fox Midwest, Fox West Coast, Randege, RKO, Walter Reade, Robins Amusement, Bowley United, Skouras, Stanley Warner, Strefel, Steinberg, M. Svitow, Stewart and Everett, Trans-Lux, Tri-States, Wolfberg and Vogel. Additional pledges are being made daily.

"All in all, we feel that this year's audience collections should surpass previous drives by a wider margin than any of our experiences," said Ned E. Depinet, who is national campaign co-chairman with S. H. Fabian. "The early responses, both in earnest cooperation, and in actual collections in the theatres, indicate that this will be our greatest year."

Now Ten Years in Existence

"The fact that this is the tenth anniversary of Will Rogers' new approach to healing and patient care, and research, and that it marks a decade of brilliant reporting, yet soundly established growth of any hospital anywhere, should be an inspiration to everyone working on the drive—and the way I look at it that includes every executive and industry to make this the greatest thing our industry has ever done. This is a tremendous thing we're doing, not only for 'Our Own,' but also for all mankind. It's well worth the work."

Sees No Shortage

(Continued from page 1) able at some time in the distant future. On the contrary, Todd-AO filled 11 orders from theatres for Todd-AO equipment in June and July and will fill at least eight in August, he said. "Todd-AO is taking orders for early fall delivery," Sweeney continued.

As of July, 1939, Todd-AO equipment has been installed in 25 theatres in the U.S. and Canada and 75 theatres abroad, Sweeney reported, for a total of 159 installations worldwide. The present cost of two 70mm twin projectors, including installation "pervision," is $15,500, it was stated.

The success of three pictures—"Oklahoma," "Around the World in 80 Days" and "South Pacific"—filmed in the Todd-AO process proves it is a "system people know and understand," Sweeney commented. Describing the Todd-AO name as a "trade-mark of high quality," Sweeney said that the next release in the process, apart from the recently released "Fury" and "Bess," will be 19th Century-Fox's "Can Can." That company is committed to produce a minimum of three films in Todd-AO in the next five years, it was said.

Other Officials Present

Sweeney took time out from yesterday's press conference to announce the new executive slate of Todd-AO. In addition to the promotion of Sweeney, to whom is now added George P. Skouras, president; A. E. Boellinger, treasurer; George J. Solomon, secretary; and Martin Kasman, assistant treasurer, Sweeney released the other official announcement of the new executives since the bow-out of George Schaefer as president, which occurred when Magna Theatre Corp. took over

Ten Features

(Continued from page 1) yard Fleischer will direct with a cast headed by Orson Welles, Juliette Greco and Bradford Dillman.

The program also includes "Requiem for a Nun," based on the novel "Sanctuary" by William Faulkner. The property will be filmed in Hollywood with Richard D. Zanuck as producer.

Other properties include "DeLuxemette Tent," by Frederick Wakeman, filmed in Hollywood after second unit locations throughout Europe, Africa and the Middle East; "Ballad of the Red Rock," a story of the youth of modem-day Israel by an author of "Compulsion," and which will begin filming in December on location in Israel; "The Fish Don't Bite," a comedy-drama by Carlo Blanco dealing with the adventures of the amorous sons of a fisherman and a philosophical beachcomber; "The Big Carnival," formerly titled "In the Shadow of Columbia," by Anthony Shaw, which will be filmed in Italy, the Azores and Chile.

Also, "Patate," by Marcel Achard, which will be produced at the conclusion of the London stage production now in preparation; "The Secret of Lilly Dafon," a new play by Willy Fehrenbach; "Yes, Meninas," based on a novel by Genevieve de Vilmorin; and "Settled Out of Court," based on the novel and play by Henry Cecil. The story concerns a multi-millionaire convicted of murder on perjured testimony.

operating control of Todd-AO. The latter has also moved its offices from 1060 Broadway to 233 W. 49th Street here.

Success of 'Sceapgoat'

(Continued from page 1) "Ask Any Girl" earlier this year, company said yesterday.

As a result of its success in both the blush and fab has been set for book across the country in the next weeks, most of them at large rather than "art" houses. It will open at the Guild Theatre tomorrow.

Ohio Mark for 'Pacify'

CUYAHOGA FALLS, O., Aug. "South Pacific" is establishing an all time record run of eight weeks at State Theatre here, owned by Mr. Horwitz of the Washington C.U. of Cleveland. Runner-up "Around the World in 80 Days" which was held for six weeks.

Peppercorn on Tour

Carl Peppercorn, vice-president, charge of sales for Continental Distributing, Inc., is in Dallas, Tex. from New York on the first lap of his new western tour. While in Texas, Peppercorn will up a circuit saturation booking "The Little Giants."
A Meetings

(Continued from page 1)

in industry history high-ranking officials of foreign branches will be exchanged ideas and to foster a global merchandising blend-unifying the company's diverse, wide range of marks. The most important step forward in our overall program to develop and exploit the broadest global markets for our product," he declared. Steady growth and increasing importance of foreign distribution and exhibition activities require that we consider our films in terms of a international character. The concepts will be closer to the type of techniques designed to penetrate every audience potential of the market.

Officials Plan Addresses

note addresses will be given by

and Heineman and E. C. Youngstein, president. Morton

mission, newly appointed director of international advertising and publicity, will supervise the convention on and president of the company, general director of advertising, public and exploitation, in directing the work sessions.

her United Artists' new reorganization, the company's promotion activities, including advertising, public and exploitation, have been centralized into a single global operation. Conferences will develop goodwill for the company's current and forthcoming boxoffice attractions. The meetings will place emphasis on unifying UA's activities with its music, records, television operations on a worldwide basis.

Executives to Attend

promotion and sales executives plan to attend the conferences in New York are James R. Velde, vice-president in charge of domestic sales; Louis O. Scribner, vice-president in charge of international operations; Charles S. Scribner, exterior sales representative of UA-TV; J. V. Picker, executive vice-president of UA Records; Mo Rothman, Alfred Katz, foreign department associates; Samuel Cohen, foreign publicity manager, and Maurice St. West Coast publicity coordinator.

European promotion and sales executives to attend the conferences in New York are Charles Smadja, president in charge of European operations; Giulio Ascarelli, ONL advertising and publicity manager; Karl Scheller, publicity director for Germany; Joe Pole, publicity manager for Great Britain, and Winniskus, European assistant to E. Youngstein.

LEDO, O., Aug. 4—Al Bouloche's associate, who own the Miracle Drive-In Theatre, have pur chased the Toledo Drive-In from Al Drive-In Theatre Co., affiliate of the Ohio Theatre Management Co. of Cleveland.

Krellberg Forms New Show Investment Firm

A new theatrical investment firm—Theatre Securities Syndicate, Inc. —with an initial capitalization of $500,000, has been organized here with Sherman S. Krellberg as chief executive, and offices at 630 North Avenue in Manhattan. The half-million dollars is available now to finance theatrical productions in this country and abroad. The new syndicate is also prepared to purchase interests in established productions, and plans to extend facilities to other segments of the amusement industry—television and film production.

NTA Pictures

(Continued from page 1)

President and general manager, respectively, of NTA Pictures.

“Windjammer” will continue to be booked on a road show basis, with bookings to be handled by NTA Pictures' national field staff. Theatres playing the “Windjammer” feature will be equipped with a triple-screen projector system which is semi-portable.

The first release of “Windjammer” was at the Roxy Theatre, New York, where it played for 24 weeks, opening in April, 1958. Since then the feature has been booked in 20 key U.S. cities and a number of European markets. Total gross to date, Grvenberg reported, has reached a total of $6,000,000.

National Theatres recently acquired a controlling interest in National Telefilm Associates, Inc., parent company of NTA International and NTA Pictures.

Shelton Named

(Continued from page 1)

merly vice-president in charge of distribution for Times Films, and formerly president of his own company, William Shelton Films, Inc. He has also been active in the foreign market, being for many years a producer-representative in Paris.

In his new post, Shelton will supervise the distribution for theatrical exhibition of NTA Pictures' product in the U.S. and Canada.

Frank Kardel Dies

SEATTLE, Aug. 4—Frank Kardel, $2, retired theatre manager, died at his home here following a heart attack. He established the first nickelodeon in this city and later was operator of Alexander Pantages' first theatre here. In his earlier days he had managed theatres in Portland, Ore. He was born in Kentucky.

Returns to Film Policy

ATLANTIC CITY, Aug. 4—George A. Hamid's Warren, Boardwalk de luxe house, which has been operated as a legitimate stage show house during the past season, returns to a policy of motion pictures this week. A first-run policy will be resumed, starting with "The Diary of Anne Frank."

Velde Begins

(Continued from page 1)

to-cost tour including the Washington, Los Angeles, Atlanta, Omaha, Detroit and Toronto exchanges.

Velde said that the sales sessions will develop distribution campaigns for the company's lineup of product set for release during the next six months. Participating in the sales meetings will be Sidney Cooper, Central and Southern Division manager; Milton Cohen, Eastern and Canadian Division manager; Al Fitter, Western Division manager.

Velde and Cooper will preside at the Washington sales conference with James Hendel, Central District manager. Phil Getleson, Central and Southern contract manager, will attend the Washington conference and attend the second day of their cross-country sales swing.

Coleman Named

(Continued from page 1)

vaccated by Burt Sloane, who has been named publicity manager following the elevation of Morton Nathanson to the post of director of international advertising and publicity.

Born in Washington, D. C. in 1930, Coleman was raised in Charleston, Ill., and educated at Antioch College in Yellow Springs, Ohio. Prior to entering the film industry, he worked extensively in the legitimate theatre as an actor and scenic designer and is the author of two produced plays. Coleman joined UA in 1956 as a feature writer and has written the narration for documentary films.
**Network TV Billings**

Top $300,000,000

Network television gross time billings in the first half of 1959 totaled $300,000,000, an increase of 9.5 per cent over the like period of 1958, Norman E. Cash, president of the Television Bureau of Advertising, reported yesterday.

Network gross time billings in the January-June 1958 period were $283,071,449. For the month of June, the three television networks billed $48,478,628, an increase of 17 per cent over the $43,769,105 in June 1958.

The network figures are compiled by leading national advertisers-broadcast advertiser reports and released by TVb.

**Film Library Report**

Compiled by Trans-Lux

A new “on-the-air” report covering all facets of Encyclopaedia Britannica Film Library programming has been prepared for release to all TV station managers, according to Richard Carlson, vice-president of charge-out sales for Trans-Lux Television, syndicate of the film property.

Compiled from a three-year survey of station directors using the 700-film package from coast-to-coast, the report reveals a wide diversity of local programming of the vast array of EB film titles; children’s shows, teenage shows, family shows and public service programming.

Wade Crosby Appointed To UA-TV Sales Post

Wade Crosby has joined United Artists Television Inc. as manager of syndication sales it was announced yesterday by Bruce Eells, executive vice-president of UA-TV. Crosby will headquarter in New York and report to Kurt Blumberg, manager of syndication operations. He comes to UA-TV from TV Industries Inc. (formerly C&C Corp.), where he had been Western Division manager since 1955.

Geraght on First 5 Of ‘Whiplash’ Series

From THE DAILY Bureau

HOLLYWOOD, Aug. 4.—Maurice Geraght will produce and direct the first five of the new “Whiplash” programs to be launched under the Associated Television Ltd. banner in Australia. Produced in 39 half-hour programs, “Whiplash” will be distributed globally by I.T.C., which is jointly owned by A.T.V. and the Jack Weather Organization of Beverly Hills.

**Schaefer to Produce, Direct 9 NBC Shows**

George Schaefer, president of Compass Productions, Inc., will produce and direct a total of nine specials on the NBC-TV Network next season, including the six for the Hallmark series, it was announced by David Levy, vice-president, NBC Television Programs and Talent.

Schaefer, who had already been assigned to produce and direct the six 90-minute “Hall of Fame” specials for Compass, has been assigned three additional specials. He will utilize the talents of his entire staff at Compass Productions for all nine programs. Several important properties for the additional three programs are under consideration at present and are tentatively scheduled to be telecast in color.

The six Hallmark specials already in preparation by Schaefer for NBC-TV next season include “Winter," which will open the series on Oct. 26; Ibsen’s “A Doll’s House," to be telecast Nov. 15; starring Julie Harris; a Christmas show on Dec. 13 and an entitled February show. Already produced on video tape this summer for airing next May is Shakespeare’s "The Taming of the Shrew" and "Midsummer Night’s Dream," which was presented by Hallmark last season, will be repeated in a new production next season.

**AROUND THE TV . . . with PINKY HERMAN**

TELEVISION will change many things. F. Rennie, one of the screen’s most famous “villains,” Barton MacLane, has been signed to play, “Scalan,” a friendly rancher in the forthcoming “Wall Disney Presents” teleseries “Texas John Slaughter” which will ABC Commence this Fall. Regis Toomey (celebrating his 30th year in films) and Jan Merlin also have featured roles in this new program. . . . With no fan fare but rather quietly, WANTA tried out a new sound technique last July 1. On July 27 the station adopted this idea on a regular basis and on Aug. 2 there was an opening of the station of its new L.M.F. (listening man’s filter) sound which, according to Irv Lieblstein, station manager, was revealed because quote—trying to keep this new approach to broadcasting was like trying to sneak an elephant into a Turkish Bath unquote. . . . Scappy Lambert, one of the bright radio lights back in the 30’s and 40’s (remember the Songsmiths, The Revelers, Scappy Lambert & Billy Hilltop?) is in town from Hollywood. He’s veepee of a new Recording Co., Viscount Records and they’re starting off with a HIT. Clamp Butler’s waxing of “Ooh Locka Here Ain’t She Pretty?” backed with the standard “This Can’t Be Love.” . . . Was it Jack Les- couille and Phil Harris who almost broke up ED CBSullivan recently during his Las Vegas telecast? Lescouille and Harris did a bit of clowning in the Dixieland Band at the hotel there, Lescouille on the trombone and Harris on the drums and the sounds almost were picked up by the “Sullivan show” microphone. Harry Wimer has been named head of the Radio-TV-Motion Picture Picture Television Department of the newly-formed American Football League, headed by Lamar Hunt and Bud Adams . . .

Dr. Frances Horwich, whose “Ding Dong School” series averages 8,000 letters weekly, has authored a new book “The Magic of Bringing Up Your Child,” published by McGraw-Hill which deals with the realistic approach and easy-to-follow advice to parents. Grade School teachers may very well use this book as a guide, it’s that fine. . . . Henny Youngman flies up from Miami Beach to make a repeat guest stint on the Sullivan Show Sunday, Aug. 23 . . . Busy lad these days in Merv Griffin; in addition to his regular duties on the “Pantomime Quiz” and “Keep Talking” programs, he’s subbing for Bill NBCullen on “The Price Is Right.” . . . Cynthia Medley has moved over to WOL, Nash., D.C. from WML, to handle the Records there, succeeding Ronn Trattler who was a big hit there. Ed Horwich, manager of both stations, is a native of Las Vegas, and has been in the record business for many years.

Lea Serra has become ass’t to Harry Whittington at Whittington Productions in Orlando, Fla. where they are now shooting “Face of the Phantom.” . . . Burt Nodella, formerly with ABC-TV will join Screen Gems as ass’t to Irving Briskin next week. . . . Snaring Jim Lowe for its P.M. radio sked should prove to be a WRCapital deal. Lowe is merely one of Gotham’s keenest DISCIPLES of waved music. . . . Richard Boone, star of “Have Gun, Will Travel,” will also direct the series henceforth. Prior to his current assignment, Boone directed several “frontier” telefils . . . Don Shafer who left KALL, Salt Lake City for WAXX has returned to KALL, where his 5-9:30 P.M. series is one of the town’s most-listened-to programs. . . .

**$500,000 for ‘Night In 21 Dates: Jackerter**

Columbia’s release pattern “Middle of the Night,” design achieve maximum consumer and patronage, is paying off in a big way according to Rube Jackerter, vico-
dent and general sales man. Jackerter said yesterday that the film grossed more than $500,000 first 24 days and is well on its way to becoming one of COLUMBIA’s biggest boxoffice hits of the year.

Jackerter pointed out that the tests dates were carefully selectected in every major city and foreign country. He added the film “is squarely in the ” big city, towns and in summer resort areas. Jackert said, “and in all typ- ers of first-run showcases.”

**Cities New York Records**

He pointed to the dual engage in New York where it is in the enth week of day-and- dating at the Forum Theatre on Broadway and THURSTON’s Theatre in the City, and cracked the all-time records in both theatres opening.

At the Playhouse Theatre, WINTERGates, who has the biggest gross of the year, four total grosses for the past four weeks being $33,500. The mount in San Francisco had on its biggest first week in more than four years. This was $10,000.

The Trans-Lux in Philadelphia it has cre- ed its best business in more than a year with a three-week total of $21,000. At the Wanda Theatre in the city, the first-week take was $57. At the Huntshire Theatre in Las- gas, the opening week gross $4,700.

3 Drive-In Operators Acquitted on ‘Blue L’ Special to THE DAILY

ANDERSON, S.C., Aug. 4.—County Judge Earlie Rice presided over a six-man jury acquitted three operators of conspiring to violate the Sunday "Blue Law". Acquitted were L. C. Smith of Fox Drive-In, Albert Oseborn of Skyway, and Wendell Patterson the Highway, all tried together.

The warrants in the cases were issued by Judge Rice in connection with the first Sunday night opening of the theatre on July 5. Three weeks later the warrants have been issued by the Magistrate Bruce Davis for the 5 days since that time. No has been set for hearing those cases.

**‘Shoppers’ Specials**

BALTIMORE, Aug. 4.—All of the downtown first-run theatres here have been issued their first for "shoppers' special" shows every M day. Admissions are 50 cents opening until closing, irrespective of the attraction. The plan is a novel stimulant on a day when business otherwise, is slow.
**POLICE RIOT SQUADS CALLED AS MOBS**

**STORM DETROIT OPENING COLUMBIA’S “TINGLER”!**

Bercutt Coordinator
On WB’s ‘FBI Story’

From THE DAILY Bureau

HOLLYWOOD, Aug. 5. — Max Bercutt has been appointed national coordinator for the forthcoming release of Warners’ “The FBI Story.”

Bercutt will coordinate all phases of merchandising on the Mervyn LeRoy production, including advertising, publicity and exploitation, in addition to acting as liaison with the sales department.

Bercutt left today for New York and Washington to discuss plans for the opening of the picture.

Hospital Drive Nears Record in Pittsburgh

Special to THE DAILY

PITTSBURGH, Aug. 5. — Will Rogers Hospital collections are headed for a record in this exchange area it is reported by distributor chairman Gene Jacobs and exhibitor chairman Ernie Stern. Generosity of the public response to the Hospital appeal has been an inspiration to drive workers, they said, who are confident of reaching new high figures.

Over $10,000 has already been collected.
(Continued on page 11)

**Business Booms at Canada Drive-Ins As Many Plan Major Improvements**

Special to THE DAILY

TORONTO, Aug. 5. — Business at drive-in theatres throughout Canada is reported as excellent this season, and both circuit and independent operators have announced plans to spend several hundred thousand dollars on improvements and alterations on their properties.

In Toronto, for instance, 20th Century Theatres is making important expenditures. The Northwest Drive-in will have asphalt for approaches, boxoffice and concession areas, with the ramps being treated. Addition of two ramps will increase car capacity from 1,064 to about 1,400. Major factor in paving is the decision to try a 12-month operation. Some B. C. drive-ins operate year-round and Calgary drive-ins open as soon as the weather permits.

Drive-in business has come a long way. (Continued on page 12)

**CROWDS JAM THEATRE**

For ‘Tingler’ Bow

Special to THE DAILY

DETROIT, Aug. 5. — Over 5,000 people jammed the streets in front of the Broadway Capitol Theatre here for two hours prior to the world premiere of “The Tingler,” William Castle production for Columbia release, at 12:01 A.M. today. Follows.
(Continued on page 11)
PERSONAL MENTION

WILLIAM R. O'HARE, director of advertising-publicity for Hal Roach Distribution Corp., returns here from Pittsburgh today.

RAOU L. LEVY, producer of Columbia’s “Babette Goes to War,” has arrived in Moscow from Paris with a print of the film.

Invinc Lester, in charge of motion picture advertising for the Hearst newspapers, will leave here today with his family for Glen Spn., N. Y.

DICK BOCARDE, British actor, will arrive in New York from London today via B.O.A.C.

KAY SWIFT, composer friend of the late George Gershwin and associated with the scoring of Samuel Goldwyn’s “Porgy and Bess,” has left here for Los Angeles and San Francisco for promotional appearances in connection with the film.

CARPICO, co-producer of Columbia’s “The Franz Liszt Story,” has arrived in New York from Europe.

Van Johnson left here yesterday aboard the “Queen Mary” for Europe.

Mrs. J. A. Lakeman, of the Dixie Theatre and Havala Drive-in, Halesville, Ala., has returned here from Atlanta.

Will Aid ACE

(Continued from page 1)

Chairmen of its advertising, committee, with Harry Mandel of RKO Theatres, Harry Goldberg of Stanley Warner and Ernest Emerling of Loew’s Theatres as members.

Charles Simonelli of Universal is chairman of the MPAA advertising-publicity directors committee.

Censorship on Agenda

The group is expected to prepare advice and information on such subjects as the cooperation and censorship of advertising by newspapers and others, cooperative advertising, billing problems, rates and position and, possibly, all industry promotion activities, among others.

‘Hercules’ Gross Seen

$1,000,000 in Chicago

“Hercules,” the Joseph E. Levine presentation being distributed by Allied Bros., is expected to gross $1,000,000 for its first week in the Chicago area, where it is playing in 90 metropolitan and downtown theatres.

WB said yesterday in 43 metropolitan Chicago theatres, “Hercules” grossed $402,227 over a three-day weekend.

On the West Coast, “Hercules” is heading for a $200,000 week in its 19-theatre Los Angeles first-run book after grossing $140,000 over the weekend. Its record opening day gross was $41,436.

Venice Film Festival

Invites ‘Northwest’

The Venice Film Festival has officially invited Metro-Goldwyn-Mayer’s “North By Northwest,” which took second prize at the San Sebastian Film Festival, last month, to the Italian Festival beginning Aug. 23. It is said to be the first time a motion picture that played one international film festival has ever been asked to a second.

The “North By Northwest” invitation has been extended as “hors de concours,” (outside of competition). The Venice Film Festival runs through Sept. 6.

Harold A. Bishop, 58

WINNIE, Aug. 5 — Harold A. Bishop, 58, of the Manitoba district of Famous Players, died here following a heart attack. He was also second vice-president of the Manitoba Motion Picture Exhibitors Association and head of its public relations committee. Born in Britain, he came to Canada 30 years ago. He is survived by his widow, a brother, Leonard, manager of the Hollywood Theatre, Toronto, and a brother in California.

Fregones Will Direct

‘Quixote’ for Bronston

FROM THE DAILY Baron

HOLLYWOOD, Aug. 5 — Hugo Fregones has been signed by Samuel Bronston to direct “Don Quixote,” which will be filmed in Spain in March 1967. Bronston bought the rights to the story in Spain conferring with novelist Carlos Blanco, who has been engaged in writing a version of the Cervantes classic for past five years. Sony Levien will adapt the Blanco version for the screen.

The picture will have a budget of $4,000,000 and will be in Technirama and Panavision.

Fregones will return around the middle of August for conferences on casting and technical discussions with Bronston and associate producer Jaime Padrón.

New Openings Slated

For ‘Blue Denim’

Improved with the boxoffice showing of “Porgy & Bess,” “Blue Denim,” in the opening week of its world premiere engagement at the Victoria Theatre here, 30th Century-Fox is moving up openings in several key cities.

In the States, the picture has grossed over $90,000 in its first seven days at the Victoria, according to theatre management, now moves into the Metropolitan Opera, Aug. 12, Memorial Theatre, Boston, Aug. 19; Beverly, Los Angeles, Aug. 26; and will be the next attraction at Chicago’s State Lake.

Book ‘Ben-Hur’

PITTSBURGH, Aug. 5 — Metro-Goldwyn-Mayer’s “Ben-Hur” has been booked for the Warner Theatre here under an exclusive arrangement for that area. Announcement was made by M. A. Silver, Stanley-Warner executive, and Malcolm Maloney, MGM representative. The picture will open in February.

Three for ‘Victoria X’

Three installations of “Victoria X” 70/35mm projectors in the U. S. are reported by George Hornstein, head of Cinematograph, Inc., New York, American distributors. The theatres are Century Theatres’ Shaw in Huntington, N. Y.; Interstate’s State in Wichita Falls, Texas, and the Century in St. Petersburg, Fla. The Shore scuts 1900; other two under 700.

‘70 Projectors Installed

MEMPHIS, Aug. 5 — “National Seventy” (Bauer 70/35mm) projectors are being installed in the Crosstown Theatre here by the National Theatre Supply Company branch, with Emil Jacob of Stuttgart, Germany, supervising.

Research PL

(Continued from page 1)

the Compo-American Congress of exhibitors research committee, working with ACE and Motion

ure Association of America on an initial four project program to the industry. The other projects

to small theaters, increased distribution and film advertising.

Pickus said yesterday’s meeting was largely exploratory but has resulted in the establishment of a

jury for the committee’s work, is that “We shall attempt to evolve research program with the object of bringing such an improvement to our business. We are not prepared to state what its nature will be, but we will meet with a number of meetings to plan into shape. This will be a

ing Co. committee must also include a plan for financing. No funds to be paid out from the Coop

to this purpose.

Roach Names Feinstein

Dick Feinstein has been appointed New York branch manager for Hal Roach Distribution Corp., it was announced yesterday by A. J. Shagin, general sales manager.

Feinstein has been with the organization for three years as assistant branch manager. Prior to that he was with Universal and M-G-M. He is replacing Ira Michaels, who left the company recently.

‘Affair’ Here Aug. 14

Twentieth Century-Fox’s “A affair,” will open Aug. 14 at the Paramount Theatre here.
Quigley Publications takes an advance look at

The Best of Everything

Production Value, Star Interest, Exploitation Heavy for New Fox Film

WHEN Simon & Schuster early last year sent the first galley proofs of Rona Jaffe’s “The Best of Everything” to producer Jerry Wald, a chain of events was started which will have its climax in early October with the world premiere of the big 20th-Century-Fox motion picture adaptation in CinemaScope and De Luxe color. Miss Jaffe’s 700-page-plus novel, which recounts the peaks and pitfalls in the lives of several career girls in present-day New York City, took five months and five days to write. The film has been in preparation for more than a year.

As he always does, Mr. Wald, as soon as he had secured the rights to the novel, set about to give “The Best of Everything” just exactly that, in production values, star interest, technical talent and promotional excitement. (For some time now, all letters coming from the 20th-Fox organization have been sealed with sincere wishes for the best of everything.)

To direct the Edith Sommer-Mann Rubin screenplay Mr. Wald signed Jean Negulesco, the director who made a motion picture star out of Rome in “Three Coins in The Fountain.” Mr. Wald and Mr. Negulesco hope that they have done this again with New York in “The Best of Everything”—the modern New York that is personified by the new and handsome Seagram building. Extensive location work was done there and in other parts of the city earlier this year.

The world premiere of the picture is to be held in Dallas in recognition of the huge contest currently being held throughout Texas by Interstate Theatres. The object of the contest is to find a new name for actress Linda Hutchings who has a small part in the film.

One of the major points of the general exploitation campaign on the picture will be the title song, written by Sammy Cahn and Alfred Newman, and which is due to be recorded by a variety of artists and given an extensive build-up before the first engagements.

Saga of ‘Tillie the Toiler’

By Jerry Wald, producer of “The Best of Everything”

EVER since that auspicious day when women won their “independence” from men, were given the vote, and left their homes for the office, their adventures in the world of business have been splendid fodder for the novelist, the dramatist, and the moviemakers. In the days of the nickelodeon, “Heaven Help the Working Girl” was a title well calculated to draw audiences to the ticket-wicket to plunk down their nickels in abundance.

The price of admission to a movie has gone up somewhat since then, but the saga of Tillie the Toiler is still being imprinted on celluloid. How could it be otherwise? As long as ladies work—and we are certainly not suggesting that they should ever stop—what happens to them in and out of the office will continue to provide potent dramatic interest.

There is something inescapably “modern” about the office as a setting for a drama, especially when ladies-at-work are involved. Hence, although the “silents” produced such titles as “Nellie, The Beautiful Cloak Model” and “Bertha, The Sewing Machine Girl,” it was not until the advent of talkies that the career girl really came into her own on the screen. In 1930 Faith Baldwin’s “Office Wife” was imprinted on celluloid with Dorothy Mackaill, Joan Blondell and Lewis Stone. Later came “Skyscraper Souls.”

Later in the ’thirties the young career girl became the subject for a number of delightful sophisticated comedies on the subject, such as “She Married The Boss,” “More Than A Secretary” and “Wife Versus Secretary,” the latter starring Clark Gable, Jean Harlow and Myrna Loy. A bit later the white collar girl was epitomized in Christopher Morley’s “Kitty Foyle” with Ginger Rogers, and Rosalind Russell became the career girl per excellence in “Hired Wife,” “His

[Continued on following page]
Artist-Director Discovers
Glamor in N. Y. Skyline

by Warren G. Harris

Jean Negulesco was an ideal choice to direct "The Best of Everything," Jerry Wald wanted to put the "new" New York on the screen — the latest buildings, the New York which hasn't been shown to glamorous advantage. Who else for the directorial chore but the man who had put the glories of Rome on CinemaScope canvas to the delight of millions in "Three Coins in the Fountain." The French Riviera and Paris had never gleamed as brightly as in Color by De Luxe and by the hand of Jean Negulesco in "A Certain Smile."

The gleaming skyscrapers of New York beckoned to Negulesco when he arrived with cast and crew for location filming on "Best." In addition to his skill with location backgrounds, Negulesco has long been one of Hollywood's top handlers of love stories. The rich, romantic atmosphere of the Rona Jaffe novel was another perfect setting for Negulesco.

Negulesco, before his introduction to the World of motion pictures, was quite a well-known serious painter and delineator of the times around us. Having studied with some of the best-known artists of the day in Paris, Budapest and Rome, Jean developed into a creator of visuals depicting the histories that were making news across the globe. Reaching Hollywood in 1927, Negulesco decided that the movies contained the elements he needed to express himself.

At Paramount Pictures, Jean was apprenticed to the top producer of the studio, Benjamin Glazer, who in collaboration with Jean, turned out some of the biggest grossing films of that period. Universal pictures was lucky enough to put in a strong bid for, and receive the services of, Negulesco soon after his three-year association with Glazer ended. In 1948, 20th Century-Fox induced the now distinguished director, writer, producer to sign a long-term contract, to which he is still a party.

Negulesco himself does not have a correct count of all the films he has been associated with. The gleaming, sophisticated steel towers of the city of New York are many things to many people. Cold and forbidding to those they don't know—warm and encompassing to those that know them best, "The Best Of Everything" is a challenging and engrossing ideology for a director to transfer to film. Negulesco, in the spirit of art, has performed this task with grace and skill.

"Tillie the Toiler"
(Continued from preceding page)

Girl Friday," and "Take A Letter, Darling." During the second World War the Washington career girl was seen in "Government Girl" and "The More The Merrier," and a bit further down the scale the plain working girl of the times had her story told in "Swing Shift Maisie" and "Rosie The Riviter."

It has been some time now, though since the career girl has been looked into on the screen, and when Ron Jaffe's smash best-selling novel, "The Best Of Everything," hit the bookstall we decided that it was a perfect subject for a movie. It, too, deals with the white collar girl, but because the book is as up-to-date as this year's jet, the probing of its subject matter is deeper and the license it takes broader. The personal problems of the girls it deals with are those that most often confront the young lady of today when she plunges into the highly competitive atmosphere of the business world, and every young woman is going to recognize a bit of herself somewhere in this film when she sees it.

To portray this group of young ladies who have stormed the bastions of a top publishing company, we have assembled a brilliant cast of younger players that includes Hope Lange, Suzy Parker, Diane Baker, Stephen Boyd, Martha Hyer, Sue Carson, Robert Evans and Donald Haron. The film is being directed by Jean Negulesco, who worked with me in the now famed film classic, "Johnny Belinda." In addition Louis Jourdan plays "David Savage" and Joan Crawford makes an exciting return to the screen in "The Best Of Everything" as "Amanda Farrow" and Brian Aherne plays the role of "Mr. Shalimars" — two senior editors of the publishing firm, many floors high in New York's newest and most dazzling skyscraper.

And so Hollywood continues to give due homage to the working girl. We like to think of the ladies when we are making films — we like to please them to make films that they will especially enjoy. What better way to do this than to illuminate and perhaps help solve on the screen the problems that every girl embarking on a "career," no matter how humble, must face. We certainly think the working girl deserves "The Best Of Everything!"
Career Girl's View of Career Girls Makes Book and Film

by Vincent Canby

A year ago last June, at the instigation of her publisher and with the whole-hearted approval of a motion picture producer who had just sought her work, a petite, dark-eyed authoress showed up at the Simon & Schuster booth at the annual book sellers' convention in Atlantic City to autograph hundreds of complimentary pre-publication copies of her first novel. That was three months before the novel's official publication date, and something of an innovation. Most publishers keep their authors safe in New York and brush off the book sellers convention with free books and brochures.

The authoress, of course, was Miss Rona Jaffe; the novel, "The Best of Everything," and the film producer, Jerry Wald. The Atlantic City personal appearance was, in effect, the first gun to be fired in the long-range promotion campaign which has been carried on by Mr. Wald ever since he first took a fancy to Miss Jaffe's romantic and frank account of what can happen to white collar girls in the concrete canyons of New York. The book sellers left Atlantic City to return to their crannies and read the book. Before September publication, more than 40,000 copies were on order and within a week after publication, the book was on the best seller lists.

In her New York apartment last week, Miss Jaffe, five-foot-two in bare feet, brown pants and oversized white shirt, talked about the book, the forthcoming 20th-Fox adaptation of it, how she writes, career girls in today's American society, and the entire phenomenon that "The Best of Everything" now represents to her. Like Mr. Wald whom she admires tremendously, Miss Jaffe is her own best press agent.

She is also—and quite infectiously so—totally amazed and delighted with all the things that have happened to her as the young and pretty author of a best-selling novel. As a matter of fact, she could be one of her own heroines, except that her own success story might seem a little corny.

A quick and candid conversationalist, she's also extremely good copy. On the matter that some critics thought her book, perhaps, quite frank: "I read it and I wasn't shocked." Concerning the busy social life in Hollywood: "It's certainly not conducive to working, but it's conducive to thinking about working." Her age: "Twenty-seven, but when you say that people usually think you're really 37. I know that (name of female star deleted) has been saying she was 24 for the last six years."

How had she come to write "The Best of Everything"? "I wanted to write a novel and this was a subject I knew something about." She feels very strongly about the war between the sexes as it's waged around the typewriters and water coolers on the fringes of New York's so-called glamour industries, i.e. publishing, television, the theatre. She loves New York, finds it as glamorous as it's reputed to be and says, "If I hadn't been born here, I'm sure I would have eventually come here anyway."

These are some of the ideas she is touching upon, and has touched upon, in numerous interviews, first in connection with the book and now in connection with the film. She has also covered the subject fairly thoroughly in a number of articles she has written and is writing for such publications as Coronet and other national magazines. Of course, every time she or her name appears, it reminds readers more or less directly of the upcoming film.

One of the nicest comments on her present fame, she thinks, was made by her father, the principal of a Jackson Heights school. When the "Best of Everything" crew was shooting on location outside the Seagram Building in New York, he visited the "set" and was amazed at all the extras, technicians, stars, etc. on hand. "Just think," he said to his daughter, who only two years ago was one of the anonymous working class, "you've given work to all these people."
20th HAS THE BEST ... AND EVERYTHING'S GOING FOR THE BEST OF EVERYTHING
Clip this advance service ad out of this book today. Keep it in your active file. Refer to it constantly. It’s not too soon to begin planning your 32-step campaign now!

Reason No. 1
Jerry Wald’s production of The Best of Everything is alert to the demands of today’s market — fresh, bright entertainment with meaning to today’s world — subject matter which touches the lives, the hearts, and the minds of our generation.

Reason No. 2
Hope (Peyton Place) Lange is in The Best of Everything.

Reason No. 3
Stephen (Ben Hur) Boyd is in The Best of Everything.

Reason No. 4
Suzy (Ten North Frederick) Parker is in The Best of Everything.

Reason No. 5
Martha (Some Came Running) Hyer is in The Best of Everything.

Reason No. 6
Diane (Diary of Anne Frank) Baker is in The Best of Everything.

Reason No. 7
Brian (My Fair Lady) Aherne is in The Best of Everything.

Reason No. 8
Robert (The Sun Also Rises) Evans is in The Best of Everything.

Reason No. 9
Louis (Gigi) Jourdan is in The Best of Everything.

Reason No. 10
Joan (Academy Award-Winning) Crawford is in The Best of Everything.

Nothing’s too good for you...and there’s nothing better than The Best.

Reasons 11-32 follow.
REASON NO. 11
RONA JAFFE's much talked about, sensational best-selling novel, THE BEST OF EVERYTHING

REASON NO. 12
JEAN (Three Coins In A Fountain) NEGULESCO is directing THE BEST OF EVERYTHING

REASON NO. 13
DONALD HARRON
The brilliant young actor from the Broadway stage

REASON NO. 14
SUE CARSON
The popular night club comedienne makes her debut on the screen

REASON NO. 15
ALFRED (South Pacific) NEWMAN is scoring THE BEST OF EVERYTHING

REASON NO. 16
SAMMY CAHN and ALFRED NEWMAN are writing the title song for THE BEST OF EVERYTHING

REASON NO. 17
BILL (Peyton Place) MELLOR is the cinematographer of THE BEST OF EVERYTHING

REASON NO. 18
NATIONAL MAGAZINE ADVERTISING CAMPAIGN features inquiring reporter series in virtually every important periodical, specially written for each publication, asking personalities in cast to respond to question "What is THE BEST OF EVERYTHING?"
REASON NO. 19
A fabulous national promotion campaign to presell THE BEST OF EVERYTHING is being conducted with a leading department store chain across the U.S., with leading fashion magazines, with manufacturers and retailers of products which are eager to tie-in to the automatic title identification—assuring the exhibitor in every community local newspaper sections, window displays, fashion shows, radio spots and special stunts.

REASON NO. 20
Tremendous publicity penetration on THE BEST OF EVERYTHING from national secretary contest, name the girl contest in Texas, syndicate and wire photo service coverage of Suzy Parker in New York, return to screen of Joan Crawford, etc.

REASON NO. 21
LIFE MAGAZINE begins saturation of THE BEST OF EVERYTHING with spread of Suzy Parker! ESQUIRE breaks cover story on Suzy Parker! Followed by covers, spreads, features in NEWSWEEK, CORONET, AMERICAN WEEKLY, SATURDAY EVENING POST, COSMOPOLITAN, and more coverage in LIFE.

REASON NO. 22
BIG MUSIC PROMOTION on title song THE BEST OF EVERYTHING supported by disc jockeys, radio stations, sheet music, top name recordings on leading labels.

REASON NO. 23
SOUNDTRACK ALBUM featuring the “Symphony of a Big City” and Star Themes from film.

NOTHING’S TOO GOOD FOR YOU... AND THERE’S NOTHING BETTER THAN THE BEST.

Reasons 24-32 follow.
REASON NO. 24
OUTSTANDING NEWSPAPER AD CAMPAIGN
including hand-tailored special copy to run
off the movie page on pages 2 and 3, women's
pages, sports pages, book pages

REASON NO. 25
POCKET BOOKS will publish
the paperback edition of
THE BEST OF EVERYTHING in a first printing of
five million copies

REASON NO. 26
NBC MONITOR has taped all the stars of THE
BEST OF EVERYTHING and is now airing seg-
ments one at a time all Summer long—for 3 months before release

REASON NO. 27
THE BEST OF EVERYTHING will open with a
unique 7 minute prologue showing many aspects
of Manhattan accompanied by a full symphonic score. This will be
a motion picture "Symphony of a Big City"

REASON NO. 28
The story of
THE BEST OF EVERYTHING
has all of the sensational
elements of a big city
PEYTON PLACE

REASON NO. 29
7500 WORD
SERIALIZATION
of Rona Jaffe's
THE BEST OF
EVERYTHING will be syndicated nation-
ally in important newspaper outlets
in hundreds of cities and towns

REASON NO. 30
FREE INTERVIEW RECORD with the stars of
THE BEST OF EVERYTHING containing
separate interview with each player will be available from 20th
for local radio stations

REASON NO. 31
THE BEST OF EVERYTHING will show
the new New York—the ultra modern
aspects of the world's most dazzling city—in beautiful
Color by De Luxe and CinemaScope. All of the exteriors
were photographed on actual New York locations,
assuring the film of tremendous visual appeal.

REASON NO. 32
No expense or effort will be spared in the advertising
campaign heralding this important motion
picture. THE BEST OF EVERYTHING
WILL INDEED BE GIVEN THE MOST
AND THE BEST OF EVERYTHING!
Propose End

(Continued from page 1)

the stockholders. It points out that of July 1 there was still to be repaid approximately $5,000,000 for a cost of opening and equipping arena theatres and for production sets of the latest Cinerama productions, and for losses incurred in certain theatres.

As of the same date, only 13 of the final 27 domestic Cinerama theatres were still operating. Of these, 10 were exhibiting "South Seas Adventure," the last Cinerama picture and it is expected that many of these will terminate Cinerama exhibition by fall. Of 16 Cinerama theatres opened in foreign countries, 13 are still operating. Three of them are the last Cinerama picture.

See "No Future Potential"

C.P. stockholders are told: "Insuch as Stanley Warner has ceased production of new pictures, and in view of the large amount still to be repaid by the studios and by the company, the company can participate to the extent of per cent in the profits, we believe there can be no future Cinerama potential for your company in its current form. Dissolution with Stanley Warner." Broadening the business purposes C.P. cannot be advanced until the proposed arrangement with S-W is consummated, the stockholders are told. It is noted that if the plan is approved, C.P. will have authorized an unissued stock in the amount of 55,000 shares and 10,000 shares of senior stock.

If the holders of more than five percent of C.P.'s outstanding stock, 51,725 shares, object to the plan, demand payment for their stock, and S-W or C.P. have the right to reject the agreement. If approved by stockholders in sufficient numbers, the agreement would take effect on the day of the annual meeting.

Slate 7 for Reelection

Nominated for reelection at the annual meeting of the company are Leonard E. Edelman, Theodore Kupferman, Irving N. Margolin, Aales B. Ripley, Joseph L. Skozen, J. Stevens and Mulo J. Suttiliff. C.P.'s profit and loss statement for eight months ended June 30 was gross income of $83,891 from distributive share of theatre income, and $759 in interest. Expenses amounted to $74,953, leaving a profit of $8,997. The balance sheet shows assets of $82,205 which, if the approved plan is approved, would be increased by the $50,000,000 to be received from S-W.

acquires Rights to ‘Taos’

Jack M. Warner Productions, Inc., acquired an option on screen and television rights to the recently published novel, "The Taos," by Irwin M. Ucker. Jack M. Warner Prods. was med recently by the young producer, in association with Samuel Schniefer and David Richman. They said a director and star is being sought.

REVIEW:

The 30-Foot Bride of Candy Rock

HOLLYWOOD, Aug. 5

THE LATE LOU COSTELLO, Dorothy Provine and Gale Gordon are the leading figures in a science fiction comedy, developed from a story idea by Jackabin and Dona Black, who, with Louis DeWitt also created the special photographic effects.

Costello portrays an indigent rubber collector in love with Miss Provine, niece of Gordon, who owns or controls every business in the town of Candy Rock except Costello's.

In the screenplay by Rowland Barber and Arthur Ross, drafted from a story by Lawrence L. Goliman, Costello invents a machine from bits of rubbish which he calls "Max." The machine reacts to the personality of the inventor and performs wishful miracles when the comedian puts it into the proper frame of "mind."

The far-fetched comedy is drawn from situations affected by Miss Provine's growth to a 30-foot woman when she enters a mysterious canyon called Dinosaur Springs. Gordon misconstrues Costello's explanation of Miss Provine's growth and insists that he marry her.

Special effects bid for laughs during the marriage ceremony, the honeymoon night, breakfast the following morning with his difficulty in handling the pots and pans; and an army unit on maneuvers who mistake her for another planet.

Miss Provine leaves her mountain hideout and makes an appearance in Candy Rock, frightening the town and endangering her uncle's chances for political ambitions. Costello pleads with "Max" to reduce his bride's size. Everything returns to normal, but the fadeout shows Costello's dog grown into giant size proportion.

Sidney Miller directed for executive producer Edward Sherman and producer Lewis J. Rachmil.

This will need strong support to register at the box office.

Running time, 75 minutes. General classification. Release, in August.

SAMUEL D. BERNES

‘Tingler’ Bows

(Continued from page 1)

ing the Halloween-type out-front laboratory, three 3,000 people stayed on through the wee hours to fill the theatre to capacity and scream their way through the debut of the new Perceval film produced by Castle, who was on hand for the event. Some 100 policemen were on hand to restrain the crowds.

The entire block in front of the theatre was roped off for the special "Dance of the Tingler" party, hosted by Dick Osgood, which highlighted the prescreening festivities. Green skyline lights and green marquee added to the spooky atmosphere.

Kreisler to UA

(Continued from page 1)

picture association was with Loew's International, where he worked for 12 years as a writer and editor. He also has written information booklets and special material for the Voice of America and has done film titling for major film companies.

Kreisler served four years in the Air Force during World War II. Prior to that he was a reporter for the Bronx Home News.

'Disciple' Opens Aug. 20

United Artists' "The Devil's Disciple" will open on Aug. 20 at the Astor Theatre here.

Hospital Drive

(Continued from page 1)

pected by the five downtown Pittsburgh deluxe theatres the Fulton Harris, Penn, Stanley and Warner, with only the Stanley having completed its collections. The other four theatres are continuing audience collections for the length of current engagements.

"100 per cent cooperation" was pledged by Ted Mansos, for his 18-theatre Maris-Circuit. Ernie Stern made a similar pledge for the Associated Theatres, including both drive-ins and conventional houses.

In all Pittsburgh area theatres and drive-ins, collections are being taken during the playing of top attractions and are continued throughout the length of the engagement, with one week the minimum.

Princess Awarded

(Continued from page 1)

will film an adaptation of the best-selling Book, "Murder Inc.," written by Burton Turkus and Sid Feder. Turkus, as Assistant District Attorney, brought several members of the national crime syndicate known as Murder, Inc., and sent all seven to the electric chair.

Princess purchased film rights to the book several months ago, but wasn't free to use the title until now. President of Princess is Burt Balaban, who will produce and film with Larry Joseph.

National

PRE-SELLING

RICHARD MAREK writing in the August issue of "Mail Call" still how "Middle of the Night" left a strong and lasting impression on him. In his opinion the message of the film—that love, no matter how painful, is still an essential part of life—is sensitively conveyed. This Columbia film is a realistic, often funny, often touching picture of "ordinary" people with complex problems. Faddy Chayefsky, and Delbert Mann have made their best movie since "Marty."

"North by Northwest," Alfred Hitchcock's new MGM production, is reviewed in the August issue of "Look."

According to the reviewer, situations in this film are nightmare real. The development concerns a long chase in which Cary Grant who plays a New York advertising executive, is mistaken by enemy agents for an F.B.I. man. Grant's efforts to avoid being killed and his entanglement with the enemy leader's mistress provide the picture with romance and comedy as well as suspense. This MGM film opens at Radio City Music Hall today.

Lee Remick, who portrays the flirtatious wife in Otto Preminger's "Anatomy of a Murder," was the cover girl for the Aug. 2 issue of "This Week."

Roberta Ashley has written a cover story on Lee Remick for this issue and thinks she has a good chance to receive an Oscar nomination for her part in "Anatomy."

Pat Boone, star of 20th-Fox's "Journey To The Center of the Earth," is spotlighted in an ad for Slacktime Casuals appearing in the Aug. 3 issue of "Life."

Grace Kelly, cooling off in the blue Mediterranean Sea with her two children, appears on the cover of "Look's" Aug. 18 issue. An intimate report of her family life in Monaco is in the same issue.

Edward G. Robinson, one of the stars of "A Hole in the Head," is quoted in "Seventeen's" July issue saying "Nobody knows that I did light comedy on Broadway long before I ever picked up a Hollywood machine gun."

"Don't Give Up The Ship" with Jerry Lewis receives a laudatory review in the August issue of "Good Housekeeping."

"Anatomy of a Murder," "Pony and Bess," "The Big Fisherman," "North by Northwest" and "The Horse Soldiers" were given excellent review ratings in the September issue of "Photoplay."

WALTER HAAS
NBC-TV Will Present More Than 200 Specials in 1959-60 Season

The NBC Television Network will present more than 200 special programs during the 1959-60 season, said to be the greatest monthly schedule of specials ever scheduled by any network. Plans for the new season

 Favor Publicists in TV Trailer Dispute

 From THE DAILY Bureau
HOLLYWOOD, Aug. 5. — Arbitrator Earl J. Miller of the University of California has ruled in favor of the Publicists Assn., IATSE Local 818, in a dispute that is having with Warner Bros. over the making of trailers for Warner's TV films.

Miller's decision, which was made on a complaint by Warner Bros., was that Warner Bros. is violating its contract with the Publicists Assn.

Defends 'Big Profits' Of TV Contractors

 From THE DAILY Bureau
LONDON, Aug. 3 (By Air Mail).—The big profits of the Independent Television Authority program contractors were strongly criticized this week by the Parliamentary Committee on Public Accounts, bringing forth an immediate reaction from J. Spencer Wills, chairman of Associated-Rediffusion. Wills doubted whether commercial television in Great Britain would have started at all unless the original contractors had been granted, for a period of eight and three-quarter years, the whole of any profits which might be made.

Wills added that the only reason the contractors appointed since 1957 had made big profits, or indeed any profits at all, was that they were supplied with network programs by the four original contractors at a fraction of such programs' cost of production. The companies could not survive without external aid, Wills said.
MOTION PICTURE DAILY

NEW YORK, U.S.A., FRIDAY, AUGUST 7, 1959

TEN CENTS

Wheels Turning
MPA Ad Group Takes Up ACE Program Wed.

Presidents' Subcommittee, Ad Heads at First Session

The Motion Picture Association advertising subcommittee of which Joseph R. Vogel, Loew's, Inc. president, and John J. O'Connor Universal Pictures vice-president, are co-chairmen, will hold its first meeting at the MPAA offices here next Wednesday with ACE counterpart to consider subjects in the advertising area raised in the recent meetings between MPAA and the American Congress of Exhibitors.

MPA Committee members who will attend the meeting are Charles Einfield, vice-president of 20th Century-Fox in charge of advertising-publicity; Paul Lazarus, Jr., Columbia vice-chairman in charge of advertising-publicity; Roger Lewis, United Artists vice-president in charge of advertising-publicity, and Charles Simonelli, Universal Eastern advertising.

Cary GrantBoosts Film
Future to Eastern Press

Special to THE DAILY
HARTFORD, Aug. 6. — A rosy future for the motion picture industry was predicted by Cary Grant to an audience of 30 Connecticut and Massachusetts newsmen at a luncheon here this week.

"Nothing can outrank the motion" (Continued on page 4)

British Lion Confident Business
Will Show Improvement This Year

By WILLIAM PAY

LONDON, Aug. 4 (By Air Mail).—In spite of another difficult year's trading by British Lion Films, chairman Douglas Collins, in his annual report to stockholders, expressed every confidence that the films available for distribution in the current year will show considerable improvements over those available a year ago. He hoped that operating economies will ensure that revenue from distribution will cover distribution costs and overheads.

Collins also said that further losses may be avoided if current productions are profitable in balance, and the new provision for losses on films not released at March 31, 1959, is drawn from £210,000 to £80,000. Trading produced a profit of £43,903, against the previous loss of £105,745, but to the other charges an extra provision of £72,870 had to be added for losses on films not released at the end of 1957-58. As a result, the loss for the year was reduced only from £337,114 to £133,354.

During the year under review the modernisation programme at the Company's Shepperton Studios was

(Continued on page 4)

By WARREN G. HARRIS

inerama, Inc. fully intends "to be an important factor in the motion-picture and theatre world," president Edward E. Reeves told a special meeting of stockholders here yesterday, adding that the company is "at the start of a new era."

Cinerama can be "a very important factor in 40 to 100 theatres throughout the world," he declared, "but our objective is not to

(Continued on page 4)

Boston Sturges Dies
Heart Attack Here

Irving Sturges, noted motion pic- producer, director and writer, died early yesterday after suffering a heart attack in his room at the Algonquin Hotel here. Sturges would have been 63 years old on Aug. 29. Sturges achieved his first major success in the entertainment world on

(Continued on page 4)

'Frank' Films Scored
In Detroit Newspaper

Special to THE DAILY

DETROIT, Aug. 6. — "Frankness?" of some of Hollywood's current films has come under attack in a series of three-page articles that have run this week in the Detroit News. General thesis of the stories is "How far can you go?"

One of the articles predicts a strong public reaction to "smut-films" and asks "Can Hollywood keep its house clean with a riddled broom?" The writer also scores what he calls the industry's "fuzzy interpretation" of its Production Code.

Another article deals with advertising which it says is often "more objectionable that the film itself" and adds that it is "a very important factor in 40 to 100 theatres throughout the world." It predicts, "but our objective is not to

(Continued on page 4)

Competitors Unite
For News Break

Special to THE DAILY

NEW BEDFORD, Mass., Aug. 6.—Two exhibitors here operating first-run in opposition to each other joined forces to secure some good publicity in a local newspaper.

Morris Simms, city manager for New England Theatres, Inc., of the Olympia and Capitol Theatres, and Harry Zeit, owner of the State and Empire Theatres, got together to appe-

(Continued on page 6)

Film Importers Will
Name Exec. Committee

The Independent Film Importers and Distributors of America, Inc., new organization formed in June by representatives of 30 companies, will meet on Aug. 22 to elect a three-man executive committee from among the 19 members of its board of directors.

Decision to hold the election was

(Continued on page 6)

To Show 'Anne Frank'
At Venice Film Festival

"The Diary of Anne Frank," George Stevens' production for 20th Century-Fox will be shown at the Venice Film Festival on Sept. 6. It will be shown on an invitational basis as the concluding presentation of the festival.

The out-of-competition showing of

(Continued on page 6)

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Will Show Improvement This Year

By WILLIAM PAY

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During the year under review the modernisation programme at the Company's Shepperton Studios was

(Continued on page 4)

'Northwest' Sets New
Record at Music Hall

MGM's "North By Northwest," which opened at Radio City Music Hall yesterday, at press time was heading for an all-time record for an opening day at the theatre. Receipts up to 4 P.M. totalled $12,431, a new record for that time of day, and it was estimated that the final figure would be well over $30,000.
PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, who returned to New York from London on Wednesday, will leave here next week for Hollywood.

GUGLIO ASCARELLI, United Artists Continental advertising - public relations manager; KARL SCHEFFER, publicity head for Germany, and JOE POLE, publicity manager for Great Britain, will arrive in New York at the weekend from abroad.

Maurice R. Silverstein vice-president of Loew's International, will leave New York today for the Coast.

AMERICO ANDA, Universal Pictures foreign general manager, will leave here over the weekend for Europe.

ROBERT GORG, Columbia Pictures studio executive, has returned to New York from the Coast for conferences with home office officials.

MRS. MARY JARVIS, secretary at National Screen Service, Atlanta, has returned there from Florida.

DENNIS J. RICH, of the Stanley Warner Company Theatre, Hialeah, is a patient at Bethesda Hospital.

MARIA CHANDLER, booker for United Artists in New York, has left there for a vacation.

VINCENZO MINNELLI, director of M-G-M's forthcoming "The Bells Are Ringing," Preston Tucker, art director, and WILLIAM MCGARY, assistant director, have arrived in New York from the Coast.

BARNETT GLASSMAN, president of Pathé News, will return to New York at the weekend from London.

JOYCE SELZNICK, Columbia Pictures Eastern talent executive, will arrive in Hollywood tomorrow from New York.

WILLIAM REICH, general manager

NEW YORK THEATRES

AMERICAN TELEVISION AND RADIO CITY MUSIC HALL

CARY EVARINE JAMES GRANT SAINT MASON "North by Northwest"

An M-G-M Picture in VistaVision - Technicolor (C) 1958 A.M.P. A.

GARAGE & GOLD DUST ORCHESTRA - "SUMMER FESTIVAL"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fox, Advertising Manager; Gus H. Fawell, Production Manager, TELEVISION TODAY, Charles S. Astrom, Editorial Director; Pinky Herman, Vincent Candy, Eastern Editors. Rights to this Material Reserved. All Right Reserved. Copyright 1958 by The Quigley Publishing Company, Inc., 1237 Sixth Avenue, Rockefeller Center, New York, 20, N.Y.

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MPAAd Group

(Continued from page 1) public-relations director and chairman of the MPA advertising-public relations directors committee.

Members of the MPA advertising-public relations directors committee are: Max A. Cohen, independent theatre owners' association chairman; Harry Mandel, Manager, Trade Theatres; Harry Goldberg, Star Theatre, N.Y.C.; and Ernest Endris, Loew's Theatres.

Simonielli Outlines Agenda

Simonielli reviewed and reported on the committee's activities during the past month and the main theme of the meeting was the continued efforts of the MPA Advertising and Public Relations Directors Committee to improve the motion picture business. The meeting was held at the Loew's Theatre in New York City.

Beer-and-Wine Report Planned

A report that beer and wine will be served at the MPA board meeting was presented by Simonielli. The report was approved by the MPA board of directors.

Screen 'Yesterday'

PHILADELPHIA, Aug. 6. - A special screening of Columbia's "Yesterday's Enemy" will be held here Saturday for the American motion picture showmen of the China-Burma-India Veterans' Association. The film deals with the British retreat in Burma during World War II. Members of the Association who will be present include: U.S. Senator Joseph Clark of Pennsylvania and Col. "Pappy" Boyington.

Costa Wadsten Dies

Costa Wadsten, M-G-M manager in Sweden since 1951, died yesterday in Stockholm. The company was advised by cable. He was 54 years old. A veteran film man, Wadsten, entered the business 37 years ago. He had worked as producer, salesman and manager with various American film companies before assuming the top post with M-G-M.

Wm. "Blue Ribbon" Wins' Blue Ribbon" won the 1959 American Film Festival for "Blasting Vibrations, Cause & Effect." The film is an independent production produced by Frank C. Cagle Films, Inc., with sound by music of Musiflex co.
WARNERS' TRAVELING SALESMEN FOR 'YELLOWSTONE KELLY'

Millions and millions will see 'em on their twin 2950-mile personal 'sell' tours starting August 15th. Thirty-four cities and all surrounding areas covered with gala press uncheons and dinners, mass interviews and saturation appearances on radio and TV. It's just one of the ways in which Warners are going all out to tell 'em all how big they are together on your big theatre screen!

Clint Walker • Edward Byrnes • John Russell

YELLOWSTONE KELLY

Ray Danton • Claude Akins • Rhodes Reason • Andrea Martin

Screenplay by Burt Kennedy
Directed by Gordon Douglas

TECHNICOLOR®
Cinerama, Inc.

(Continued from page 1)

The Bat

Liberty—Allied Artists

Hollywood, Aug. 6

The initial venture for Liberty Pictures, in which former RKO Studio head C. J. Tevlin and former exhibitor Sam Dembows, Jr., are associated, shows boxoffice potential. It is a new treatment of a proven property, which evolved from Mary Roberts Rinehart's classic 1926 novel, "The Circular Staircase" through other film versions as well as a highly successful stage play by Miss Rinehart and Avery Hopwood. There are plenty of sure-fire situations and suspense in Crane Wilbur's screenplay and direction to satisfy thrill-seekers.

Producer Tevlin has fortified his production values with the casting of Vincent Price and Agnes Moorehead in the lead roles, with capable support by Gavin Gordon, John Sutton and Lenore Lane. A musical score by Louis Forbes, which features "The Bat" theme played by Alvin Rey adds impact to the eerie subject.

The audience will be playing "who-done-it" roulette as Price, Gordon and Sutton all become suspected of being a maniacal hooded killer known as "The Bat," who uses the flying mice to frighten his victims as well as a talon-like clawed glove to kill them. Miss Moorehead portrays a young California woman who once was a surroge or home. The laurel—Hanker Stephens to do some writing. Most of her household staff leave her, fear.

rung rumors that "The Bat" is in the area. Sutton, whom she hired as a chauffeur, doubles as her butler.

Gordon, chief of detectives and director at Stephens' bank, learns of a million dollar theft in negotiable bonds. Mike Steele, bank cashier who uncovered the shortage, is suspected of the crime. Stephens, on a hunting trip with Price as his coroner as well as a doctor, discloses his theft and invites Price to share the loot if he will.

kill their guide and return the body as his corpse claiming death by accident. Price refuses and is forced to kill Stephens.

From here in Miss Moorhead's rented mansion becomes the scene of the Bat's activity, since it appears to be the logical hiding place for the dead man's cache.

Miss Moorhead finds time to use the frightening events as material for a story, closing the final chapter after a series of killings which include Price; and the unmasking of the chief of detectives as "The Bat," when he is caught in a secret room in the house.

Running time, 80 minutes. General classification. Release, in August.

SAMUEL D. BERNs

Coast Production Up

(Continued from page 1)

Universal-International, two, and one each at Metro-Goldwyn-Mayer and Walt Disney. This brings the total number of pictures before the cameras to 31. None were completed this week.

Started: were: "Seven Thieves" (Can—Can) (Jack Gunnings Productions—Tod AO), "The Girl in the Red Bikini" (Edward L. Alpersen Production—CinemaScope) "The Rookie" (Associated Producers, Inc.) for 20th Century-Fox release; "Noose for a Gunman" (Premium Pictures for United Artists release), and "Ice Palace." (Warner Bros.).

Clarence Derwent, 74

J. Clarence Derwent, president of the American National Theatre and Academy, and former president of Actors Equity Association, died yesterday. He was 74. The well-known actor was the donor of the annual Clarence Derwent award given in New York and London to the best supporting performance by an actor and actress.

British Lion

(Continued from page 1)

completed and at this reporting studios are exceptionally busy. E effort is being made at Sheppen said Collins, to ensure that the company's services and that general efficiency of the studio's economy of operation can be of course compared to any other at the country.

Prefers Private Interests

British Lion is controlled by Government's National Film Finance Corporation, which, according to its annual report the last month stated: "The NFCC has ceded that the management of British Lion must be given adequate interest to make the Company profitable. No negotiations for sale of the NFCC's interest in British Lion are in progress but it never the less remains the opinion of the NFCC that an appropriate investment for the NFCC and that relatively the shares in British Lion should be held by suitable private interests."

Preston Sturges Dies

(Continued from page 1)

Broadway in 1929 as a con titled "Strictly Dishonorable," then went to Hollywood as a writer and soon became a director and producer of films.


Sturges left Hollywood 10 years ago for New York and Europe. After several pictures in France, before his return return to the U.S. At the time of his death he was looking for a farce called "I Believe Zozo."

'Porgy' Raises $10,000

(Continued from page 1)

League, was a complete sellout in advance of the opening. The be production exceeded in air-conditioning equipment in hospital's operating rooms.

Massachusetts Governor and Foster Furcolo and Boston Mayor Mrs. John B. Hymes were among leading government dignitaries present. Mrs. Furcolo, chairman of the benefit committee and president of the Hospital, honored Mrs. Del同时 "Porgy and Bess" which was awarded and George Gershwin to the famous opera.

128 'Devil' Bookings

"Devil's Disciple," United Art will open in 128 key areas across country during the next four wo
ALLIED ARTISTS delivers the No. 1 boxoffice property in all mystery history! "THE BAT"... brought to the screen with the outstanding showmanship know-how of C. J. Tevlin and Sam Dembow, Jr. ... and the company that gave you "House on Haunted Hill"!

ALLIED ARTISTS presents

starring

VINCENT PRICE • AGNES MOOREHEAD

with Gavin Gordon • John Sutton • Elaine Edwards • Darla Hood • Lenita Lane

Produced by C. J. Tevlin • Crane Wilbur • Crane Wilbur • Mary Roberts Rinehart • Avery Hopwood

"THE BAT" ALVINO REY'S CAPITOL RECORDING ... FAST BECOMING ONE OF THE RED-HOT ONES WITH THE DISC JOCKEYS ... ANOTHER BIG PLUS FOR THE PICTURE!
Television Today

Who’s Where

Burt Rosen has joined the New York sales force of Official Films, Inc. as an account executive. He formerly was a partner in Berton Productions, an independent television packaging house.

Burt Nodella will join Screen Gems within the next few days as assistant to Irving Brickin, vice-president of Columbia Pictures and director of all production activities for the company’s TV subsidiary. Nodella is leaving ABC-TV, where he headed network program development.

MPO Television Films, Inc., producer of filmed commercials, has added two staff production coordinators. They are Philip Frank and Philip Donoghue.

Flemingo Films has added five men to its sales staff. Arthur Cross, recently appointed vice-president in charge of syndicated sales for the company, returned from a cross country trip after holding conferences with the company’s new representatives, who are John Fugate, Barney Mackall, Robert Thorne, George Gilbert and Stan Byrnes.

Christmas at Circus’ Set as CBS Special

“Christmas at the Circus,” starring the famed Ringling Bros. and Barnum & Bailey Circus, will be presented Thursday, Dec. 10 (7:30-8:30 P.M., EST), as the first of the CBS Television Network’s Christmas specials. The hour-long variety program will be sponsored in part by Remington Rand, Inc., represented by Young & Rubicam, Inc.

William Hammerstein will produce and Byron Paul will direct “Christmas at the Circus,” which will originate in the Miami Auditorium, Miami, Fla. The production will feature all of the performers, animal acts and huge menagerie of “The Greatest Show on Earth.”

Blue Bonnet Bowl Set Over CBS December 19

The first annual Blue Bonnet Bowl, to be played at Rice Stadium in Houston, Tex., on Saturday, Dec. 19, 1959, will be telecast on the CBS Television Network, it was jointly announced by William C. MacPhail, director of sports for CBS News, and Elvey Smith, president of the Greater Houston Bowl Ass’n.

The newly-formed bowl game, which will feature two top-ranking independent football teams, is named after the official flower of Texas.

Film Importers

(Continued from page 1)

made at a meeting of the board here this week, it was reported yesterday. As soon as the executive trio is elected, it was said, they will appoint seven committees to carry out the basic aims of the organization. The committees will include ones on membership, censorship, public and publicity, and public and publicity, and trade practices, foreign affairs, and festivals.

The first assignment of the membership committee, it was reported, will be to consider ten more applicants for membership on the board of directors. Presently on the board are Conrad Baker, Thomas Brandon, Richard Brandt, Jack Ellis, Daniel Frankel, Max A. Goldberg, Jean Goldwurm, Richard Gordon, Joseph Green, Allan H. Halpern, Franklin Hays, Edward L. Kingsley, Geneveline Levine, Ilya Lopert, Fae Miske, Muriel Podhorzer, George Roth, and Sanford Weinman.

At its meeting this week the board passed a resolution expressing the profound sadness of its members upon the passing of Jean Benoit-Lewy, the French documentary producer.

‘Big Circus’ Grosses In N.E. Reported Big

Top grosses for the Irvin Allen production, “The Big Circus” in three New England engagements were reported yesterday by Morey R. Goldstein, vice-president and general sales manager of Allied Artists.

The three openings were at the Capitol Theatre in Worcester, Mass., with a first-day gross of $1,260, the Paramount Theatre in New Haven, Conn., with $1,021, and the Fall River, with $753, a first-day figure of $941.

Meanwhile, at the Roxy Theatre in New York, the third day’s take was $7,725, topped by almost $1,000 the figure recorded on the Wednesday of the second week.

Capone’ in Record Gross

Allied Artists’ “Al Capone” racked up a tremendous figure of $142,454 on Wednesday, the first day of its New York saturation engagement in 69 theaters, Morey R. Goldstein, vice-president and general sales manager of the company, announced. Of the overall gross $75,000 came from 28 RKO theaters participating in the saturation booking. This was said to be one of the best opening days the circuit has recorded in the past 20 years.

‘Tinnger’ Brings $5,700

DETOIT, Aug. 6—Columbia’s “The Tingers,” pulled up a huge gross of $5,700 for the opening day of its world premiere engagement at the Broadway Capitol Theatre here. The opening was the biggest opening of any Columbia film this season in the theatre and the biggest week-day opening at the Broadway Capitol in five years, it was reported.

Hamrick Starts New Theatre in Portland

PORTLAND, Ore., Aug. 6—Hamrick Theatres has started construction of its new theatre with opening scheduled for early fall. Plans call for a 55-seat spot featuring 650, az modern store. Katherine Hamrick will be executive manager.

Competitor

Continued...

neal to the roaster of the 'Bedford Standard-Times for an in- tational spread of forthcoming pro- ducts. Their efforts were rewarded w- on Aug. 10, the roaster section carries with a double-page spread head- "Top Movies Due in City," with shots from scenes of 12 different films plus several smaller cuts of the 47 films the theatre will show this fall.

This is the first time that type of public relations has been granted by the editors of the paper. Twice before when these enter- prise efforts were believed they had a special product to sell the put the owners of the Standard-Times operated with a big roaster display.

Copy in the new display runs "... thanks to a succession of drawing films from the studios of Hol- lywood, Ahead for Greater-Bow- the gardens are a number of exciting and appealing movies. Steady-ris- caliber of films has brought a boom increase in attendance in theaters, clare two men who are in a position know..." before the neck speak-H. Zetz of Zeitz Theatres and Mor- Simms of New England Theatre. Weekly attendance is expected to $80,000 this summer, both by note, with films such as the ones it in New Bedford at the Olympia, Star Capitol and Empire Theatres destin to keep that attendance figure high.

To Show ‘Anne Frank’ (Continued from page 1)

“Anne Frank” will make it one the most widely viewed festival pre- sentations. It has been shown at Cannes Film Festival and will shown at the Moscow Film Festival.

Canadian Pioneers

Set Annual Golf Fete

Special to THE DAILY

TORONTO, Aug. 6—The annual golf tournament of the Canadian Pup- Ture Pioneers will be held Sept. 22 with Dan Kendrel, the overall men- chair. Laurie Mackie is handling go- chores, Al Perly, cash con- tributions, Andy Roome, Norm Rae and Hilda Cunningham, prizes, Joe Bel- bick and Bill Foreman, ticket sales. Harry Sullivan and Chuck Sween- footed hares, Clot Friedman, hot- raffle, Fergus Martin, dinner and bar arrangements.
What's the best way to SKIN A CALICO CAT?

OR—re-phrasing the question—what is the best way to release a picture in 16mm color? That's the problem!

Actually, there are 9 methods of skinning this particular cat, each has a different cost, each has different technical pros and cons. All assure effective results. Advising the industry in situations such as this is a daily service of the Eastman Technical Service for Motion Picture Film.

Offices located at strategic points. Inquiries are invited.

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Hell-Raisers All...
AND ALL SET FOR RED-HOT BOXOFFICE ACTION!

BURT LANCASTER    KIRK DOUGLAS
AND
LAURENCE OLIVIER
GEORGE BERNARD SHAW'S
THE DEVIL'S DISCIPLE
MPAA-ACE Group Can’t Make Trade Practice Commitments for Companies

Distribution sources have made it clear again that no committee or subcommittee engaged in the current Motion Picture Association-American Congress of Exhibitors conferences is empowered to make any commitment which would be binding upon a company in the area of competitive trade practices.

Although it had been previously stated by distribution sources that MPAA-ACE conferences could make no commitments in the competitive trade practices area, the subject was re-

 globalization continues - the imaginary in precision con nection now be made with the Deut sche bank, it has been announced, and with the Bank of America.

Global Policy for UA Major Films

Most of the major product of United Artists will be released world-wide on a simultaneous basis, it was announced at the weekend by Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board. They made the policy statement emphasizing “global thinking” on the eve of the company's first intercontinental promotion conferences which get under way next month.

(Continued on page 4)

To Make Plans for ‘Beach’ Tomorrow

Global promotion plans for the 22 simultaneous world premieres of Stanley Kramer’s production “On The Beach” on Dec. 17 will be formulated tomorrow at the second session of United Artists’ international conference, it was announced.

Producer-director Kramer will address the meeting and the work ses-

(Continued on page 2)

un. MPTO Had Good Legislative Record

Special to THE DAILY

SW HAVEN, Aug. 9.—Of nine bills affecting theatres or films in the Connecticut house the last one of the legislature, none was passed.

(Continued on page 6)

EVISION TODAY—page 6

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR!

L.L. LABORATORIES, INC.

NEW YORK AND HOLLYWOOD
U. S. Film Guaranty Program Is Cut to $1,550,000 for Current Fiscal Year

By J. A. OTTEN

WASHINGTON, Aug. 9.—The government's Information Media Guaranty Program for national picture companies during the current fiscal year will be slightly below the level for last year. According to Robert Beers, U. S. Information Agency official in charge of the program.

The reduction is due to Congressional cutbacks in the appropriations requested. The film guaranty program will be allocated $1,550,000 for the fiscal year that began July 1, compared with $1,650,000 for the fiscal year that ended June 30. Beers pointed out, however, that the film program is being reduced proportionately less than other media programs. The total allowance for all media was reduced from $8,800,348 last year to $8,595,000 this year.

Convertibility Guaranteed

The program guarantees film producers, book publishers and others the convertibility of certain earnings in a foreign country.

The film program during the current year will cover the same four countries as in previous years, Beers said. These are Poland, Turkey, and Viet Nam. However, due to the reduced allotment, U. S. 1. A. will not be able to carry out its plans to cover new countries this year. Beers said the film allotment would provide full coverage for film company earnings in Poland and Yugoslavia and partial coverage in the remaining two countries.

Mayfair to Remove

(Continued from page 1)

Many features will be removed, it was learned at the weekend.

The Soviet engagement ends today at the Mayfair, and the removal of equipment is expected to take about two weeks. It is reported that "several things are in negotiation" for presentation at the theater, but that no deals have been definitely signed.

Just prior to the Soviet leaving the Mayfair had been principally showings of European films, although the theater played first-run product since being dropped by the Brandt circuit in 1957.

'Huck' Popular Abroad

Producer Samuel Goldwyn, Jr., in the midst of a search for a boy to play the lead in "The Adventures of Huckleberry Finn," notes that the American classic has tremendous following following abroad, too. Among the thousands of letters received at MGM from boys and parents regarding potential candidates for the role of "Huck," many have come from France, England, South Africa, Ireland, Scotland, Italy and Mexico—in addition to all but two states of the Union.

Sidewalk Phones in Detroit

Offer 'Room 43' Plug For

Special to THE DAILY

DETROIT, Aug. 9.—The girl season is in full bloom here. Last week a battery of telephones on a black velvet-covered table outside Ford Theatre piqued the curiosity of many women. One of the phones, immediately played back a dramatic section on sound track from the top half of current show, "Room 43." The purpose was to bring up an instrument in the office of managing director B. Bothwell.

31 Pitt. Theatres As

To Join in Basle Sur

Special to THE DAILY

PITTSBURGH, Aug. 9.—The owners of 31 theaters in the Pittsburgh district appeared last week before Judge John W. McIlvaine of United States District Court for Western District of Pennsylvania, to discuss the question of permission for certain foreign companies to operate in the city in competition to the local circuit's business. The matter is pending before the court for resolution in the near future.

The exhibitors claimed that both local and national concerns have "pretended compliance" with McIlvaine's decree in "Beach" week. It is said that local companies have spent large amounts of money in an attempt to secure the right to show foreign films, but have been unsuccessful. The question of permission for the foreign companies to operate in the city is one that has been pending before the court for some time.

Charge Delays Created

They asserted that this was "proof that the city is not doing its job" and that the city and county need to work together to make sure that the city is doing its job. They also claimed that the city is not doing its job and that the city and county need to work together to make sure that the city is doing its job.

Skouras-Soviet

(Continued from page 1)

The plans to import 'Beach' and other films from the Soviet Union for distribution in the United States will be discussed at a meeting of the executive committee of the Motion Picture Exhibitors of America, which meets in New York City on Oct. 1. The meeting will be attended by such film industry officials as Louis B. Mayer, President of United Artists Corporation, Harry C. Gunther, President of the National Association of Theater Owners, and William A. Wellman, President of the Motion Picture Association of America, among others.

**The Buzz that Builds Biz!**

**MR. HOLLYWOOD MOVIE BEE TRAILER**

Contact your local NATIONAL SCREEN SERVICE EXCHANGE
Local Policy

(Continued from page 1)

a joint message to UA personnel throughout the world, Kim and Benjamin ared, "In the distribution of films, we think of the world as one hot. Most of our major films today marks a release in at least 35 countries on a world-wide basis. The time lag of months or more that used to separate the marketing of films in domestic and foreign territories no longer exists."

UA executives cited the district and promotion patterns for "Moon and Sheba" and "On the Left" as examples of this new policy. Edward Small's "Solo and Sheba" will be playing both here and abroad around Christmas. Global premieres for Stanley Kramer's "On the Beach" will take place simultaneously in 22 major cities of the world on Dec. 17.

Activities Being Unified

With the consolidation of the id's market, the message continues: "We are unifying our domestic foreign activities in promotion sales to develop this vast potential."

Through an overall pattern of all promotion and cross-promo, we are hopeful of maintaining upward growth momentum. At the conferences, there is a heavy emphasis on keynotes by Arnold Picker, vice-president in charge of overseas distribution, and vice-president William J. Heyman and Max Yagurstein. Robert H. Lewis, vice-president in charge of advertising, publicity and exploitation, is chairing first of the conferences to formulate global promotion and sales plans.

More than 75 top-caliber promotional and sales executives from both sides of the Atlantic will participate in the meetings. Morton Nathanson, director of international advertising and publicity, is supervising the conference program. Fred Goldberg, national director of advertising, publicity exploitation, will co-chair the sessions.

Home Office Officials Present

Home office executives participating in the meetings include James Velde, vice-president in charge of domestic sales; Louis Lober, vice-president in charge of foreign operations; Herbert I. Golden, vice-president in charge of operations; Bruce Boley, executive vice-president of Allied Artists Television; David V. Barr, executive vice-president of Allied Artists Records, and Morf Roth and Alfred Katz, foreign department executives.

Top foreign officials include Charles Sjo, vice-president in charge of German production; Leon L. Heim, Continental director of advertising and publicity; Karl Scheffer, public relations director; James, vice-president for Germany; Joe Pole, executive vice-president for Britain; Francis Winklos, European assistant to Max E. Youngstein.

promotion executives attending include: Samuel Cohen, foreign publici-

ty manager; Burt Sloane, publicity manager; Maurice Segal, West Coast publicity coordinator; Joseph Gould, advertising manager; Mori Krushen, exploitation manager; Andy Albeck, foreign administrative manager; Harry Goldstein, assistant advertising manager; Al Fish, executive exploitation manager; Larry Schneider, assistant foreign publicity manager, and Val Coleman, assistant publicity manager.

The meetings continue through Friday.

Colt Firearms Sets

Tie-In for 'Trail' Special to THE DAILY

HARTFORD, Conn., Aug. 9.—The Colt Firearms Company announced here at the weekend a national promotion campaign tied into the coast-to-coast release of 20th Century-Fox's "The Oregon Trail." The promotion marks the first time Colt tie-ins have been handled in the United States, in which the Colt Company has ever participated.

The campaign calls for the Richard Einkel production to receive special attention in all Colt newspaper and magazine advertising during the next three months. The Colt frontier pistol figures prominently in the film. Fred A. Boe, president of Colt, vived again when the conferences announced that the subject of aid to small theatres may be one of the four sales projects that would be explored and reported upon to the main committees.

Only in the subject might discussions of trade practices arise. The other subject handled by the main committees are increased production, advertising and researching.

Trade sources believe that the sub-committee on aid to small theatres might very well be beyond the province of an MPAA or ACE committee to grant. The matter, it was emphasized, would be entirely between buyer and seller, if anything could be done.

All Seem Willing to Talk

All companies appear willing to discuss such subjects individually with their customers. But all are emphatically opposed to becoming specific in the presence of their own or their customers' competitors.

On the other hand, if such non-competitive subjects as orderly distribution of sales of films in groups and the like, are raised, whether or not the conferences wish to place them under the umbrella of trade practices, they are legally without significance and, hence, could become the subjects of general or specific understandings, some of which are legal.

The difference would appear to be one of terminology, what is clearly a trade practice and what is simply a non-competitive and unquestionably legal accommodation, even though the latter are loosely termed trade practices.

2 'Ben-Hur' Bookings

Two additional bookings for "Ben-Hur" were announced by M-G-M at the weekend. The film will have its premiere in Portland at the Roxy Theatre, with the opening to take place between Christmas and Feb. 1. The Southwestern bow will be in Dallas at the Tower Theatre.

flies to Oregon this week to participate in Wednesday's world premiere of "The Oregon Trail" at Portland which will be part of the state's Centennial celebration of its founding.

Colt also is planning for its national field force to join local theatres in setting up special displays of firearms in connection with playdates of "The Oregon Trail."
‘Solomon and Sheba’ is in the greatest DeMille tradition... the best in mass audience entertainment with master showmanship. Looks like UA will have the biggest show in town at Christmas!"—Earl Wilson, N. Y. Post
CBS News Forms New Special Show Unit

Formation of an additional Special Show Unit and the promotion of Av Weprin, a co-director of the unit, which was announced at the weekend by John F. Day, director of news for CBS News, as the division prepared for an expanded schedule of informational programming.

Day said the new unit will be one of the production teams assigned to "CBS Reports," a series of hour-long informational broadcasts to be presented in prime evening time over the CBS Television Network, and be available for "news specials" as events warrant.

Joined Web in 1949

Westin advances from the post of associate producer to the director's chair of the Special Show Unit, which developed the news special as a flexible means of providing background and interpretation to major news stories on an as little as a few hours' notice. He joined CBS News in 1949, at the age of 19, and prior to his assignment on news specials, he served successfully as a news writer, reporter, news editor and director.

Warner-Lambert Signs For 'Person to Person'

Warner - Lambert Pharmaceutical Company, Inc., has signed for alternate-week sponsorship of the CBS Television Network's "Person to Person" series effective Friday, October 2, it was announced by William H. Hylan, CBS Television Network vice-president of sales administration. Warner-Lambert joins Pharmaceuticals, Inc., announced earlier as a sponsor of "Person to Person."

The new "Person to Person" series, with Charles Collingwood as host, will extend the format of the original program by means of weekly, video-taped or filmed "visits" with dignitaries and personalities in Europe and other continents of the world.

Rod Serling Signs New 3-Year Pact with CBS

Rod Serling has signed a three-year contract calling for his exclusive services with the CBS Television Network, it was announced by William Dozier, CBS Television Network vice-president, programs, Hollywood. Under provisions of the contract, Serling will develop new properties for the network through his Cayuga Productions, Inc., as well as create a number of scripts for "Playhouse 90."

Ethel Merman Show' Set As Ford Special

Ethel Merman has been signed to star in a musical variety presentation "The Ethel Merman Show," to be produced as one of the Ford special colorcasts due Tuesday night (9:30-10:30 P.M., NYT) over the NBC-TV Network during the 1959-60 season. Date for the show will be announced.

Robinson Recruiting Staff

According to executive producer Hubbell Robinson, "The Ethel Merman Show" will feature highlights in song and dance of Miss Merman's career— from her Broadway debut in "Gill Crazy" to her current hit performance in "Gypsy." An "all-star" staff for "The Ethel Merman Show," including producer, director and adapter, is now under consideration by Robinson's company, Hubbell Robinson Productions, Inc.

Spartanburg Council

(Continued from page 1)

Councilmen then proceeded to attack enforcement of the state law which had been carried out by city police for the past three months, but not on Sunday. For the past two Sundays, however, the city had used only one police officer for this purpose.

At a meeting last week, city councilmen voted to extend the city's "blue law" which would allow Sunday amusements and certain other specific businesses to operate.

Urges Amendment

Commissioner Hyatt said his idea was to amend the stringency of the state law which prohibited everything from Sunday operation in the city, and to anticipate possible revision of the state law in the future.

Councilmen voted the amendment to the ordinance was not accepted, however. City council, instead, gave second and final reading to an ordinance removing the city's "blue law." Effective now, therefore, there is no city governing Sunday activities.

Council members, anticipating criticism, pointed out that repeal of the city's "blue law" ordinance does not mean that the town is "wide open." Instead, the state law is still on the books.

However, Spartanburg City Council agreed to notify County Sheriff B. B. Brockman "frankly" that the city would no longer aid his forces in enforcing the no work section of the state statute in the city. Circuit Court Solicitor Allen Lambright, took note of this decision by the city.

"The city has adopted a policy that they are no longer going to enforce the state statute law, then some authority could be called in to protect the citizens of Spartanburg. The mayor and council are accountable for this decision," Lambright said.

Believes Sheriff Would Act

The solicitor said that he had not talked with sheriff Brockman, but he felt that the latter would not enter the city to enforce the no work law unless he were invited. "On the other hand," he added, "the sheriff would probably act in the city in the event there was a violation of the law prohibiting interludes and amusements (Sunday movies)."

Conn. MPTO

(Continued from page 1)

enacted that seriously affects the industry and several "frontal attacks" on the industry were defeated, Herman M. Lewis, executive secretary of M.P.T.O. of Connecticut, reports in a bulletin to members.

"We point with what we hope is pardonable pride our good record over the years in the fight against such abuses," the bulletin says. "However, we are never unmindful of the assistance that we have received from our members. We take this opportunity to express our gratitude for all of that help."

S.C. Theatres Will Stop Sunday Films

Special to THE DAILY

DARLINGTON, S.C., Aug. 9-Jack D. Fuller, vice-president of Fuller's Inc., announced that the Darlington theatre, which has been open for four Sundays, will discontinue Sabbath operations cause we have been unable to obtain a City Council permit.

Fuller explained that his company had regard the opening of his theatre in Darlington as a test of state's "ambitious and outdated" laws, but that the theathers are taken on the present action "because we believe no wish to violate a special state which states that Sunday movies in Darlington in any form is secured from the city council.

Decision Subjects to Change

Fuller added, however, that a decision to close is subject to change should the present situation be cleared by any court or legislative action in the near future.

Boehm is in Virginia.

The special program will be presented under the sponsorship of Bausch & Lomb Inc., of Rochester, N.Y., and the American Tobacco Company, New York, Inc., and is one of the many as four TV specials during the 1959-60 season, it is reported.

Bradt Opens Offices

Joseph A. Brandt, financial consultant specializing in investment services for the television film industry, has opened offices here at 230 West 57th Street. Brandt formerly was controller for the Motion Picture Assn. of America and vice-president in charge of finance for Cencus Industries.

Telemeter T6

(Continued from page 1)

the new cable system partly unground and partly on poles which is able to serve 13,000 Etnoboke in Darlington. A community, is expected to serve 40,000 households in the western section of metropolitan Tor- rell from the studio to be established at the corner of Royal York Road and Bloor Street West. By mid-summer, 5,000 households are expected to subscrib to the service.

Dr. Crouch is the ball with a one-week work before the end of the summer. Much of the process planning and engineering has already been done, he stated.

First of Its Type, He Says

"Our system will be the first type in the world," Fitzgibbons "Under our plan the subscribers pay only for programs they select.

Telemeter units, about the size of a small table radio, will be associated with the color television and wired into the special cables for work linking all the units in the studio. These units will take to indicate a credit when an over minute is made to keep a magnetic tape record of all programs viewed.

Channel 5—inactive in Toronto is the only channel on the TV set will be used, but Telemeter subscribers will be able to use three programs through their Telemeter units, operators, Trans Canada Tele- Ltd., a division of Famous Plays of London, offered 'baxed-out' sports events, concerts, operas and other "live" shows. An additional channel, known "barker" will give program and public information before the program.

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Decision Subjects to Change

Fuller added, however, that a decision to close is subject to change should the present situation be cleared by any court or legislative action in the near future.
Myers' Blast Steps Up Pace of TOA Feud

(Continued from page 1) indicate that some TOA gains that hurt may have been made.

A week ago, Meyer Leventhal, president of Allied Theatre Owners of Maryland, led off the attack, or more accurately, perhaps—the reprisal—by issuing a sworn statement charging TOA for having established an organization in Maryland. On July 13, 55 Maryland theatre owners formed a TOA unit with John G. Brown as president.

Not 'Biggest' Says Allied

Yesterday, the office of Abram F. Myers, Allied, charging TOA for general counsel, issued a five-page, single-spaced document rejecting TOA claims to supremacy or primacy in such areas as "biggest exhibitor organization," the one most actively opposed to "all TV," the champion of revised Paramount code consent decrees, the one to achieve orderly release of pictures, among the most effective in preventing the sale of post-48 films to TV, instigator of group insurance plan for exhibitors, and several other contentions.

"We are all familiar," he observes, "with the boasting of Kurschev and his Kremlin buddies—how Russians invented the telephone, the airplane, etc. But experienced exhibitors who have followed industry developments through the years will agree that when it comes to bragging and making extravagant claims, the Russians have been surpassed by TOA."

Points to Regional Groups

Myers expresses doubt about the soundness of a TOA claim that it is the "largest exhibitor organization in North America—the exhibitor's most potent voice." He enters the counter-claim that Allied regional associations include "a clear majority of the independent distributors' exhibitors." And as for TOA's voice, he says, while it may be the loudest, it is not the most potent.

TOA's "active units are almost all located in the South," he contends.

The Myers' document claims that the exhibitors' Joint Committee on TV will not be the disruption of the Joint Committee.

Myers challenges TOA to be specific about what changes in the Paramount contracts they are demanding—other than the right of divorced theatre companies to engage in film production, which American Broadcasting-Paramount Theatres and RKO Theatres already have the right to do. He calls the attention of drive-in theatre owners to the fact that divorced circuits were prevented by three decrees from expanding when the drive-in boom was on and now are required to justify proposed expansion to the pre-war courts.

"The Myers' brief adopts a raised-eyebrow attitude over TOA's purported claim that it secured "from all major distributors a pledge of more orderly release of films to end the holiday glut and rest-of-year famine." Indicating he was under the impression that it was Edward L. Hyman of AB-P'T who campaigned for orderly release, Myers observes, nevertheless, that "If we accept the (TOA) claim that such (distributor) pledges were given, then we must assume that the distributors acted in bad faith."

Critiques Hyman

He digresses to score Hyman for saying that numbers of pictures released are no longer important, because all companies are making better quality pictures capable of running longer today.

Hyman is carrying to the film companies the message that their pictures are so good there is no need for increasing the quantity, then he sees the condemnation of all small town exhibitors and their authorized spokesmen. It will be interesting to see if TOA will openly take issue with an official of the largest theatre circuit on this point which is of such great importance to the grassroots exhibitors.

Of an alleged TOA claim that by joining it an exhibitor can contribute to the "light" to prevent the film companies from releasing post-48 films to TV, Myers says: "Allied has kept the peace in a conscious effort to give ACE (American Congress of Exhibitors) a full opportunity to function without direct issues on which all exhibitors are united. If there is any chance of persuading the film companies on the basis of facts and logic, it is better business for them to hold out and to license it for a pitiful fragment of the original cost to TV, it is perfectly obvious that ACE can do a better job than TOA."

He takes up three other TOA "claims" which he says "answer themselves." One is that exhibitors are urged to join TOA to help carry through on the all-industry advertising campaign: another that TOA will "push" for an industry arbitration system, and the third, that TOA plans to maintain constant liaison with Washington.

Of TOA's group insurance plan, Myers said a similar plan was considered and rejected by the Allied board in 1954 as being impractical for small exhibitors.

George Kerastos, TOA president, at the weekend released comment on the Maryland Allied protest of last week saying that the Maryland exhibitors were the organization of their own choice, and no one was forced to join it. He rejected Leventhal's suggestion that steps be taken to dissolve the new organization.

TOA headquarters said Kerastos had not seen the Myers' document so could not comment at this time.

"Woman" on Car Cards

Trans World Airlines has announced it will supplement its current newspaper display ad campaign with a schedule of car card ads, with full picture credit, during September for Paramount's "That Kind of Woman," a September release. Residents of the metropolitan New York, Boston and Philadelphia areas will be exposed to the car card ads.
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Date
NAME
ADDRESS
U.A. Opens Global Promotion Meets Here; Top Executives Address Sessions

Keynoting United Artists first intercontinental promotion conferences here yesterday, vice-presidents Arnold M. Picker, William J. Heineeman, Mary E. Youngstein and Roger H. Lewis blueprinted a new era of unified domestic and foreign operations in both promotion and sales.

At the first of four days of meetings in U.A.'s home office, Picker, vice-president in charge of foreign distribution, cited the impact of today's foreign market in the creation of a single, world motion picture industry. Heine-man, vice-president, traced the growth of the "domestic" and "foreign" markets from almost two separate industries into the common identity which characterizes them today. Youngstein.

(Continued on page 4)

Compo B-B Group Will Meet Here Aug. 24

A meeting of the Compo business-building committee appointed at the last Compo executive committee meeting in May has been called for Monday, Aug. 24, at the Hotel Astor, by the committee's chairman, Ben Marcus, of Milwaukee.

Other members of the committee are Max Cohen, Ernest Stellings, Abe.

(Continued on page 2)

"North" and 'Scapegoat' Heading for New Marks

Metro-Goldwyn-Mayer's openings of "North by Northwest" and "The Scapegoat" at the Radio City Music Hall and Guild Theatre, respectively, continued their "blockbusting" perf.

(Continued on page 5)

The Devil's Disciple

Hecht-Hill-Lancaster—Brynnaprod, S.A.—United Artists

Hollywood, Aug. 10

George Bernard Shaw's lightning pen, here lampooning the British troops in their fight against the colonists in America, in the year 1777, has been well translated to the screen not only by John Dighton and Roland Kibbee's screenplay adaptation, but a combination of ingratiating performances by the film's gilt-edge marquee names, Burt Lancaster, Kirk Douglas and Laurence Olivier.

Its producer, Harold Hecht, having arranged for the film rights to Shaw's play with the estate of Gabriel Pascal, proves again he has the Midas touch. He has developed a wholesome comedy which demanded

(Continued on page 5)

Krim, Picker See World Plans Linked to New Era

"United Artists is throwing down the gauntlet to the rest of the industry in embarking on its international promotion policy," Max E. Youngstein, vice-president, said yesterday.

With Arthur Krim, U.A. president, and Arnold Picker, vice-president in charge of foreign distribution, Youngstein spoke briefly and pointedly at luncheon at 21 Club for those attending the four-day intercontinental promotion conferences which got under way at the home office yesterday.

"Our aim in making this move," Youngstein said, "is to be able to service our producers on the best possible basis, and to prove that we are the best advertising-publicity and promotion organization in the industry. Bluntly and belligerently—that's what this meeting is all about.

"If others want to drag their feet, fine. Or if they want to follow us, fine;"

(Continued on page 4)

Katz in Robinson Post As CBS Program Head

Oscar Katz, since 1956 vice-president of CBS in charge of daytime programs, has been named vice-president in charge of network programs, it was announced yesterday by Louis G. Cowan, president of CBS-TV. Katz succeeds Hubbell Robinson, who resigned last May.
**Compo Group**

(Continued from page 1)


The purpose of the meeting, Marcus explained, is to develop a national program for area business building programs such as the successfully conducted recently in Wisconsin. The campaign calls for harnessing of the industry's business building record with radio spot announcements on Columbia's news and features, he said, by exhibitors and distributors to exploit specific pictures.

Will Test Integration

The meeting, Marcus said, also will see how this program can be integrated with whatever plans are made by the MPAA-ACE committee on advertising recently appointed. Representatives of the MPAA-ACE advertising group have been invited to attend the Compo committee meeting Marcus said.

Five Radio Spots Set

**By Fox for 'Angel'**

Twentieth-Century-Fox is making available five separate fan spots to promote "The Blue Angel." The first of the 60-second spots will detail "all the attitudes of love" as portrayed by May Britt in the film. The spots will be heard on the sound track with Miss Britt and co-star Curt Jurgens. Another of the spots will be the narrative type, a repetition of the exploits of the film's sex, violence and drama. The fourth spot will call attention to color layouts of Miss Britt in "Life and Look" and the fact that she may now be seeing "The Blue Angel" at the local theatre.

Last of the five minute spots will introduce a small boy asking his mother if he can go to the movies to see "The Blue Angel," and that "sexy" May Britt all the neighborhood kids are talking about. In addition, there will be three thirty-second and three twenty-second spots made available.

Golding to London for

**Columbia’s 'Anatomy'**

David Golding executive in charge of publicity for Otto Preminger, leaves here tomorrow for London to work with Columbia Pictures on the European openings for "Anatomy of a Murder." From London, Golding will meet Preminger at the Venice Film Festival where "Anatomy of a Murder" will be shown to United States entry. Golding then plans to visit London where he will headquarter until "Anatomy of a Murder" kicks off early in October. He will be gone from six to eight weeks.

**Shows Sunday Film; Is Cited on 'Blue Law'**

SPARTANBURG, S. C., Aug. 10—Claude Rumley, operator of the State Theatre, defied the "blue laws" by opening for business Sunday night, and a capacity audience witnessed the first public showing of a complete Sunday movie in Spartanburg County since 1945.

Rumley was served a summons to appear in court on charges of violation of section 64-1 of the "blue laws." If convicted, he could be fined up to $20.

To Ask Jury Trial

Chester D. Ward, Jr., attorney for Rumley and a member of the Spartanburg County legislative delegation, issued this statement: "We don't expect to lose this case. We are going to ask for a jury trial and carry the case as far as necessary."

**Al Daff Returns to N. Y. From Worldwide Trip**

Al Daff, former executive vice-president of Motion Pictures, and Mrs. Daff returned to New York at the weekend, completing an around-the-world trip begun last January.

Daff spent several months in Australia, his native land, where he has investments in real estate and industry; then visited the Orient, India and Europe, returning to America by flying to England from California, via the Panama Canal. Al Daff is now returned motored from Los Angeles to New York.

**Meet's a 'Bismarck'**

LONDON, Aug. 10—Twentieth-Century-Fox's production "Meet's a Bismarck" will be shown at Tulipan, here on special assignment Lord Brabourne's "Sink the Bismarck" met with official of Her Majesty's Navy today to arrange for a film of British warships to visit key U. S. ports in connection with American openings of the film. The plan would have the British ships, carrying a colorful supporting cast, visit against the Bismarck during World War II, visit Boston, New York, Philadelphia and Norfolk. The boat would then sail up the St. Lawrence Seaway and become the first foreign Naval fleet to visit the inland ports of Chicago, Detroit, Duluth and Cleveland.

**'Denim' Gross Grows**

Twentieth-Fox’s "Blue Denim" maintained its box office strength in its world premiere engagement at the Victoria Theatre here with the second week showing surpassing the record according to the management of the house. The Charles Brackett production grossed in excess of $13,000 on Saturday and Sunday.

**WOMPI Award**

(Continued from page 1)

brought in the most members, a second public relations award. The donor of the international award will be Miss Mildred D. Dugas, who conceived the idea. Public relations award will be presented by Robert J. O'Donnell, vice-president and general manager, Interstate Circuits, the "father" of the Dallas WOMPI.

The kickoff of the convention, which will be held at the Bob Moog Foundation Sea Breeze, the magnificent meeting rooms of the WOMPI office and board of directors and a pre-dinner's forum. On Sept. 11, the sociedad members, club presidents as well as other groups, will convene for a special meeting in Chicago's Theater with the "father" of the Dallas WOMPI.

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Rogers Memorial Stressed

Considerable attention will be focused on the launching of an international project calling for the presentation of the accumulation from all the clubs of individual beauty savings for the Will Rogers Memorial Hospital Research Laboratory.

Another international project to discussed and reviewed is the save of eyeglass fantasies, which are dispatched periodically by the individual clubs to Eyeglass for the Needy, in New Jersey.

A full convention schedule includes sightseeing tours, open house in the association suite, dinner at the Chateau restaurant, a cocktail party sponsored by Tent 44 of the Variety Club and an installation banquet.

**'Tinger' Sets Record**

Columbia’s "The Tinger" gross a big $825,000 for the first five days at its world premiere engagement at the Broadway Capitol Theatre in Detroit. The company reported, this represented the biggest non-holiday opening at the Broadway Capitol in five years and the biggest opening any Columbia film in the history of the theatre.

**NEW YORK THEATRES**
“Hercules” is the big figure in the industry today—and is making maximum use of trailers. That’s because Joseph E. Levine, the smart showman in back of “Hercules,” knows trailers pull a lot of weight at the box office!

Says Mr. Levine: “There is no such thing as a ‘Herculean’ campaign without trailers!”
GLOBAL CONFERENCE. At the luncheon marking the first day of the United Artists global conference are William J. Heineman, Max E. Youngstein; Arthur B. Krim, speaking; Arnold M. Picker and Charles Smadja.

Says UA Takes Global Lead

(Continued from page 1)

"It is clear," he said, "that the film industry of today has grown into a global enterprise. We no longer have a strictly 'domestic' and a strictly 'foreign' concept in the old tradition. The big pictures of today are conceived and prepared for global audiences. It is only logical to carry through the marketing on the same way. This is the direction we are taking in order to realize the full potential of today's international market in terms of merchandising, sales and promoting." Assessing the company's new global look, Heineman reviewed the historic growth and merging of interests of what were once treated as two distinct and unrelated markets. He cited the growing liaison between domestic and foreign departments as contributing to the company's steady expansion in recent years.

Cites Record Grosses

Reporting on UA's continuing growth, Heineman announced that domestic grosses for the first six months of 1959 reached an all-time high of $21,842,000. Youngstein declared that UA is backing its global program with product in depth. He said that the more than 40 pictures valued at about $85,000,000 will underwrite the company's plan to reach and penetrate every major market of the world during the next year. "This represents the greatest concentration of top quality product now marketed by the company," Youngstein declared. "Our production experience in the past has taught us that there is a very real and vital potential for quality entertainment throughout the world. With cameras rolling around the world and international talents and properties figuring more and more frequently in our production plans, today's UA releases are ideally oriented for world consumption as they have never been before."

Describing the international concept in terms of the company's newly reorganized promotion department, Lewis declared that for the first time in industry history a comprehensive merchandising blueprint is being developed to meet the overall and specific needs of individual markets all over the world. He said that the intercontinental conferences will refine and adapt promotion materials and campaigns, including the use of radio, television, music, records, press books, field kits and photo layouts, to the needs and requirements of markets around the globe.

Directed by Nathanson

Morton Nathanson, newly-appointed director of international advertising and publicity, is directing the conference program. Fred Goldberg national director of advertising, publicity and exploitation, is supervising conference sessions with Nathanson.

"The appointment of Nathanson as director of international advertising and publicity," Lewis pointed out, "is an important step forward in our plans to unify our merchandising activity. The 'double standard' of domestic and foreign promotion has given way to a 'two-way street' involving a ready exchange of ideas, methods and techniques."

"On the Beach," Krim continued, "has done more international production than any other company. This reflects our policy of letting our producers choose their own production locales, wherever they may be.

"Moreover, the travel schedules of so many of our executives throughout the free world keeps this company well informed and, I am sure, sets something of an industry record."

Thinks In Terms of 150 Exchanges

"Thinking in terms of the domestic market and the foreign market is something we at United Artists are putting behind us. Our thinking, in terms of today's big pictures, cannot be limited to 32 exchanges in this country but, rather, must be of 150 exchanges around the world."

"Presently, 'Solomon and Sheba' and 'On the Beach' exemplify this clearly. 'Solomon and Sheba' will be released more or less simultaneously on an international scale and 'On the Beach' will have premieres in capitals around the world."

"It is a healthy sign of what's happening globally that we can think and act in these terms. The American motion picture is the greatest ambassador for our way of life that exists today," Krim said.

Picker observed that the brunt of the new program "falls in Youngstein's field, but what help Bill (William Heineman, domestic distribution vice-president) and I can give, we will, and gladly."

Points to Recent Promotions

Youngstein noted that the recent promotions of James Velle and Roger Lewis to U.A. vice-presidencies, and elevations of Fred Goldberg, But Skoune and others in the company's advertising-publicity organization, as well as the Nathanson appointment, all are a part of the international program and planning.

Of U.A.'s ad-publicity organization, he said, "We have more than tripled our manpower in the past eight years. We've backed it up with money. Our policy is based around the belief that a big manpower, give them the money to do their jobs, and don't second-guess them."

Kerasotes View

(Continued from page 1)

"I am not sure what I am fighting about. He doesn't like our new program and other things, and says so. If we have public criticism, we make of Allied, I wouldn't have Hyman (TOA's general counsel) at Allied, anyway to it, and I don't believe in the organization. He's out of line and I don't believe in it."

"I sincerely believe that all exhibitors are interested first in quality, he remarked. "Certainly, there is no adequate product, but more quality without quality will solve exhibitors' problems."

Edward L. Hyman, Amer Broadcasting - Paramount The vice-president, another target Myers' bulletin for having said in today's exhibition market quantity is more important than quality, likewise said in New York yesterday he did not wish to engage in argument with Myers.

"I have no intention of being in a personal argument with Mr. Myers."

"The exhibitors are interested first in quality, he remarked. "Certainly, there is no adequate product, but more quantity without quality will solve exhibitors' problems."

Clarifies Statement

"What I said was that the big national and small town theaters would have to do their ugliest to get the most of pictures that are in the market. For example, our theaters played 'Ten Little Indians' for two weeks and extended the other three weeks. That is aggravating up to 30 features on the old double features for two weeks."

Hyman pointed out that exhibitors of all types and local exhibitor organizations in many parts of the country, under the threat of an ever-continuing work for orderly distribution

"That's good enough for Hyman said."
the Devil's Disciple

CONTINUED FROM PAGE 1
ight, imaginative action for the screen to match the infectious dialogue, was accomplished by his choice of Guy Hamilton to direct and Jack Igdar for his expert camerawork.

Heading the co-starring cast is Janevette Scott, a delightful new face, so portrays the role of wife to Burt Lancaster, pastor in a small New Hampshire parish. Others in important supporting roles include Eva Gallienne, Harry Andrews, Basil Sydney, George Rose, Mervyn Johns and David Horne.

Joining Lancaster in a plum part, are Kirk Douglas, whose charming attempt for law and religion identifies him as the devil's disciple; andurence Olivier who plays the role of General Burgoyne with sardonic signation for the incompence of his men.

The film reaches its climax and makes its point when Lancaster disarms his minister and gives the simulated hangings instituted as warnings by the British against the rebels. Douglas holds a strange fascination for Lancaster's wife, who fears him. However he arouses her compassion when he is mistaken for her husband and yields to arrest even though he knows that he may eventu-
ally be hung.

Miss Scott, believing Lancaster, her husband, is a coward because when she reached him at Douglas' ailing mother's bedside to tell him of the devil's heroic gesture, he galloped off in an oil painting. In the courthouse, Douglas to be at his side during a diggled trial. The court martial is one of the film's highlights, as Douglas matches it with Olivier and his aide Harry Andrews. The scene crackles with na as when Olivier persuades Douglas to accept hanging instead of a threatened firing squad, since his men are such poor marksmen, "Half them would miss, and the other half would make a mess."

Miss Scott tries to defend Douglas by discrediting his bravado, but she has no effect on Andrews' decision to go through with a hanged man. An 11th hour appearance by Lancaster who had blown up a British ship in the interim checks the execution. Lancaster proves to Olivier that he has no chance of being aided by reinforcements, and that without his forces cannot win the war against the colonists.

Lancaster surprises his wife with his new role as a fighter. Confused by the conflict between her loyalty to her husband and the feelings she felt to display for Douglas, she starts to run away, but Lancaster stops her on his horse and dispels her fears.

Patterson Heads

(Continued from page 1)

Hollywood studio. He resigned his post as head of the William Morris Agency Hollywood literary department and will assume his new duties on Sept. 1. Following service with the United States in World War II, Patterson graduated from the University of California in Los Angeles with a Bachelor of Arts degree in English and with a Master's degree in Theatre Arts.

List Promotions

(Continued from page 1)

local U-I resident representative in Venezuela. He was previously manager for Ecuador. Luis Jimenez, head salesman in the Bogota, Colombia, office, has been named manager for Ecuador. Tieng Ho has been elevated to manager for Indonesia, from his position as acting manager.

Morton L. Stevens, 69

MARLBORO, Mass., Aug. 10. – Morton L. Stevens, 69, whose film acting career dated back to "The Student Prince" series, and is pointing for a record week.

Televison Today

NBC Eyes Foreign Theatrical Field For Net-Produced 'Bonanza' Series

By SAMUEL D. BERN

HOLLYWOOD, Aug. 10. -- "NBC is now in the film's pacific-building," Alan W. Livingston, vice-president in charge of programs for the net's Pacific Division, today told Motion Picture Daily, pointing out that the web's entry into filming its own series, apart from those supplied by outside packagers and producers, will be launched with "Bonanza," a full-hour western in color to be seen Saturday nights, 7:30 to 8:30, on the network starting Sept. 12.

David Dortort, NBC contract producer, will supervise production of the $100,000-weekly budgeter, currently being filmed at Paramount on a studio rental basis. RCA and L&M cigarettes are sharing the tab on the first weekly film of its kind. NBC will buy the full hour every other week.

Livingston stated that NBC plans to exploit "Bonanza" as a theatrical feature for distribution abroad; and that his department is reviewing more projects which it will pilot for sponsor interest before the year's end.

"Bonanza" concerns a father and three sons, all half-brothers, performing like "The Three Musketeers" during the post-Civil War period. Guest stars already committed to roles include Inger Stevens, Jack Carson, Yvonne De Carlo, Barry Sullivan and Jack Warner.

Livingston also called attention to "Fibber McGee and Molly" as the second NBC property in the new phase of operation, which will follow the "Bonanza" debut Sept. 15, with a weekly viewing time of the half-hour film slated for Wednesdays, 8:30-9 P.M. "McGee and Molly" rolls regularly at the MCM studios on a rental basis, with Bob Sweeney and Cathy Lewis carrying on the characterization established by the Jordans, who will be receiving a royalty of the show, which is being sponsored by Standard Brands and Singer Sewing Machine Co.

M. W. Scott Resigns Post

HOLLYWOOD, Aug. 10. – Morton W. Scott has announced his resignation from the presidency of Studio City Television Productions, subsidiary of Republic Pictures. He will announce his future plans upon his return from a Honolulu vacation.

Slate Three for Black

HOLLYWOOD, Aug. 10. – Lana Turner, John Saxon and Sandra Dee have been teamed for top starring roles in "Portrait in Black," adapted from the Broadway play by Ivan Goff and Ben Roberts, which the studio has just purchased, it is announced by Edward Muhl, vice-president in charge of production.
United Artists executives together with advertising and publicity personnel from here and abroad will see Stanley Kramer's production “On the Beach.”

Following this screening, plans will be formulated to publicize the simultaneous world premieres of “On the Beach” on December 17th in 22 cities throughout the world, encompassing six continents, thus establishing a precedent in motion picture history.

Through these global premieres, the American motion picture industry will acquire additional prestige and “On the Beach” will attain an importance rarely bestowed on a motion picture.

On behalf of our industry, United Artists Corporation heralds these global premieres of “On the Beach” with pride and with grateful acknowledgment to Stanley Kramer whose record of achievement will be enhanced when “On the Beach” is seen by the people of the world.
Steve Broidy Motion Picture Pioneer
Of Year; Annual Dinner Slated Nov. 23

Steve Broidy, president of Allied Artists, has been named Motion Picture Pioneer of the Year 1959, it was announced yesterday by Ned E. Depinet, president of the Motion Picture Pioneers, Inc.

Broidy was selected by the board of directors of the organization at its last meeting and was notified of the board's decision while he was in New York last week.

He will be honored at the 21st annual Motion Picture Pioneers Dinner at the Waldorf-Astoria Hotel here, Monday, Nov. 23, and will be the sixteenth Motion Picture Pioneer to receive this recognition. His predecessors were in the order of their naming: Adolph Zukor, Gus Eyselle, Cecil B. DeMille, Syros Skouras, Harry Warner, Albert Warner and Jack Warner, Nate Blumberg, Barney Balaban, Herman Robbins, Robert J. O'Donnell, Joseph B. Vogel.

ACE-MPAA Committees
Open Conference Here

First of the Motion Picture Association-American Congress of Exhibitors subcommittees went into action yesterday when the group appointed to discuss the possibilities of increased grosses was formed.

33 Pa. Lawyers Hit
Senate Censor Bill

Special to THE DAILY
PITTSBURGH, Aug. 11.—A group of 33 Allegheny County lawyers have signed a statement urging the Pennsylvania House of Representatives to vote against Senate Bill 373, the film censorship bill.

Characterizing the senate bill as "in violation of the First Amendment," they said the bill ignores the real purveyors of pornography such as newspapers.

REVIEW:
Pillow Talk

Arwin-U---CinemaScope

Hollywood, Aug. 11

The village theatre, bordering UCLA campus, packed with paying patrons who lined up for the preview "surprise" literally rocked with laughter for 105 minutes. They rocked with Rock Hudson, who adds a new dimension to his bright career, proving his ability as a light comedian. They rocked with Doris Day, who delivers a sparkling performance in one of best romantic comedy roles tackled by a female, in addition to which she adds that big plus, singing the title song over a clever main title opening, and two others: "Possess Me" and "Roly Poly," the latter sung with Hudson and a group.

Matching top-notch performances by Hudson and Day is Tony Randall, a solid screen citizen, who keeps the laughing ball bouncing in

Lewis Reports:
Big Promotion
To Back UA
Global Plans

Intercontinental Conclave
Told of Record Budgets

United Artists will underwrite its new film promotion campaign with the biggest promotional outlay in its history. This was announced yesterday by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation, at the company's intercontinental promotion conferences here.

Name Seward Benjamin
United Artists' V-P

Seward L. Benjamin has been elected a vice-president of United Artists Corp, it was announced by Arthur B. Krin, president. Benjamin will continue in his present capacity as secretary.

Fifth 'Ten' Booking
Sets Chicago Record

"The Ten Commandments" grossed the "phenomenal" total of $125,000 in the first week, just ended, of a 24-theatre Chicago area engagement, the fifth for the film in that area during the past two years. This was reported here yesterday by Edward G. Chamley, Paramount's domestic sales manager for the DeMille production. He cited figures telegraphed by Chicago branch manager Bob Allen, who pointed out that midweek grosses were as strong as those of opening day at the 24 theatres.
'Oregon Trail' Bows In Portland Tonight

Special to THE DAILY
PORTLAND, Ore., Aug. 11 - An elaborate street parade headed by Governor Mark Hatfield, producer Richard Euald, director Gene Fowler, and stars John Wayne, Rosalene Wells and John Carradine will highlight the world premiere of "The Oregon Trail," here at the Oregon Theater for a nine-week engagement.

The premiere of the 20th-Century Fox release, being held in conjunction with the Oregon Centennial, kicks off a three-handed theatre saturation of the film Thursday along the original route of the Oregon Trail of the 1840's. The premiere festivities will include a civic reception at the Ben Bow Hotel, and personal appearances by the stars at the Oregon Theater. National radio and press coverage will be on hand to report the proceedings which are an integral part of the lavish Centennial celebration.

Dan Carroll, Australia 50-Year Vet, Dies

Dan Carroll, managing director of the Prince Edwards Theatre die in Sydney, Australia, died at his home there yesterday, according to word received by friends of the deceased now in New York.

A veteran of Australian show business, Carroll only recently observed his 50th anniversary in the industry. As head of Australia's preeminent theatre and an officer of the Palace and Musgrove Theatres, which owned and operated 10 other theatres throughout Queensland, he was widely known throughout the industry. He had been ill for some time and several weeks ago had undergone surgery.

Carroll is survived by his wife, Muriel.

To Distribute 'Women'

"Five Bold Women," starring Jeff Morrow and Merry Anders in Eastman Color, will be distributed by Citation Films, Inc., it was announced yesterday by Glenn H. McCarthy, head of the Los Angeles division of Ross, producer, and A. W. Schwallberg.

Murray M. Kaplan, chairman and general sales manager of Citation, repeated the film will have its world premiere in Honolulu around the first week in October.

MGM Names Lystad

The appointment of Harald Lystad as M-G-M manager of Norway has been announced by Morton A. Spring, president of Loew's International Corp. Lystad succeeds Rolf H. Storvik, who died recently. Lystad joined M-G-M in Oslo in 1957 as a booker and that same year was made sales manager.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Reck, Advertising Manager; Gus H. Faust, Production Manager; Ed Hagan, Art Director; Perry Herman, Circulation Manager; Kennedy, Eastern Editors; John F. Boyer, New York; Charles Brown, Chicago; Frederick S. Smith, Los Angeles; Ed Hagan, Philadelphia; Albert M. Barlow, New York; Audience Exchange, 31 Madison Ave., New York, N.Y. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc. Subscription rates, $4.50 per year. In Canada, $12.75 per year. In Foreign Countries, $16 per year.

See Possible Action On Out-of-State Tax Bill

WASHINGTON, Aug. 11. - The House Judiciary Committee approved a bill to limit recent Supreme Court action on setting states broad power to tax out-of-state businesses with no office in the state but merely a sales branch, a provision in the bill is similar, through somewhat more narrow, than one approved by the Senate Finance Committee last week.

The House committee action, which came as a surprise, indicated a strong possibility that some such limited restriction might be enacted this year. Earlier, it had been assumed there was little chance for such action before next year.

Study Committee Formed

The judiciary committee has set up a special subcommittee to study the entire problem of recent Supreme Court decisions, and members had earlier indicated the committee will not act until the subcommittee made its study this fall. However, business pressure on the group for some immediate relief and the promise committee members decided to approve a limited, stop-gap bill and leave broader relief for next year after the subcommittee study.

Film distributors have been concerned over the impact of the high court decisions.

Rosenfield Back

Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity, has returned to his desk in the Columbia home office following three months traveling through Europe. While there, Rosenfield held important conferences with several of Columbia's European-based independent producers and visited the sites of forthcoming Columbia product.

Atlantic Wonpi Meets

ATLANTA, Aug. 11. - The annual meeting of the local chapter of the Women of the Motion Picture Industry was held at the Variety Club here, after which the members repaired to the Battle Hill Haven for old folks, where they conducted their yearly bingo party.

70mm. in Nashville

NASHVILLE, Aug. 11. - A program of renovation and a change of name are planned for the Princess Theatre, Crescent Amusement Co. house here.

The theatre, to be renamed the Crescent, will have 70mm. projection equipment installed.

Lippert Group

(Continued from page 1)

Electrovision's board of directors, formed shareholders, "We are seeing the possibility of reorganizing parts of some of our lines to build shopping centers. We will, really, on the outskirts of most of the expensive residential and commercial areas, many of which do not have shopping centers."

Five Rejected

All members serving on the previous board are Bruce F.

Keller, Stanford I. Drucker, Lippert H.

Brag., and G. Serafini. Also announced was the appointment of Charles J. Maestri as vice president in charge of theatre operations in Central and Northern California and Southern Oregon.

33 Pa. Lawyers

(Continued from page 1)

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Called Extremely Vague

It finds the bill's definition of decency so vague that "nullification higher courts is a vital certain and also branded it as "confusing, directed and capable of great harm.

To Build New Drive-In

PHILADELPHIA, Aug. 11. - M. Ellis announced that zoning now approved after litigating for more than a year, his Ellis Theatres, Inc., will build a new 2,000-seat drive-in on Conshochna Highway between Chester, Pa., and Wilmington, Del.

Greenwich House Sold

GREENWICH, Conn., Aug. 11. - Prefect Theatres has sold the Pic
cwick Theatre here to Pickwick Bowling Lanes for $101,000 for conversion to bowling use. Prefect had acquired the property from Guardian Life Insur ance Co., which held a mortgage of $149,298 on the building.

Sign Christina Crawford

Christina Crawford, daughter of Joan Crawford, who has been signed a star in "Dusk to Dusk," first film coming from the lot of a company to be based in New York City in the fall. The picture will mark Miss Crawford's debut.

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tory. They described it as "unfair, wasteful, and expensive," the Senate in a vision that a board of censors will films rather than prior showing.

Called Extremely Vague

It finds the bill's definition of decency so vague that "nullification higher courts is a vital certain and also branded it as "confusing, directed and capable of great harm.

To Build New Drive-In

PHILADELPHIA, Aug. 11. - M. Ellis announced that zoning now approved after litigating for more than a year, his Ellis Theatres, Inc., will build a new 2,000-seat drive-in on Conshochna Highway between Chester, Pa., and Wilmington, Del.

Greenwich House Sold

GREENWICH, Conn., Aug. 11. - Prefect Theatres has sold the Pic
cwick Theatre here to Pickwick Bowling Lanes for $101,000 for conversion to bowling use. Prefect had acquired the property from Guardian Life Insur ance Co., which held a mortgage of $149,298 on the building.

Sign Christina Crawford

Christina Crawford, daughter of Joan Crawford, has been signed a star in "Dusk to Dusk," first film coming from the lot of a company to be based in New York City in the fall. The picture will mark Miss Crawford's debut.
LATEST AND GREATEST!

NEW TARZAN FINDS FORGOTTEN WORLDS OF ADVENTURE!

A treasure chest of entertainment to challenge your top Tarzan grosses!

METRO-GOLDWYN-MAYER Presents
TARZAN THE APE MAN
TECHNICOLOR®

Starring DENNY MILLER as the NEW Tarzan
CESARE DANOVÁ · JOANNA BARNES

Directed by
Produced by

JOSEPH NEWMAN · AL ZIMBALIST ·
M. P. Pioneer

(Continued from page 1)

Robert B. Benjamin and Arthur B. Krull

Depinet said that he was very gratified that the honor man this year is one who started his career in distribution as a film salesman and worked his way up through the ranks to the presidency of his company. Depinet jokingly said that it is high time that the distribution end of the business received proper pioneer recognition. None of those honored before have been either producers or exhibitors.

Native of Malden, Mass., Brody was born in Malden, Mass., June 14, 1905. Early in his career he was a film salesman in Massachusetts for Universal, and later was engaged by Warner Bros., and given a similar assignment by its Boston office. In 1930, Brody began an affiliation with the Syndicate circuit of theaters, to be climaxd 15 years later by his elevation to the presidency of the organization. His first position with the company was as a member of the Boston sales staff. His territory embraced Massachusetts and Rhode Island.

By 1937 he had become the head of the Boston exchange, and in 1940 he was elected to the company’s board of directors. By the end of that year, he had been named vice-president and general sales manager and in 1944 he was appointed vice-president and general manager in charge of operations. On November 14, 1945, he was elected president.

Active in Many Charities

Brody is president of the Jewish Federation-Council of Greater Los Angeles, vice-president of the Board of Trustees of Brandeis Institute; a vice-president and member of the board of the Association of Motion Picture Producers; a vice-chairman of the United Jewish Welfare Fund; a member of the board of trustees of Claremont Men’s College; a member of the board of governors of the Los Angeles area council; Boy Scouts of America; a director of the Jewish Federation-Council of Greater Los Angeles and the Los Angeles Community Chest, for which he was the campaign chairman of 1958; a former president of Temple Israel of Hollywood board of trustees of which he is still a member; a member of the board of directors of the Union Bank and Trust Company, the Permanent Charities Committee and Cedars of Lebanon Hospital.

In 1928 he married Frances Lewis, a non-professional. They are the parents of two sons, Arthur and Steven, and a daughter, Mrs. Jack M. Satttinger.

Harold Garman Dies

NEW LONDON, Conn., Aug. 11. - Harold W. Garman, 74, veteran actor and playwright, is dead here.

AROUND THE TV CIRCUIT

with PINKY HERMAN

HERE it is, weeks after the Patterson-Johansson fight and Frank Zuckrer, director of photography, is still receiving kudos for his work. True, the stars include Claghorn, Fordham, Lou Holt, Sid Zuckrer, Bob Downey, Urban Santerne, Bill Kelly and Eddie Horton, with their respective assistants, did actually the grinding but Frank’s “how-know and savvy,” earned through his many years at Paramount Studios, served him in good stead. . . . Walter Lowenthal, who started as a script clerk in Hollywood in 1933, later forming his own firm, following a 15-year association with Transfilm, Inc., has joined Wilding. Ins of the Gladiee film. . . Add “like father, like son.” Tedlye Roone, who’ll be seen Sunday when the NBC Networks carry Retall’s “The Ransom of Red Chief,” co-starring William Bendix and Hans Conried (10-11 P.M.) told producer David Susskind upon his arrival in Gotham. “When I’m 21 I’m going to take all my money out of the bank and get married.” (Are you reading, Mickey?) . . . Revue’s new hour- long telenovels, “Larumie,” produced by John Champion and co-starring John Smith, Hoagy Carmichael, Robert Crawford, Jr. and Robert Fuller, bows in TV in NBC September 15. Series will also be seen over the British Broadcasting Corp. this fall. . . . Producer Jules Levey, sails today on the Queen Elizabeth to Europe where he’ll acquire several motion picture features for theatrical and TV distribution in the U.S.

One of the top-rated radio personalities in Boston, whose daily music programs over WILD, not only put rhythm in the feet of the teen-agers but likewise bring nostalgic listening to local adults, Stan (the man) Richards will air his week’s shows direct from Grossinger’s in the Catskill’s, a Beantown FIRST. . . . And again, while in the immediate vicinity of the Charles River, Harvard egg-heads and that local railroad (MTS) “from which a certain commuter never returns,” we might add that Jim Holt, who succeeded Norm Prescott at WBZ, not only has retained the latter’s numerous listeners, but he’s adding radio of his own. Norm, what of him? —nothing, except that he’s now associated with Joe Levine whose production of “Hercules,” is merely one of the hottest box-office pix in the world. . . . Robert Saudek’s “Sunday Showcase,” this season on NBC-TV will star Peter Ustinov in an original drama which Peter will write. . . Radio Kiddo, Boise, Idaho has finally discovered the Missing Link. This particular LINK is none other than Jack, who moved over from here to KING, Seattle, to become general manager and who is responsible for this NBC affiliate’s big time KIDO-ins.

Nicholson, Pauley (Continued from page 1)

Outdoor Theatre Convention, sponsored by Allied Units of Indiana, Kentucky and West Virginia, it was announced by Brube Shor, convention chairman. The three-state meeting will be held Sept. 15 and 16 at the Sheraton Gibson Hotel here.

Pauley, who is familiar with the film industry and its practices, will speak on the “deplorable condition” of West Virginia theatres and possibilities for state legislation to aid them, it was stated.

Nicholson has also arranged for a screening of the new AIP release, “Man With a Camera,” an adventure-nunirey series starring Charles Bronson, will be presented on ABC Television, Mondays, 10:30-11 P.M., as a part of the NBC series sponsored by the General Electric Co.

Readers Back Articles (Continued from page 1)

in agreement with the thesis of the articles condemning the film trend. They are being published in the “Letters to the Editor” column.

Meanwhile local exhibitors and distributing companies have complained that the newspaper treatment was not in the interest of service to the theatre industry.

Man with Camera” Set

“Man With a Camera,” an adventure-mystery series starring Charles Bronson, will be presented on ABC Television, Mondays, 10:30-11 P.M., as a part of the NBC series sponsored by the General Electric Co.

S.G. Appoints Burns

Lloyd Burns has been appointed vice-president in charge of international operations of Screen Gems, Inc. It was announced by the board of directors of the Columbia Pictures TV subsidiary. Burns has been vice-president and general manager Screen Gems (Canada) Ltd., headquartered in Toronto, since that affiliated company was set up in 1959.

He was also general manager of Texpix Movies, Ltd., the pioneering film distributor in Canada.

Complete Remodeling

NEW ORLEANS, Aug. 11. - E. Willis, manager of the Panoramic Theatre, here, has completed over remodeling and refurbishing of the recently acquired Joy Theatre at Metairie, La.

ASCAP Tells Policy On Its Agreements

ASCAP said yesterday it has received inquiries from stations who have signed the current one agreements expiring after 1959, inquiring as to the benefit of any new agreements may be approved by the Court pending rate litigation. J. M. C.

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Lewis Reports

(Continued from page 1)

its biggest budget to back a war-program valued at more than $250,000. He added that this is first time in industry picture history a film company has planned a national promotion expressly on a wide basis.

The sessions yesterday included an evening of Stanley Kramer's "On Beach" and promotion conferences outlining the global campaign the UA release, which will premiere simultaneously in 22 luxury houses across the world on Dec. 17. The local promotional unit for "On the Beach" took part in the sessions.

"Solomon' Drive Up Today
day will be devoted to campaigning for Edward Small's "Solos and Sheba." The special "Solos and Sheba" promotion unit will visit domestic and foreign representatives.

The UA releases to be considered Hecht - Hill - Lancaster's "The Jazz Disciple," "Take a Giant Step," and "The Unforgiven"; Harcourt Productions' "Odd's Against Row," Joseph Fields' "Happy Anniversary," and MPL Productions' "A Wonderful Country." What we've done," Lewis declared, "has been to unify all of our promotional activities to carry our message to every potential audience of the world. Our plan is to find out the life needs and requirements of in

individual markets and then fill these needs for maximum ticket-selling power. The most important, the best manpower available and the best creative thinking in the business. UA is again setting the industry pace in launching its new global policy.

Lewis said that the results of the international promotion meetings, now entering their third day, have been most fruitful. Home office and foreign promotion officials are participating in work sessions in which the whole spectrum of promotion tools and materials from radio-TV to press books in being adapted and expanded for global penetration.
WITH THAT
BUILT-IN
‘MARTY’
BOXOFFICE
MAGIC!

This is a happy picture!

ERNEST BORGnine
THE RABBIT TRAP

also starring and co-starring
DAVID BRIAN BETHEL LESLIE, KEVIN CORCORAN, JUNE BLAIR
featuring JEANETTE NOLAN, RUSSELL-COLLINS, CHRISTOPHER DARK, DON RICKLES
written by J. P. MILLER directed by PHILIP LEACOCK produced by HARRY KLEINER
Calls on Industry to Do ‘Better Job’ Of Policing Pictures Sent Overseas

By J. A. OTTEN

WASHINGTON, Aug. 12.—A Republican Congressman from California asked Congress to call on the motion picture industry to do a better job of policing the films it sends to countries overseas.

ACE-MPAA Ad Group Reports Gains at Meet

"Common ground" was found by both American Congress of Exhibitors and Motion Picture Association advertising subcommittees at their first meeting, held in the MPAA board room here yesterday.

An agenda was submitted by both organizations and it was announced following the meeting that the subcommittees found common ground on all subjects brought before the meeting. Follow-up activities were proposed and the group is scheduled to meet again.

Detroit Industry Sees B-B Campaign Benefits

Special to THE DAILY

DETROIT, Aug. 12.—Local exhibitors and distributors are pleased with results stemming from their current business-building campaign. In consequence, the Metropolitan Exhibitors of Detroit, the organization formed to administer the campaign, is continuing in operation. It started with a $60,000 treasury to finance a six-month campaign.

Distributors, who agreed at the outset to match exhibitor contributions, reported the benefit they receive.

UA Conference Maps World-Wide Promotions for ‘Beach’ and ‘Sheba’

International promotion plans for Stanley Kramer’s “On the Beach” and Edward Small’s “Solomon and Sheba” were discussed and blueprinted at separate sessions during the United Artists’ intercontinental conference here this week. Company meetings will continue through tomorrow.

The campaign for “On the Beach” was detailed Wednesday with producer-director Kramer hosting a luncheon for the UA delegates and addressing the meeting. The UA release will have simultaneous premières in major cities around the world on December 17.

Roger H. Lewis, UA vice-president.

In Britain

Agreement on Division of Tax Aid Made

Formula for Abatement Is Worked Out by KRJ, CEA

By PETER BURNUP

LONDON, Aug. 12.—An agreement has been reached between the Kine- matograph Renters Society and the Cinematograph Exhibitors Ass’n. as to how the entertainment tax abatement of £20 (55¢) weekly recently receiv-ed is to be shared by the industry will be apportioned.

The formula provides that a theatre whose present entertainment tax does not exceed £500 ($1,000) annually will retain the whole of the new remis-sion.

10,000 Line Streets At ‘Oregon’ Premiere

PORTLAND, Ore., Aug. 12.—More than 10,000 persons lined the streets of this city today as Governor Mark Hatfield led a delegation from Hollywood in a masonic civic parade to the Orpheum Theatre for the world premiere of “The Oregon Trail.”

Producer Richard Einfeld, director Gene Fowler, Jr., and Nina Shipman, who plays the feminine lead in the 20th-

Batjac Appoints Hyams Adv.-Pub. Director

Joseph Hyams has been appointed director of advertising and publicity for Batjac Productions, it was announced by John Wayne, president of the independent film producing company. Hyams will make his head-quarters in New York and in Bracketsville, Tex., during the production of Batjac’s “The Alamo,” a United Artists release, which goes before the cameras early next month. He will work with UA’s advertising-publicity cyns.
`Motion Pictures, TV in Space Age' To Be Dramatized at SMPTE Meet

``Motion Pictures and Television in semi-annual convention of the Society Engineers, October 5-9 at the Statler Hilton on the second day of the conclave by sessions on Space Technology and Imaging Engineering, convention program chairman, J. Paul Weiss, of DuPont Photo Products Division, Farlin, N. J.

The sessions, according to Dr. Weiss, are intended to emphasize the application of cinematography and television to rocket and space vehicle research, including both external ob- jects of the vehicles in flight, and observations from the vehicles themselves. In accordance with the interests of the SMPTE, the papers presented at the sessions will stress, mainly, the engineering aspects of the observational equipment.

Sidney Sternberg, chief engineer at the Astro-Electronics Products Division of the Radio Corporation of America, Princeton, N. J., is topic chairman of this section of the con- vention program, which will include the following organized sessions:

Dr. Nancy C. Roman, head of the Observational Astronomy Program, National Aeronautics and Space Admin- istration (NASA), the first woman scientist ever to address an SMPTE convention session. Dr. Roman's sub- ject: Satellite Astronomical Telescop- es.

Reddol A. Hanel and W. Stroud, Goodall Space Flight Center, NASA, who will discuss Infra-red Imaging from Satellites.

David S. Johnson, assistant chief, Meteorological Satellite Section, U.S. Weather Bureau, whose subject will be "Image Sensing as Applied to Meteorological Satellites."

S. W. Spaulding, manager, Ad-

the Space Age," theme of the 86th of Motion Picture and Television En- tertainment here, will be dramatized on advanced Projects Analysis Group, Astro- Electronics Products Division, RCA, who will discuss Television and Remote Exploration.

Dr. Edwin C. Hutter, John A. Iskall and Thomas H. Moore, all of the AEP Division of RCA, will contribute to a paper on Electrostatic Imaging and Recording.

M. H. Mesner and Milton Ritter, also of the AEP Division of RCA, will present a paper on Image Sensors and Space Environment.

Jon E. Baumunk and Seymour H. Roth, AEP Division, RCA will discuss Pictorial Data Transmission from a Space Vehicle.

Capt. Frank K. Smith, Naval Air Development Center, Johnsville, Pa., will discuss Television Uses for Man- In-Space Research.

Dr. Douglas Duke, Advanced Re- search Projects Agency, will present a paper on Determination from Optical Tracking.

Philip N. Bowditch and J. B. Suo- mala, Massachusetts Institute of Technology, on the subject of Mars Photographic Projects.

Dr. H. Friedman, NASA, will dis- cuss Solar Photography.

Sternberg will conclude the ses- sions, with a discussion of the Space Tech- nology and Image Sensing. As a part of the "Space Day" pro- gram, Edgar M. Cortright, chief, Adv- anced Technology Program, National Aeronautics and Space Administra- tion, will address the convention an- nual awards session Tuesday evening, October 6th. His subject will be "The Space Age."

U.K. Tax Agreement

(Continued from page 1)

The appointment of Barry Fair as international editor of Hearst Metro- tone News, Inc., was announced by Caleb B. Stratton, vice-president and general manager. Hearst produces "News of the Day" and "Telenews."

Fair, formerly associate general manager and editor-in-chief of Interna- tional News Service, has been in retirement since the International-UP merger in June, 1958.

Hearst News appoints Fairis Int'l. Editor

Chancellor of the Exchequer who, in asking for the theatre relief whom he presented his budget to the House of Commons, said he had been especially impressed with the difficulties facing a number of small exhibitors. He im- plied the relief had been designed to assist them particularly.

Policing Films Abroad (Continued from page 1)

necessary or appropriate to pro- hibit the shipment to and dissemina- tion abroad of foreign motion pic- tures, it is necessary or appropriate that the United States or its people."

Smith concluded that most An- can films are good propaganda for the U.S., but said it takes only a few of the wrong kind of films to undo years of good work. He has received numerous complaints from constituents who have been afraid of the effect a few films might have.

See Few Films Blame-worth;

The resolution similarly states that the Board was "frankly recog- nized both its opportunity and its responsibility to serve the cause of international derstanding and its responsibilities to the world an accurate, unbiased view of the United States and American people." However, it states a few pictures "may be wrong in that certain forms of wrong-doing prevalent in the world are common in the U.S. and thus do not accurately reflect our nation or its people."

The resolution says "the most sensible and effective solution we can for the motion picture industry is to take appropriate action to prevent the overseas dissemination of pictures which give a false, misleading or otherwise incorrect impression of the American way of life."
NO ATTRACTION CAN COMPARE WITH THE ATTRACTION OF That Kind Of Woman

THE KIND OF PICTURE THEY'LL TALK ABOUT... THE KIND OF CAMPAIGN THAT REALLY HITS!

"Do you want to know what I do? I am kept by a very rich man!"

"I have money—but in the dark all men are equally rich... or poor?!"

"Don't be a sucker, doll! Give up all this? For what? 3 days with that kid?"

Starring SOPHIA LOREN, HUNTER TAB, WARDEN, NICHOLS, WYNN, SANDERS. Directed by SIDNEY LUMET. Screenplay by WALTER BERNSTEIN. Produced by CARLO PONTI and MARCELLO GIROSI. Based on a Story by Robert Lowry. PARAMOUNT'S PULLING NO PUNCHES! THIS ONE IS SOCK BOXOFFICE!
**REVIEW:**

**Yellowstone Kelly**  
Werner Bros.

For "Yellowstone Kelly," a colorful frontier melody, Warner Brothers has corralled three top television personalities whose names may well bring out to theatres that part of the so-called "lost audience" which has consistently been lost because of TV, westerns and action dramas. Top stars are Clint Walker ("Cheyenne"), Edward "Kookie" Byrnes ("77 Sunset Strip") and John Russell ("Lawman"). With their names as the keynote of the exploitation campaign, this big, handsomely photographed Technicolor western could do fine business.

Burt Kennedy's screenplay, based on the book by Clay Fisher, takes place in the late 19th Century, not long after Custer's ill-fated stand and at a time when the Sioux are again on the warpath. Walker, in the title role, is a former Army scout and now fur trapper, who lives and traps in Sioux country. On a visit to a trading post, Walker turns down a bid to help the Army push the Sioux back up to their Dakota territory and, at the same time, takes on young Byrnes, a raw newcomer in the territory, as his assistant.

On their way back to Walker's camp, he and Byrnes are captured by Sioux warriors who take them to see their chief, John Russell. The latter reveals that he is the young brave whose life Walker had saved years before by taking a bullet out of his body. The chief asks Walker to operate again, this time on a pretty Irapaho Indian girl, Andra Martin, who has been captured by the chief's sadistic nephew, Ray Danton. Major plot complications arise because the chief, as well as his nephew, and eventually, young Byrnes, all fall in love with the girl. She, of course, is loved only by Walker.

Gordon Douglas has directed the film with emphasis on straight forward action and characterizations which are without complexities, which is appropriate for this kind of frontier tale. The final Indian attack on a small, bedraggled group of soldiers, which climaxes the film, is a particularly fine bit of cinema-staging, set against some rugged and beautiful Arizona scenery.

Walker is solid and only dwarf as the nearly invincible hero and Russell calm and impression as the chief. Byrnes, who rose to fame speaking "beat"ingo, here plays it straight and, for the most part, convincingly. Running time, 91 minutes. General classification. Release, in September.

VINCENT CANBY

**ACE-MPA Group**  
(Continued from page 1)

make a formal report to the main ACE-MPPA meeting scheduled for Aug. 25.

Max A. Cohen of ACE presided. Others in attendance were Emanual Friche, Harry Goldberg, Harry Mandel and Merlin Lewis, for ACE; Charles Einfeld, Paul Lazarus, Jr., Roger Lewis, Charles Simonelli, S.I. Seidler and Ed Sullivan for MPAA, with Kenneth Clark and Taylor Mills as observers for the latter.

**Urals, Columbia**  
(Continued from page 1)

years. The pictures will be produced under Urals' corporate banner of Dagon, Inc., was announced by Samuel J. Biskin, Columbia's vice-president in charge of studio operations.

Urals' agents, Ino Preminger and Malcolm Stuart, who are partnered with the most successful author for Dagon, Inc., represented Urals in the negotiations with Columbia, which call for the writer's exclusive services. An unusual aspect of the deal is the fact that although none of the four forthcoming Urals novels is written as yet, all the story lines have met with approval of Columbia's executives.

The first two novels, which have topic themes set against the background of contemporary Europe, will be published by Doubleday. Urals will write the screenplay and produce the first film, prior to starting work on the second novel. in charge of advertising, publicity and exploitation, Morton Nathanson, newly-appointed director of international advertising and publicity, and Paul Towle, national director of advertising, publicity and exploitation, participated in the discussions on this international promotion program.

For the most part, in the presentation of plans were Maurice Bergman, supervisor of the global premiere unit, who will co-ordinate the world-wide promotional activities, Paul Towle, national director, Murray Byrnes, New York representative, and George Schafer, Kramer's business representative.

Kramer stated at the outset that the campaign for "On the Beach" must reflect the universal scope of the story and the importance of the stars. "The unique plan for world-wide simultaneous premieres was formulated as a means of dramatizing the universal appeal that made "On The Beach" the best-seller throughout the world," he stated.

Discussed at the conference were designation of "On the Beach" premieres; promotion of the picture by means of an international mayor's committee; the formation of a campaign committee to assist in consolidating newspaper and magazine interest in the motion picture on an international scale.

Store Tie-ups Arranged

On a local level, plans were presented for major department store promotions in every important city in the world. The tie-ups, called for in all phases of store promotions to be tied to "On the Beach." In addition, a local couple selected for close relationship to the film, and Donna Anderson would assist in the store promotion and appear at the premiere. Also discussed were photographic contests, street parades and other local-level events.

Global promotion plans for "Solomon and Sheba," involving television, educational promotions, color art and theatre displays on a scale never before attempted in the European market, were blueprinted at a U.S. session yesterday. "Solomon and Sheba" will have its world premiere at the Astoria Theatre, London, on Oct. 27 in the new 70mm Super-Technirama process, marking the first time the widescreen process has been used.

**Will Contact Schools**

In line with the company's new global concept, UA is launching an educational drive for schools and colleges throughout Europe. Another global promotion involves the use of color art for European publications. An international promotion of the picture is being planned to develop word-of-mouth interest in the film in major population centers on the continent.

In addition, the huge "Solomon and Sheba" mural painting, being prepared by noted American artist Simon Himin, and other advertising material will be adapted for size theatre fronts abroad.

Lew Cohen and Nathanson led the discussion sessions to uncover specific media campaign. The special "Solomon and Sheba" repertory at the Los Angeles kick-started in the conferences on domestic and foreign promotion execution.

A starting budget in excess of $1,000,000 will underwrite the campaign. The overall radio and promotion patterns will be tied in to special hand-tailored planning merchandising to realize the full earning power in every city region of the world.

Promotion tools, involving the use of radio, music, music, exploitation kits and press books, examined and adapted to the requirements of individual clients around the world.

**"Pillow Talk" to Pala**  
(Continued from page 1)

by Sol A. Schwartz, president of Theatres, and Henry H. Martin, general sales manager of Universal.

"Pillow Talk" is already set to attend run world premiere events at the Hippodrome Theatre Cleveland on Oct. 8 and at the Muni Theatre in Boston and the prestigious Elgin and Winter Garden Theatre Association Artists Theatre in Chicago on Oct. 9, the same day as the Palace opening.

**Plans $30 Million Film**  
Vague About Specific

Parliament Pictures Corporation, new company with Lord Malcom Douglas-Hamilton as president, has announced plans for a $30,000,000 biblical production entitled "The Son of God." To be filmed in 70-mm and something called Color Depth, a new process said to be developed by Charles Lang, chairman of the board of Vienna, the four and one-half production will be ready for release in December, 1960. William H. Bennett, Parliament's chairman of the board, still to be announced, has been quoted as saying, "The Son of God" will be, and will be released in all countries.

Free said that Parliament has plans for a $3,000,000 letter of credit from Zurich bank, but declined to identify his backers by name, but intentions of Bally, he pointed out, because he himself did not know them. Parliament in no hurry to begin construction set, saying they have been continued, and that the greater part of it will be made with a new development in rear projection. "We intend to spend three-fourths of the money," Free said. Free reported, "but we’re not going build another Holy Land." Free casually mentioned David O. Selznick "enthusiast as the possible producer and director of "The Son of God," but added that neither is committed to the company. No releasing arrangement has been set for the picture.

Free saidarily, "We’ve been told that’s a minor consideration.

**UA ‘Beach’, ‘Sheba’ Plans S**

(Continued from page 1)
A Enters into New 'One-World' Era

Highlights from United Artists' intercontinental conferences held in New York this week to unify domestic and foreign operations in both promotion and sales.

Key UA home office and European promotion executives are welcomed to the international conferences in New York by Arnold M. Picker, vice-president in charge of foreign distribution. Picker cited the impact of the foreign market in creating a single one-world film industry. Shown with him are UA vice-presidents Max E. Youngstein, William J. Heineman and Charles Smadja.

In chairing the opening sessions, Roger H. Lewis (left), vice-president in charge of advertising, publicity and exploitation, described how the company is unifying its promotional activities to exploit the world market.

Producer-director Stanley Kramer leads a promotion discussion for "On the Beach," which will have global premierses in 22 cities of the world on Dec. 17, supported by a promotional plan that will reflect fully the universal scope of the story and the importance of the featured players. Flanking Kramer are Roger Lewis and Mort Nathanson.
Television Today

How Two Newcomers Parlayed Talent Into $4,000,000 Package for TV

By SAMUEL D. BURNS

HOLLYWOOD, Aug. 12.—Timid souls who despair of coining a fast fortune in this era of vanishing frontiers can draw hope from the "Horatio Alger" example of two enthusiastic young men who parlayed talent and a desire to do something different into a $4,000,000 package.

Nick Adams and Andrew J. Fenady performed this magic magic on sheer fortitude. With Fenady as producer and Adams as star, they co-owned day one of the soon-to-be heralded shows of the upcoming TV season, "The Rebel," which ABC will air Sunday nights in the choice 9 P.M. time slot, starting Oct. 4.

VITAL ACTORS

Adams is a self-educated actor who worked his way up to important billing in "No Time for Sergeants." Fenady entered the business by making a seven-day wonder, "Stakeout On Dope Street," for $25,000, which he sold to Warners for a reported $75,000, taking a tidy 200 per cent profit.

Fenady and Adams used to shoot the breeze about the kind of pictures they would like to make.

They came up with a story idea which they tested on Harris Katleman, West Coast vice-president in charge of production for TV programs, Mark Goodson and Bill Todman. Katleman told the boys to bring in a script. Inspired with Katleman's reaction, they got busy and wrote one in two days.

Katleman Office His Stage

Adams insisted in acting out the whole pilot for Katleman in his office, portraying the hero, a young writer, traveling the West in search of stories in the post Civil War period. Katleman sent the script to Goodson and Todman who reacted with enough money to film a pilot for submission to networks and advertisers. Adams and Fenady set up a corporation, using Paramount studio facilities to film the segment.

"Boom," reports Adams, "first day the pilot was shot in New York it was purchased by L&M cigarettes and Procter & Gamble. Now we're part owners of a $4,000,000 commitment."

VIP Names Hilltop, Flax to Sales Posts

From THE DAILY Bureau

HOLLYWOOD, Aug. 12.—William Hilltop and Jack Flax have been appointed vice-presidents of Video International Productions by VIP president Richard F. Feiner. Hilltop will head national sales and Flax the syndication sales division under Syd Yallen, VIP's executive vice-president for sales and distribution.

Coca-Cola Special

Set on NBC in Sept.

"America Passes in September" will be the title of the one-hour telecast with which The Coca-Cola Company opens NBC-TV's Friday evening series of entertainment specials on September 18 at 8:30 P.M., over most 200 stations.

The program, which will follow its previous format of presenting variety entertainment against the backdrop of America, will star Gene Nelson, Art Linkletter, the McGuire Sisters, Alan Young, the Kingston Trio, Martin Denver and His Golden West and Alphonso Apaka. The entire "Holiday on Ice" company will also be on hand, and Burgess Meredith will again be host-narrator.

Alan Newman to Produce

The show, which will be produced by Alan Newman, is written by Dorothon Anchialos. Harry Simeone is the choral director, and Harry Souknic the musical arranger and conductor. Sid Smith and Lee Treadman will direct.

Electric Auto-Lite

Signed by NBC Radio

A $300,000 contract with the NBC Radio Network, marking the return of the Electric Auto-Lite Company to the use of broadcasting media, has been signed by the Toledo auto accessories company.

The order which calls for one-quarter sponsorship of "News-on-the Hour" for 13 weeks beginning August 31, was announced by William K. McDaniel, vice-president-in-charge of NBC Radio Network Sales. The contract was placed through Grant Advertising, Detroit.

Cartoon Characters

To Your Dept. Stores

Huckleberry Hound and his sidekick, Yogi Bear, stars of the "Huckleberry Hound" cartoon series produced for Screen Gems by Bill Hanna and Joe Barbera, will visit many of the country's top department stores for promotional purposes during the rest of this year.

Personal appearances are set for Boston, St. Louis, Paramus, N. J., Philadelphia, Pittsburgh, Washington, New Orleans, Los Angeles, Sacramento, Chicago and Cincinnati.

To Tour for 'Kelly'

Clint "Cheyenne" Walker and Eddie "Kookie" Byrnes, stars of "Yellowstone Kelly," will embark on separate air-born personal-appearance tours in behalf of the Warner Bros.' film that will take them to 35 cities between Aug. 15 and Sept. 2. Walker will leave Hollywood Monday for Salt Lake City.

Byrnes will arrive in Pittsburgh from Hollywood on Saturday, Thursday, August 13, 1964

REVIEW:
The Oregon Trail

20th Century-Fox—Cinemascope

This Cinemascope and DeLuxe Color drama of pioneer days she proves a winner in the action market. Starring Fred MacMurray, value as a marquee attraction should be considerably on the upswing in the result of his recent appearance in "The Shaggy Dog. The "Oregon Trail" boasts bountiful action almost every mile of the way, and skillfully uses the crisp direction of Gene Fowler, Jr.

Produced by Richard Einfeld, the film's mounting captures sight sound values equal to those of more pretentious efforts. Also helping the long trip across the historic trail pleasant is a supporting of both new and old faces, including William Bishop, Nina Shipp, Henry Hull, John Carradine and Elizabeth Patterson.

Although the 20th Century-Fox release bears the title of the famous book by Francis Parkman, which influenced so many people in their youth, to make the long trip westward to Oregon, it is based on the book, not on an original story and screenplay, but rather on an original story and screenplay.

The greater part of the film, however, is devoted to the journey, which was a joyous time headed by Henry H. Allong the way, there are numerous moments of fun and tragedy and the settlers and several skirmishes with Indians. The final run-in with the latter is a hum-dinger, offering countless hand-to-hand encounters, both Indian and white man and the traditional trick effects of arrows piercing backs and stomachs, etc.

There are two major romances in "The Oregon Trail," one between MacMurray and Indian maiden Gloria Talbott, who will be remembered for a similar portrayal in the recent " Alias Jesse James," and the other between Bishop, an Army officer traveling incognito, and Miss Shipp, a pleasant film newcomer.

"The Oregon Trail" has a nice feeling for history and holds interest throughout its 86 minutes of running time. For its type, the film is above average and deserving of better playing time. Running time, 86 minutes. General classification, Release, in Sept

Justin Resigns from Rivoli Theatre Post

Nick Mark Justin, managing director of the Rivoli Theatre on Broadway, has resigned after eight years of the United Artists Circuit, operator of the house, was announced yesterday.

Justin will leave for Hollywood day, returning after Labor Day when he will formulate plans for the future.

Lee Heads Detroit Fo

DETOIT, Aug. 19.-Joseph Lee, for 34 years with 20th Century Fox, who retired as branch manager four months ago, today became managing director of the 5,100-seat Fox Theatre. He succeeds Robert Bybee, who has been on loan to the downtown Fox Theatre, relinquished the lease of the 5,100-seat Fox Theatre, relinquished the lease of the 5,100-seat Fox Theatre, relinquished the lease of the 5,100-seat Fox Theatre, relinquished the lease of the 5,100-seat Fox Theatre, relinquished the lease of the 5,100-seat Fox Theatre, relinquished the lease of the 20 years a few weeks ago.

Bothwell will remain for an undefined period in an advisory capacity.
COLUMBIA'S "TINGLER" TOPS "HERCULES" IN OPENING AT BALTIMORE HIPPODROME

also continues biggest non-holiday business in five years at Broadway Capitol, Detroit, for second week

PUBLIC AUTHORITY FOR TELEVISION COMES AS SURPRISE IN IRELAND; TRADE RELIEVED

DUBLIN Aug. 11 (By Air Mail)—Announcement by the Irish Government that television in the Republic is to be controlled and operated by a public authority has come as a great surprise to the general public.

The theatre industry has received news of the TV plans with a feeling of slight relief and the general public is somewhat disappointed.

Since publication of the report of the government's television commission some months ago, the public has been busy speculating which of the private commercial concerns that had...

NORTHWEST' SETS ALL-TIME RECORD AT MUSIC HALL

The all-time first week box-office record at the Radio City Music Hall has been set by MGM's, "North By Northwest." The thriller grossed $208,395 for the week ended Wednesday night. The figure is $10,000 more than the previous record holder, "High Society," also an MGM picture, which played the Music Hall in August, 1956.

FITER APPOINTED NAC EXECUTIVE DIRECTOR

CHICAGO, Aug. 13.—Russell Fiter of Chicago has been named executive director of the National Association of Concessionaires, according to a joint announcement released here by Philip L. Lowe, Lowe M er c ha n ding Service, Newton Center, M a s s., and Lee Koken, RKO Theatres, Inc., New York, and NAC president; and Lee Koken, RKO Theatres, Inc., New York, and NAC board chairman.

Fiter replaces Thomas J. Sullivan.

Fiter has had 20 years of trade...

EXPECTS FALL PREMIERES OF SOVIET PACT FILMS

WASHINGTON, Aug. 13.—U. S. Information Agency director George Allen today indicated he expects film premieres under the Soviet-American pact...

TELEVISION TODAY
'Hot' and 'Horse' Global Promotions Drafted at UA Intercontinental Meet

All-media global promotion plans for the Mirisch Companies' "Some Like It Hot," and "The Horse Soldiers" were drafted and discussed Wednesday during the United Artists intercontinental conference here. Chairing the session on the two films were Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation, and Morton Nathanson, newly-appointed director of international advertising and publicity.

Major elements of the international promotion of Billy Wilder's "Some Like It Hot," emphasizing the overtures of Marilyn Monroe, Tony Curtis and Jack Lemmon, were detailed to the UA sales and promotion executives in attendance.

Included in the promotions are heavy local level co-operative advertising, a special music cross promotion, color use of television and radio spot announcements, book contests and merchandising tie-ins.

The special music campaign involves three United Artists LP albums. In addition to the soundtrack album, featuring Marilyn Monroe, the promotion will feature a "Some Like It Hot Cha Cha" album and a special jazz dance LP entitled "Some Like It Cool." Special attention was drawn to the 45 rpm recording of Miss Monroe singing "I Wanna Be Loved by You" and "I'm Tired." With "Love," which has reached best-seller proportions.

In describing European plans for the "hot" horse domestic, the UA is looking to Vogue and Parade magazines, the "Hot" magazine of France, and the "Horse" magazine of the U.K., and will undertake a sustained campaign in the Netherlands, Belgium and the Scandinavian countries.

Carter Adds Rep. Pref. Debutents to Holdings

Victor M. Carter, president and chairman of Republic Pictures, continued to add to his holdings in the company during July, as did Tisch Holding Corp., his holdings of Loew's Theatres, and Universal Pictures to its Decca Records interest, according to reports filed with the Securities and Exchange Commission.

Carter reported the purchase of 249,383 shares of Republic common, raising his direct holdings to 347,720 shares. He also reported the purchase of 14,900 preferred shares of Republic by both Metalkinds, Inc., and Holmes Manufacturing Co., Inc., making holdings of Metalkinds of 15,200 preferred shares and holdings of 11,900 for Holmes Manufacturing. Carter also reported the purchase of 51,119, 800 of cumulative income debentures, raising direct holdings to 1,364,800.

Tisch reported the purchase of 65,300 shares of Loew's Theatres to its holdings in July, bringing the total to 385,400.

Universal added 12,200 shares of Decca, raising its holdings to 241,700 shares.

United Artists' growing sublience in the television and music field copy a prominent position in his domestic and international merchandising plans. UA's future intercontinental promotion conference now being held at the hotel.

Ruth Pologe to Han A-F. D. Publicity

Ruth Pologe has been appointed eastern publicity representative for American International Films Inc., at the company's offices at 165 West 46th Street.

For the past two years Miss Pologe has been associated with the Rank Organization in New York. Prior to that she was with the Arthur J. Jacobs & Son Relations Co. and Republic Pictures Corp.

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Re-Sign with Decca

The McGuire Sisters, whose contracts had expired of sales of 26,000, have each received new current contracts extended for a new long term by Coral Records, a subsidiary Decca Records, Inc., it was announced by Milton R. Backlin, ident.
Film Coverage

(Continued from page 1)

tion. Purpose of the affair was to review Globe treatment of film activities and determine ways and means to improve it.

The major event discussed was a plan for the newspaper to publish a salute to the industry, including local theatres and Hollywood at large, in the form of a 16-page tabloid. Tentative date for this is Friday, Sept. 18, with it naturally depending on industry advertising participation. Everyone present was in agreement with the plans as described.

Other ideas were presented, and Amberg assured the group they would be placed into effect immediately. For one, the paper will start Wednesday day to run a regular weekly feature carrying news information about pictures opening in the next week. This is in addition to their regular Sunday coverage.

Top News Interest

Amberg also agreed with those present that Hollywood and its product still represent top news interest. He proposes to feature Hedda Hopper’s column, and said his paper would give the “red-carpet” treatment to visiting stars, starting with arrival shots at the airport, etc. Further, wire features on films and stars will be increased. And color shots of top stars will appear frequently in the Globe’s Sunday Magazine supplement.

Movietonews’ Unit

To Make Documentary

Headed by production supervisor and director Jack Gordon, a Movietonews, Inc., sound and camera unit leaves here this weekend for a round-the-world tour. The expedition will record additional aspects of the international activities of the Junior Chamber International for a documentary feature film sponsored by Pepsi-Cola International.

This is the second production to be made by Movietonews, Inc., in connection with the Junior Chamber’s annual international convention gathering from all over the world of young business and cultural leaders to promote trade and friendship among free nations of the world.

‘Rocket,’ ‘Tom’ Big

Columbia’s “Have Rocket, Will Travel” and “The Legend of Tom Dooley” grossed a big $17,250 for its first seven days at the Twin Drive-in in Cincinnati and has been held over for a second week, the company reported here. “Have Rocket” also racked up $35,000 in Pittsburgh, the biggest gross in five years for a multiple-run in that area.

Dietrich Named to Houston Fearless Post

Los Angeles, Aug. 13. — Noah Dietrich, for many years a financial associate of Howard Hughes, has been named an administrator of Houston Fearless Corp., manufacturer of film processing systems and precision audio-equipment for motion picture and television, with headquarters here.

Steene, Wolfe Aides

The others who will assist in direction of the company are Emmett Steene, former Litton Industries military sales director, and Richard Wolfe, Eastern financier. The company is engaged in the advanced industrial and military electronics fields.

Six Films Completed

Five Started, on Coast

Hollywood, Aug. 13. — Production maintained a steady pace this week, with five pictures started and six completed, bringing the total number of productions shooting to 39.

Started were: “Because They’re Young” (Drewel Film for Columbia release); “Please Don’t Eat the Daisies” (Euterpe Production for Metro-Goldwyn-Mayer); “Tall Story” (Mansfield Production for Warner Brothers); “Tormented” (Clavio Productions, Inc.) and “Frenzy” (the latter two are independent productions).

Completed were: “The Gene Krupa Story” (Phil A. Wachtman Production for Columbia Pictures); “Lil Abner” (Panama & Frank Production), and “A Breath of Scandal” (Ponti-Giorgio Production).

COLUMBIA’S "HAVE ROCKET, WILL TRAVEL" grossed a big $17,250 for its first seven days at the Twin Drive-in in Cincinnati, and has been held over for a second week. The company reported here, "Have Rocket" also racked up $35,000 in Pittsburgh, the biggest gross in five years for a multiple-run in that area.
Screen Gems ‘Stakeout’ To Lenwil Productions
From THE DAILY Bureaus
HOLLYWOOD, Aug. 13 — Herbert B. Leonard’s Lenwil Productions is taking over production of Screen Gems’ ‘Stakeout’ telefilm series which stars Walter Matthau and will produce an average of 4 per cent. Leonard will personally produce, with Sam Manners and Earl Lyons serving as associate producers. Bill Ballinger has been set by Leonard to script.

Zugsmith to Produce 11 Pictures in 1960
From THE DAILY Bureaus
HOLLYWOOD, Aug. 13. — Albert Zugsmith announced that he will produce 11 films at three major studios during the 1960 season. The total nearly doubles his present schedule of six films by the end of 1959.

Buena Vista to Hold Sales Meets Next Week
Long-range promotional plans covering the key city launching of Rowland V. Lee’s “The Big Fisherman” in October and the national openings of Walt Disney’s “Third Man on the Mountain” and “Toby Tyler,” November and February 1960 respectively, will be formulated at a series of meetings at the Buena Vista home office next week.

Fifer Is Named (Continued from page 1)
association experience. He serves as American Butter Institute as executive secretary for 14 years, gain- ing experience in all phases of food advertising. His promotional activities have included lecturing, stenography, culinary clinics.
Fifer is an active member of Chicago Rotary Club, having served in many capacities, including vice-president and editor of the weekly publication.

Expects Fall Premie (Continued from page 1)
film exchange agreement to come on schedule this fall.

Speaking to the National Club, Allen, who accompanied President Nixon to Russia, said delays in the premieres of Russian films here and American films in Russia were primarily technical, and that two countries checked dubious studio technique and why the premieres shouldn’t be this fall, and that he believes the pictures involved in the exchange agreement will be shown later.

To Tour Key Cities For ‘Talk’ Promotion
Universal - International is launching extensive tours for behind-the-scenes personalities in connection withings of “The President’s Room,” David A. Lipton, vice-president, said yesterday. Director Mike Gordon will be the first of these personalities to leave, planning out the weekend for New York, which he will go to Baltimore, Washington, Detroit and Cleveland. Latter city has been selected for world premiere of the picture at the Hippodrome Theatre on October 14.

Will Hold Conferences
In each of the cities he visits, Don will meet with exhibitors, press conferences and make radio TV appearances. Other personal already set for tours are produced by Ross Hunter and Martin Men.” whose itineraries are now being mapped.

‘Gladiator’ to Boston
HOLLYWOOD, Aug. 13. — "The Gladiator," American Inte- rnational color special starring Anna Berg, will star Feb. 1960 at the Boston area saturation engagement Sept. 1960 with the Paramount there as flag of the run, it was announced by General Sales Manager Leon Blender.

Disney Dividend Set
HOLLYWOOD, Aug. 13. — The directors of Walt Disney Productions at their regular meeting today declared a quarterly cash dividend of 10 cents per share on common stock, payable Oct. 1, 1959 to stockholders of record Sept. 11, 1959.

Transfer Donnenfeld
Bernard Donnenfeld, formerly the Paramount Pictures home and legal and business departments, transferred to a key executive post as Eastern production staff, which is under the direction of Russell Holman.

Para. Building Up New Star ‘Stable’
Paramount Pictures has hopes for building up a new “stable” of top, established stars reminiscent of those the major studios built during the 1930’s and ‘40’s. A spokesman for the company here yesterday said the project was one of those foremost on the schedule of Jack L. Warner, who recently took over as studio head.

The desire to implement this plan was said to be behind the intensive efforts of the studio currently with William Holden and sign the actor to a new contract. Karp personally conducted negotiations with Holden, resulting in the agreement announced late yesterday in Hollywood. The pact is for seven years but is non-exclusive, allowing Holden to make an unspecified number of outside films during the period it runs.

Got His Start at Paramount
It was on the Paramount lot that 13,891,468, the highest figure possible on a major box office draw, a film which was shown point out in announcing the new arrangement. First role for Holden on his return will be a Perls-Sexton production. The Counterpuncher, which will be shot early in 1960 on location abroad.

Karp was also instrumental in concluding the company’s deal with Jerry Lewis which was finalized early this summer. That contract calls for Lewis to star in seven pictures for Paramount in the next seven years. In addition, Lewis will produce and star in seven other pictures to be made by Jerry Lewis Productions, Inc., over the same period.

Unlike the deal with Holden the one with Lewis gives Paramount exclusive rights to the latter’s talent for the period covered in the contract.

At the present time Karp is talking with other top stars to try to get their services on an exclusive basis, it was revealed. And regarded as already in the Paramount “stable” are a number of acts and actresses that he has contracted to Hal Wallis, who releases all his films through the company.

Obstacles Encountered
Obstacles in the way of acquiring major talent on an exclusive basis are serious ones, it was admitted. The top screen personalities can just about write their own ticket these days and most prefer to do that, negotiating their own picture-by-picture contract. In many cases they insist on direct participation in profits each film makes.

Paramount, however, is launched on a concerted drive to build up its own star “stable” and it wants “exclusive” deals whenever possible.

Consolidated net income of Columbia Broadcasting System, Inc., for the first six months of 1959 was $13,318,571, compared with $12,521,356 earned in the first half of 1958, it was announced by William S. Paley, chairman of the board, and Frank Stanton, president. This is an increase of 6 per cent.

Net sales for the first six months of 1959 totaled $215,089,500, as compared with $201,433,378 for the corresponding period last year. This represents an increase of 6.6 per cent.

Current earnings are equivalent to $1.64 per share. Earnings of $1.50 per share were reported for the first half of 1958. Current share earnings are calculated on the average number of shares-8,139,481 in 1959 and 7,881,400 in 1958—outstanding during the respective six months’ periods.

The board of directors has declared a cash dividend of 30 cents per share on its common stock payable Sept. 11, to stockholders of record at the close of business on Aug. 28.

Television Today
CBS Six-Month Earnings Show Increase of 6%
A Production Investment At $115,000,000

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LONDON, Aug. 16.—Production of “The Third Man” television series was resumed at Shepperton Studios on Friday following night-long discussions between Sir Tom O’Brien, of the National Association of Theatre and Kine Employees, and Oliver A. Unger, of National Telefilm Associates, who are here from the States for the talks. NATKLE is producing the series.

The dispute was an outgrowth of a move by the producers to transfer production of the 39 episodes of the TV series to Hollywood following difficulties with the British union regarding overtime and other labor factors which, it was feared, might prevent the completion of the series. NATKE had threatened to “blackball” the series if the shift to Hollywood was made.

At Friday’s conference Sir Tom gave Unger definite assurance that the union would not interfere with production of “The Third Man.” It was not made clear, however, whether this assurance would continue in effect with regard to production of other series in the future.

Meanwhile, “The Third Man” once again is rolling at Shepperton.

WMGM Starts Rogers Hospital ‘Spots’ Today

A series of seven one-minute spots a day, for a period of 14 days, is scheduled to begin over station WMGM beginning today, dealing with the healing and research work being carried on at Saranac Lake, New York, by the entertainment industry’s Will Rogers Memorial Hospital and Research Laboratories.

This free air time given by WMGM to the research and treatment programs conducted in the field of chest diseases by Will Rogers Hospital, is a mark of the company’s support of medical research.

Rosenfield Says:

Int’l Promotion Is Now Basic Industry Policy

Experiment with U.S. Unit Man Abroad Called Success

By WARREN G. HARRIS

Promotion on an international scale is basic for everybody in the industry today, Jonas Rosenfield, Jr., Columbia Pictures executive, said in a charge of advertising and publicity, told a trade press conference here Friday.

Rosenfield has just returned from a three-week visit to Europe where he met with most of the production heads of Columbia, and there, he was most impressed by the methods used in promoting Columbia releases being filmed there.

Driv-in to Cut Price For Small Automobiles

Special to THE DAILY

CHICAGO, Aug. 16. — A new drive-in theatre opening here soon will give a price break to small cars. Because the cars take up less space, occupants will get in at a reduced price—75 cents each instead of the regular $1 admission—when the Chicago Sheridan Drive-In Theatre opens Labor Day.

This was announced by Herb Ellisburg of Chicago, manager-director for the Sheridan Drive-In Theatres of Dayton (Ohio) who said the new 1,600-car outdoor theatre will be the first in the nation to have special facilities for small automobiles. Using the Renault Dauphine as a model, the owners have designed portions of four ramps to be reserved sections for 100 small cars “so occupants can see the screen without having to stretch to see over car tops,” Ellisburg said.
**PERSONAL MENTION**

EUGENE PICKER, president of Loew's Theatres, and John F. Murphy, executive vice-president, are expected back at their desks today following a trip to other cities and some of the Midwest.


PAUL CUNNINGHAM, president of ASCAP, will be in Chicago from New York on Friday to deliver an address at the Chicagoland Music Festival.

BETTY JACOB, Hal Roach Distribution Corp. salesman, will leave here today for Chicago.

PETE JAEGER and Sig Shos, owners of "Tamango," will leave here later today for Detroit, where the film will have its American premiere at the Fox Theatre.

KATHERINE HERDHEM returned to New York on Saturday from London via B.O.C.

J. E. HOBBS, Allied Artists branch manager in Atlanta, has left there for Charleston and Jacksonville.

SHELLEY WINTERS left New York on Saturday for Palm Beach, Mass.

MRS. KENNETH DICKINSON, wife of the manager of the Noglet Theatre, Hanover, N. H., has entered Mary Hitchcock Hospital there for surgery.

SHIRLEY JONES and her husband, JACK CASSIDY, left here yesterday for London via B.O.C.

JOHN SAXON, starred in Cannon Productions' "Cry Tough" for United Artists, will arrive in New York today on the final leg of a cross-country tour in behalf of the film.

**Litton Industries' Sales, Earnings Up**

From THE DAILY BUREAU

HOLLYWOOD, Aug. 16. — Marked advances in both sales and earnings for Litton Industries during fiscal year which ended July 31, were announced by President Charles B. Thornton. The preliminary report showed sales of approximately $125,000,000, up 50 per cent over the $85,155,473 of last year, and after-tax earnings of approximately $6,000,000, including about $1,000,000 of special income credits from an earlier benevolent purchase, or 61 cents per share, an increase over the $3,702,203 reported for the 12 months of fiscal year 1958.

After provision of approximately $8,000,000 for federal and foreign taxes for the year, earnings equaled approximately $324 per share for the 1,798,214 shares outstanding at year end. These earnings were 57 per cent greater than the amount for the first six months last year, which after adjustment for a 24 per cent stock dividend following year end, amounted to $2.06.

**Large Attendance at Conn. Golf Pete Seen**

Special to THE DAILY

HOLLYWOOD, Aug. 16. — From all indication it looks to be another great cross-country tour, Hence the annual golf tournament sponsored by the Motion Picture Theatre Owners of Conn., will have its largest attendance in years. Leaders of the segments of the motion picture industry in New York and New England will be present. One of the guests of honor with the newly appointed commissioner of state police in Connecticut, the Honorable Leo J. Mulcahey.

The tournament will be held to-morrow at the Mill River Country Club, Stratford, Conn., just off the Merritt Parkway, and will end at the toll gate at Milford, Conn., the co-chairmen of the affair this year are Mrs. E. Hoffman and Harry F. Polk.

**ASCAP to Entertain**

Stanley Adams, president of the American Society of Composers, Authors and Publishers, announced at the weekend that the Society is providing entertainment for the American Legion at its 41st National Convention in Minneapolis-St. Paul, Minnesota, the week of Aug. 23. The various events will be produced by Paul Cunningham, immediate past president and now ASCAP director of public affairs, who will represent the Society at the convention.

**Correction**

Claus Rumley, manager of the Fox Theatre in Spartanburg, S.C., was incorrectly identified in a story appearing in the Motion Picture Daily of Aug. 11 as being affiliated with another theatre there.

**Detroit Art House In New Policy**

Special to THE DAILY

DETROIT, Aug. 16. — Pierre LaMarre, who has bought the historic Royal Playhouse into an emporium for the great films of silent days, has initiated a new policy to hold and enlarge his "grand-lair" trade.

The theatre had been renamed "Cinema 14" (the house is located on 14 Mile Road) and from here on the former patron gains admission by membership in the "Club." LMarre plans live attractions about once a month, with art films the balance of the playing time. Cost of joining the "society for the connoisseur of entertainment live and screen" is $50, good for six months for all attractions. The tariff for films only is $99 with a student rate for the same of $3.75.

**Plan All-Media Drive for 'Disciple' Opening**

A tri-state, all-media promotion campaign involving heavy advertising, saturation radio-television penetration, merchandising tie-ins and sidewalk features will launch the twin-theatre opening of United Artists' "The Devil's Disciple" at the Astor and Normandie theatres here on Thursday. The film is a Hetch-Hill-Lancaster and Bryna of S.A. production.

Key element for the major promotion drive includes more than 500 spot announcements on radio and television throughout the state, and network spots in the New York-Connecticut-New Jersey area. The newspaper ad campaign involves ten daily newspapers with an estimated readership of 3,500,000 persons.

**Safety Drive Tie-Up**

A city-wide safety campaign tied to the picture has been geared to focus attention on the film in advance of its dual opening. More than 500 specially printed posters reading, "Consider the Company's Product, Green, Not in Between—Or Become the Spectator of a Blanket." These posters have been distributed throughout the city.

The radio campaign includes a letter-writing contest promoted via WMGM. Passes to the Astor Theatre and United Artists Records albums will be awarded to the more than 250 winners.

**'Tingler' Sets Record**

Columbia's "The Tingler" smashed the house record at the Hippodrome Theatre in Baltimore with an opening-day gross of $85,082, the company reported here. The William Castle Production was a shaker better than the previous record-holder, Columbia's "The Cat Meets Day."
Sees Int'l Promotion Basic

(Continued from page 1)

COLUMBIA TO INTRODUCE NEW STARS OVER TV

New Faces, a 7-minute film fea-
ture designed to introduce Colum-
bia's newest stars to the na-
tive TV audiences, is the latest step
in the campaign to introduce new
stars to the world of television.

Join Forces in S.C.

(Continued from page 1)

Pickman Quits Goldman

To Produce on Own

From THE DAILY BULLETIN

HOLLYWOOD, Aug. 16. — Samuel
Goldwyn Productions and Milton E.
Pickman, general manager of Samuel
Goldwyn Studios for the past year
and a half, have agreed to a release of
the latter from his Goldwyn employ-
ment contract which was to have run
until May 1, 1961.

Negotiations between Pickman and
Goldwyn executives have been in
good faith and have been held with
the understanding that both parties
would continue to work for the com-
pany.

Capitol Records Gross
Highest in Its History

From THE DAILY BULLETIN

HOLLYWOOD, Aug. 16. — The
gross sales history of Capitol Rec-
ords, Inc., in its annual report for
the fiscal year ended June 30, 1929.

In a letter to shareholders, dated
Aug. 14, CBI president Glenn E.
Wallach announced that Capitol's gross
sales totalled $491,666,860, up 13 per
cent over the $43,094,818 reported for
1928 fiscal year. Net income was
$8,756,770.
National

Pre-Selling

CRedit Joe E. Levine, who after bringing "Hercules" here from Italy exploited it into a financial sensation, "Life" in the August 10 issue explains how this New England theatre owner had enough faith in our industry to gamble more than a million dollars in promotion costs on the film made "Hercules."

In addition to bringing back to the theatre many children who had found other means of diversion, Levine apparently persuaded many of their parents to see "Hercules." The box office receipts bear this out.

"The Five Pennies," in which Danny Kaye plays the part of Red Nichols, a famous band leader of the '30's, has been selected the picture of the month for August by "Redbook."

The Swedish film "Wild Strawberries," brought here by Janus Films, is reviewed in the August issue of "Esquire," by Kingsley Amis. The reviewer was especially impressed by the dream sequences. We agree with Amis that dream sequences in a film are more effective than in fiction or conversation due, of course, to the visual dimensions of the screen.

Joanne Woodward, filming "The Fugitive Kind," here with Marlon Brando and Anna Magnani, and her husband Paul Newman, star of "The Young Philadelphians," were visited by Edwin Miller with pen and camera for the August issue of "Seventeen."

The result is a word picture of two intellectuals, who, fortunately for our industry, spend most of their working time making motion pictures.

Joanne says "I don't want people to say let's go see the Joanne Woodward picture . . . I would rather have them come to see a character I am going to play."

"When I read a script, a picture of the character forms in my mind, what she looks like, her hair, clothes, physical mannerisms. If nothing happens, she's not for me. And I don't take the part."

"The Silent Don," a Russian film based on Sholokov's novel "Don Cossack" and "And Quiet Flows the Don," is reviewed by Richard Marek in the August issue of "McCall's."

According to Marek, it is filled with Russian grandeur, emotionalism and heroism. A Cossack attack on the Germans at the beginning of World War I, is one of the highlights of the film.

"The Big Fisherman," the story of Simon called Peter, one of Jesus' disciples, has been awarded the "Parents" magazine Family Medal for August.

"Don't Give Up the Ship," starring Jerry Lewis, in which he plays more...
Hartford, Aug. 18

Certainly, in this James H. Nickelson and Samuel Z. Arkoff production bearing the American-International label, there is much to be recommended in terms of possible series ideas, emanating from a tongue-in-cheek spoof on contemporary horror presentations. It's been far too long since the industry had its share of true series releases, and who's to say that American International, certainly receptive to market trends, hasn't the nucleus, in terms of casting, for subsequent stories all concerned primarily with the young.

Lou Russoff produced and William Hole Jr. directed from a Russoff original screenplay. Most of the young people in the American incarnation of the earlier "Hot Rod Gang" may be seen in "Ghost of Dragstrip Hollow," which has to do with the Zenith Car Club, teenage unit, alarmed over vandalism. Moreover, there's rivalry between Jody Fair and Nancy Anderson for club leadership. To settle the latter, a drag race is conducted on the dry Los Angeles river bottom, the upset of which finds Miss Anderson injured.

Dorothy Newman offers club use of her reputedly haunted house for new club members. Moreover, there's a "haunted" business man-made, in person of Paul Blaisdell, frustrated actor. There's joy anew in teenville.

There is exploitation value in American-International's merchandising of the film's tunes, including "Charge Geronimo!" "Ghost Train," by Nick Venet; "Tongue Tied," by Jinnie Madd, "He's My Guy," by Charlotte Brassier; and "I Promise You," by Bruce Johnston and Judy Harriet.

Bart Carre was associate producer and production manager. Running time, 60 minutes. General classification. Release, in July.

The appointment of Sam Zelman as special assistant to the director of news was announced by John F. Day, director of news for CBS News. Zelman's first assignment, when he takes over his new post later this month, will be to direct coverage plans for the 1960 national political conventions and elections.

William Harmon has been named producer of "The Betty Hutton Show," the new half-hour comedy series which has its premiere on the CBS Television Network Thursday, Oct. 1. Harmon, for years a prominent Broadway producer, has most recently been affiliated, in an executive capacity, with Security Films in Hollywood.

Leon I. Mirell has been named director of business affairs for MGM-TV, a line of television business negotiations at MGM Studios, Culver City, Calif. It was announced by George T. Shupert, vice-president in charge of television for Metro-Goldwyn-Mayer. Mirell resigned from the CBS TV program department to accept his new post. Since November, 1954, when he joined CBS in Hollywood, Mirell has been active in all phases of television programming.

The reassignment of key executive sales personnel in CBS Television Spot Sales offices were announced by Bruce Bryant, vice-president and general manager, CBS Television Spot Sales. The change affects one executive in the New York office, transfers to Chicago as Midwestern sales manager, Howard H. Marsh, Detroit sales manager, moves to the New York office of CBS Television Spot Sales as an account executive.

Cinn. Station Buys 700 Paramount Films

Special to THE DAILY
CINCINNATI, Aug. 16. — Roger B. Head, general manager, WKRC-TV, announced their recent purchase of 700 Paramount films for about $1,000,000 through Music Corporation of America. It was called the largest feature film purchase in Cincinnati television history.

The seven year contract gives WKRC-TV (Channel 12) control over the 700 films and the station pays for them over a period of years as seen in the pictures. This is a different kind of contract than one providing options, payable on showing.

With this recent acquisition of its rights to its films, WKRC-TV now has approximately 2,000 films in its library. In addition to the Paramount group, are films from Warner Bros., RKO, 20th Century-Fox and United Artists.

Color TV Week Set in Nevada; 'Bonanza' to Bow

Rex Bell, acting governor of Nevada, has signed a proclamation declaring this week (Aug. 15-22) "color television week in Nevada." Films include a three-day celebration to be climaxd in Reno by the world premiere of NBC-TV's "Bonanza," new-hour-long color series.

Premiere of the series will be held in a Reno theatre Saturday with the show's running cast and guest stars making personal appearances. The series will bow on NBC-TV Saturday, Sept. 12, 7:30 to 9:00 P.M., E.D.T.

"Project 20" Programs On American Past Set

Three full-length "Project 20" programs will be newly built from the drama of the recent American past for presentation by the NBC-TV Network during the 1959-60 season, according to an announcement by Donald B. Hyatt, director of NBC Special Projects.

Two of the shows, "Not So Long Ago" and "Life in the Thirties," will blend narration with factual film and music of the period. The third, "That Ragtime Revolution," will be taped and filmed.

"Not So Long Ago" will be a recreation of five "peace—it's wonderful" years—1905 to 1910. "Life in the Thirties" will recapture the people, the events, the songs, and the crazes that made up the fantastic decade 1920-1939.

"That Ragtime Revolution" will deal with a period and musical area which have been virtually untouched in television. This will be an hour telling the story of the now almost forgotten ragtime genre, which revolutionized American popular music and paved the way for jazz.

Don Quixote' Story For Du Pont 'Show'

The Man Who Was Don Quixote," a free adaptation of the Don Quixote story that will also include incidents from the life of Miguel de Cervantes, author of the novel, will be presented as the Du Pont 'Show of the Month,' on the CBS Television Network, Monday, Nov. 9 (9:30-11:00 P.M., EST).

Anthony Quinn has been offered the title role of Don Quixote by David Susskind, who produces the 90-minute program for Talent Associates Ltd. Susskind also would like Mexico's top comedy star, Cantinflas, to play Don Quixote's squire, Sancho Panza. Dale Wasserman has written "The Man Who Was Don Quixote," for the Du Pont "Show of the Month" series.
STARTING THIS FALL...

UNITED AIR LINES BRINGS YOU
THE DC-8 JET MAINLINER, WORLD’S
NEWEST AND FINEST JETLINER

Soon you can fly on the Best of the Jets. It’s the DC-8 Jet, built by Douglas, designed to United Air Lines standards specifically for airline use. Extra care and knowledge born of 3 decades of passenger service attended every step in its building and thorough testing. Result: more reasons than ever to depend on United Air Lines when you travel.

EXTRA CARE HAS MADE IT THE BEST OF THE JETS
S. C. Judge Upholds Sunday Film Showings, 
Says 'Blue Laws' Violate U. S. Constitution

SPARTANBURG, S. C., Aug. 17.—On a verified complaint by counsel representing a number of South Carolina film theatres contending that Section 64-1 of the state's antiquated "blue laws" is in violation of the First and Fourteenth amendments of the U. S. Constitution, Federal Judge C. C. Wyche of Spartanburg today temporarily enjoined the sheriffs of Spartanburg, Cherokee and four other South Carolina counties from further interfering with Sabbath theatre operations in their areas.

Judge Wyche's temporary restraining action will be in effect for 10 days or until Aug. 27, when it may be extended for a like period or longer upon adequate showing. Adjudication of the "blue law" controversy will automatically be handled by a three-judge special U. S. Fourth Circuit Court of Appeals court, upon application by the Federal Court here.

Fourth Circuit Chief Judge Simon Soboloff of Baltimore will name the members of the special tribunal to determine constitutionality of Section 64-1 under the First and Fourth Amendments. It has the power to hand down a permanent injunction.

Review:
The FBI Story

Mervyn LeRoy—Warner Bros.

An intimate portrait of the life and times of a "typical" agent of the Federal Bureau of Investigation, one who was employed from the day that J. Edgar Hoover first assumed command down to the present, is presented with high enthusiasm and evident admiration for the subject by producer-director Mervyn LeRoy in "The FBI Story."

Everything about the film portends big box office. The title comes from the best-selling book by Don Whitehead, which was on best-selling lists for months; James Stewart stars as the heroic agent; and the script by Richard L. Breen and John Twist alternates scenes of FBI men in action with others showing domestic crises in the life of fictional G-man Stewart. Technicolor photography also helps.

Actually more time is devoted in the film to details of the private life of the hero than to those of his hazardous occupation. As a result, women (Continued on page 6)

Disc Jockey Film Set

By Fox and D-J Assn.

From THE DAILY BUREAU

HOLLYWOOD, Aug. 17. — Plans for the production of the first feature depicting the role of the disc jockey in the entertainment industry, were disclosed today by a joint announcement of 20th Century-Fox and Jim (Continued on page 5)
PERSONAL MENTION

KING VIDOR, director of Edward Salmi's "Solomon and Sheba," will return to New York aboard the "Caronia" tomorrow from London.

Ted Levy, Buena Vista district manager in Cleveland, became a grandfather again when his daughter, Marjorie Levy Vankle, gave birth to a girl in Detroit.

William Perlberg, Jr., associated with his father at Perlberg-Seiton Productions at the Paramount studios, was married at the Beverly Hills Hotel to Joyce Ebenstein.

Montgomery Clift will return to New York from London today via B.O.A.C.

Lynn Farnol, head of the public relations firm bearing his name, will leave here on Thursday with Mrs. Farnol for a vacation trip to Germany.

Mary Dale, head of the accounting department at the Allied Artists exchange in Atlanta, has left there for a vacation in North Carolina.

Mrs. Charles Sugarman, wife of the operator of two Parkersburg, West Va., drive-in theatres, has given birth to a girl, Tony Anne.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center, C. 6-4000
CARY EVANMARIE JAMES
GRANT SAINT JASON
ALFRED WICKOCKS
"NORTH BY NORTHWEST"
Art M-G-M Picture in Volvision®-Technicolor®
and color new state special "SUMMER FESTIVAL"

ON THE BEACH...

Nothing in The World Beats the Berkley
Midweek or week end, it's always a good time to see a
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In New York City, call Worth 2-4018

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94 'North' Bookings
Bring $1,750,000

M-G-M's "North by Northwest" in its first 94 bookings has brought in a total of $1,750,000 at the box-office, it was announced by Jack Byrne, vice-president and general sales manager.

He pointed in particular to the staying power of the production, which, he said, "is being demonstrated to a greater extent every day." The film, Byrne said, "has legs" equal to any picture released in the last two years. There is no doubt that long runs can be anticipated for all forthcoming placements.

The picture, which broke all records at Radio City Music Hall in its first week, has started the second week with a huge boxoffice gross of over two million. It will be showing for the four days ending Sunday.

Capra Goes to Brazil
For 'Head' Premiere

Frank Capra, producer-director of "A Hole in the Head," leaves here today for Rio de Janeiro where he will attend the South American premiere of the UA release at the Pala- cio D. Carlos on Aug. 23. At the end of his nine-day stay, he will be received at the Presidential Palace by Juscelino Kubitschek, Brazil's chief executive.

Will Meet Diplomats

Capra also will meet with John M. Cabot, the United States Ambassador, and prominent American and Brazilian citizens. Capra has been in- vited to address the Rio de Janeiro and Sao Paulo branches of the Society of Theatre Arts.

During his Brazilian visit the pro- ducer-director will be working close- ly with Harry Stone, MPAA representa- tive in that country.

Kenneth Levy Dies;
Son of Fox Manager

Funeral services were held in the Bronx yesterday for Kenneth Levy, 18, of Mrs. M. Levy, 20th Century-Fox branch manager. Kenneth Levy died at South Shore Hospital, following a diving accident at Nantucket Beach, Mass. He is survived by his parents and a sister, Karen, 15.

The entire sales and booking staff of the Fox Boston office attended services at the Schwartz Funeral Home.

Cinerama Elects Readle

Walter Readle, Jr., head of the theatre circuit and restaurant opera- tions bearing his name, and chairman of Continental Distributing, Inc., was elected a director of Cinerama, Inc., at a meeting of the company's board here yesterday.

Claims Fee for Services
On 'Naked Sea' in Suit

Ruling that issues which warrant trial had been raised, Supreme Court Justice Charles T. Lorello yesterday denied summary judgment in a suit brought by Producers Representatives, Inc., against Theatre Productions, Inc., for compensation allegedly due the former.

Plaintiff charged that under a June, 1955, agreement it was required to act as representative for the film, "The Naked Sea," and was to receive for its services three per cent of the picture's gross for two years. The picture was released in 1956 and plaintiff claims it grossed over $294,000, and that it is entitled to $8,828.

The picture was distributed by RKO Radio.

Denial Entered

The defendant entered a general denial and claims the nothing is owed the plaintiff.

World-Telegram Starts
New Film Ad Series

The N.Y. World-Telegram and Sun has started a new series of promotional ads for motion pictures and its own film section. First ad in the new series was 7½ inches by two columns and featured a still from M-G-M's "It Started With a Kiss," and text. Head- ed "Coming Your Way," the copy told readers "A parade of important screen productions is Broadway bound" and directed them to get the news and re- views in the W-T's announcement pages.

Roxy Books 'Woman'

Paramount's "That Kind of Woman" will be the next attraction at the Roxy Theatre here.
lallelujah! He did it! He brought us to Cordura!"

MICHAEL CALLAN
as Pvt. Hetherington
THEY made this year's big picture!

COLUMBIA PICTURES
presents
GARY COOPER • RITA HAYWORTH
VAN HEFLIN • TAB HUNTER
in the
WILLIAM GOETZ
Production of
THEY CAME TO CORDURA
co-starring
RICHARD CONTE • MICHAEL CALLAN
DICK YORK
Directed by
ROBERT ROSSEN
A GOETZ-BARODA
PRODUCTION
From the Novel by
GLENDON SWARTHOUT
Screenplay by
IVAN MOFFAT, ROBERT ROSSEN
CINEMASCOPE
in EASTMAN COLOR
Who's Where

Robert M. Weitman has been appointed to the newly-created post of CBS Television Network vice-president, independent productions; it was announced by Oscar Katz, vice-president, network programs. Weitman's appointment places him on the same administrative level with Michael J. Danna, vice-president, network programs, New York, and William Dozier, vice-president, programs, Hollywood, with all three reporting directly to Katz.

Dean Behrend has joined the staff of the WCBS-TV sales development and research department as supervisor of sales development, it was announced by Walter Stein, the station's director of research and sales development.

New Policy Set for 'Death Valley Days'

By SAMUEL D. BERN

HOLLYWOOD, Aug. 17.—"Death Valley Days," one of the oldest syndicated TV-flamed programs, is having its failure and its life extended. "Name" guest stars, top directors and writers, and actual location filming of the events will be used to bring the series into sharper focus during the 1959-60 season.

Filmaister Productions was named by U. S. Borax and Chemical Corporation to incorporate the new production values. Robert Stabler, Filmaister's executive, producer, in turn, appointed screen and TV veteran Nat Perrin to helm the series as producer for Filmaister.

Only Two Holdovers

The show's only holdovers are Stanley "Old Ranger" Andrews as the series' host-narrator and Ruth Woodman, its story editor for the past 30 years.

The show itself is unique in that it is wholly owned by its original sponsor, U. S. Borax and Chemical Corp., which handles its own syndication in 113 cities.

Disc Jockey Film

Hawthorne, president of the Disc Jockey Association, Inc.

The film, tentatively titled "The Big Platter Parade," will be produced in Cinemascope by Jack Leewood, with Hawthorne representing the Disc Jockey Association as associate producer, for release in June 1960.

'Time' Big at Roxy

With a box-office gross of over $47,000 for the first three days of its premiere engagement at the Roxy Theatre, Metro - Goldwyn - Mayer's "The First Time" is headed for a $75,000 week, the company said yesterday.

Open Reopen Theatre

NEW ORLEANS, Aug. 17.—The F. T. McDonell Theatres with home base at Union Springs, Ala., has reopened the indoor Frisco Theatre, Friscoe City, Ala., which had closed for some time.

NT Moves in Phila.

PHILADELPHIA, Aug. 17.—National Theatre Supply Co. has moved from 1235 Vine Street to their newly-decorated quarters on the southwest corner of Clarion and Vine Streets.

55th St. Books 'Girls'

"Young Girls Beware," French film, will have its American premiere running on Saturday at the 55th St. Playhouse. It is being released here by United Motion Pictures Organization.

Clark Praises "Too Much Anatomy"

WASHINGTON, Aug. 17. — The Commerce Department said it expected television set production to zoom his year to 6,400,000 sets, compared with only about 5,000,000 last year.

Goldstein to UA

(Continued from page 1)

over the newly-created post in September and will make his headquarters in Hollywood at the UA Co. offices. Goldstein, who has served with United Artists for the past two years, has worked in close association with UA's handling liaison between the motion picture company and its music subsidiary. As West Coast representative, he will contact music distributors, publishers and recording artists. He will also work on music production and deal with producers of United Artists motion pictures on sound track albums and other music tie-ups.

A veteran industry executive, Goldstein was general manager for the British subsidiaries enterprises. With United Artists, he has served as supervisor of New York promotions, assistant advertising manager and sales-promotion coordinator.

Expect Set Production

To Hit 6,400,000

From THE DAILY BUREAU

(Continued from page 1)

ity" in motion pictures, entitled "Too Much Anatomy," Clark pointed out in his letter that the public is protected against the obscene and that offenders can be brought to trial and punished.

"This has always seemed adequate protection to me," he said. "But I do not believe, as do many of my colleagues, that we have a right to try to protect ourselves from ideas which are objectionable."

Welcomes Responsibility

"In our industry we want to be responsible and are responsible, and we want to be held responsible under the law, as are editors and publishers, but we do object to being singled out for prior restraint censorship.

"Let all be equal under the law... all the press as well as the producer and distributor of motion pictures, and let all be equally liable under law for any violations."

Rank Organization

Books 4 from MGM

From THE DAILY BUREAU

LONDON, Aug. 15. (By Air Mail).

--The traditional release pattern between MGM and Associated British Cinemas has officially been broken.

Metro has issued an announcement in the following terms: "In line with MGM's new policy of not being tied to any particular circuit, the company's impressive line-up of product will be available on a competitive market basis. MGM's pictures will be distributed to independents as well as to major circuits.

The Rank Organisation will play four Metro pictures in the near future which, under the old and long-standing arrangement, would have gone to ABC. The pictures are: "Ask Any Girl," "The World, the Flesh and the Devil," "North by Northwest," "The Naked Maja.

"Ask Any Girl" will be given a West End premiere at Rank's Leicester Square Odeon on Sept. 10.

Robt. Newton to Fox

(Continued from page 1)

with the New York Journal-American, and for the last three years has worked on the drama desk of the paper.

Prior to his affiliation with the Journal, Newton spent four years in the Navy Air force on the aircraft carrier Antietam.
**The F.B.I. Story**

Continued from page 1

Alice Lee Boatwright, formerly associated with the ABC radio show of Frank Farrell, and more recently casting director for Goodson & Todman Productions, has been added to the publicity staff of Universal-International to work in New York in connection with the promotion of "Pillow Talk."

Lou Brown on Sept. 1 will assume duties as director of advertising publicity for Loew's Boston Theatres, Inc. He will handle this responsibility in addition to continuing his supervision of promotion for Loew's Pull-New England Theatres, Inc., in Connecticut and Massachusetts.

George Lewis, long ill, has retired from National Theatre Supply Co., Philadelphia.

Edward Gearing, who has been in the Washington Circuit, Cleveland, for the past 30 years, has been named manager of the Hall Aver Theatre, succeeding James Williams, who has resigned.

Vernon Kline has been named manager of the Strand Theatre, Philadelphia, for Abe Sunberg.

Samuel Goldwyn and Dore Schary will be among the speakers at the Ninth Annual Creaker Barrel, Americana, at the Lake Tadorna Club's White Mountains Festival of the Seven Arts, Aug. 15-30.

Anne Nelson, director of business affairs for CBS Radio in Hollywood for the last five years, has been transferred to the business affairs department of the CBS Television Network, it was announced by Philip Feldman, CBS Television Network vice-president and business manager of talent and contract properties, Hollywood.

Laurel, Hardy Returning Via Doff, Rooney Firm

From THE DAILY Bureau

HOLLYWOOD, Aug. 17.—Rights to motion picture characterization of Laurel and Hardy for a full-length theatrical film have been secured from Ben Shipman, attorney for Stan Laurel and the Oliver Hardy estate, by Red Doff and Mickey Rooney on behalf of their Frayman Enterprises.

will be attracted to the film as much as men. Further, the violence is not so brutal that children should be excluded. "The F.B.I. Story" is family entertainment all-around.

It does not, of course, follow the pattern of the Whitehead book. That was primarily a history of the organization of the FBI with many of the more famous cases it has handled over the years described at factual length.

On the screen several of these same cases are ones in which the hero becomes involved. Sketched in mainly as background are shoot-it-out encounters with "Baby Face" Nelson, "Pretty Boy" Floyd, and John Dillinger. There are also brief glimpses of the training methods of the FBI and shots of its extensive research laboratories and facilities.

Dealt with in greater detail are three cases in which the hero plays a part. These include the unmasking of a murderer of several Indians in an Oklahoma oil boom town in which Stewart poses as a cattle dealer to gather evidence. Later Stewart goes to South America to relieve three FBI agents of duty there, and he has a narrow escape in a "cliff-hanging" scene in the jungle. In the climax Stewart leads in the tricky business of tracking down a Communist spy in New York City. All this is typical G-man stuff familiar from other films, but LeRoy directs the episodes with rapid pace and style.

As for the hero in private life, he is delineated as a typical All-American husband and father. What happens to him and his family is the stuff of which many a domestic drama has been made. His wife wants him to quit his job because of its dangers, and they quarrel several times about this. At one point she leaves him for several months, taking their three children along. They endure such other trials as the death of a close family friend and fellow agent and, later, the death of their only son in the attack on Iwo Jima.

The story in which the events receive the telegram notifying them of the demise of their son and then comfort each other in their grief had the ladies in the audience at the press screening reaching for handkerchiefs.

This reaction was a tribute to the sensitive, dignified playing of Stewart and that of lovely Vera Miles as his wife. The generally capable supporting cast includes Nick Adams, Diane Jergens, Jean Willes, Joyce Taylor, Victor Millan and others.

Many scenes in the film were shot on location in Washington, D.C., and New York City.

Running time, 149 minutes. General classification. Release, in October.

Richard Gertner

$2,000,000 Gross for 'Murder' in Six Weeks

Otto Preminger's "Anatomy of a Murder," in release only six weeks, has already passed the $2,000,000 mark in grosses, it was announced yesterday by Rube Jacker, Columbia Pictures vice-president and general sales manager.

"Anatomy" has been held over in every one of its first 99 key city engagements, Jacker said, and it is still playing in 68 of these situations, with no end in sight. Even more significant, Jacker declared, is the film's staying power as evidenced in repeated instances of holdover grosses surpassing the take for previous weeks.

Citing specific examples, the general sales manager noted that the fifth week at the Cary Theatre in Boston was bigger than the second, third and fourth weeks. At both the Criterion and Plaza Theatres in New York, the sixth week topped the preceding stanza. The sixth session at the Warner Beverly in Los Angeles was higher than the fourth and fifth.

At the Elmwood in Providence, the fourth week outgrossed the second and third. In Baltimore, the Stanley Theatre showed a big increase in the third week over the second. At the Uptown in Salt Lake City and the Century in Buffalo, the fourth week was bigger than the third.

**Censorship**

Continued from page 1

ators who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. co-spc, who recently joined with Senate Judiciary Committee chairman John J. 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**MOTION PICTURE DAILY**

**In Manhattan**

Theatres Lose $50,000 in Power Failure

An estimated 18 to 20 Manhattan theatres lost approximately $30,000 in patronage in Monday's power failure that blacked out the West Side from 79th Street to 110th Street, the East Side from 74th Street to 110th, and from the Hudson River to the East River.

However, other theatres bordering on the blacked-out area did better than usual business Monday afternoon and night and attributed most of the increase to the closing of affected theatres and the darkening of home and tavern television sets due to the power failure.

The blackout began shortly before 3 P.M. and lasted in most areas until near midnight, too late for theatres to reopen. All those affected were back in regular operating schedules yesterday.

A spokesman for Loew's Theatres (Continued on page 4)

**Arrangements Finished For ACE-MPAA Meeting**

The top conference committees of the American Congress of Exhibitors and the Motion Picture Association of America will meet in the latter's board room here at 11 A.M. next Tuesday, the second of the top level exhibitor-distributor emergency conferences.

Discussions will be continued during (Continued on page 6)

**Sid Pink's 'Cinemagic' Slated for November**

By SAMUEL D. BERN

HOLLYWOOD, Aug. 18 — Sid Pink, West Coast exhibitor, with occasional interests in independent film distribution, will bring "Cinemagic" to the nation's screens by Thanksgiving, he told the press at a reception in his (Continued on page 6)

**TV TODAY—page 5**

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**Youngstein Transferring to Coast Temporarily In Move ‘To Serve U.A. Producers Better’**

Max Youngstein, United Artists vice-president, whose activities in months past have been increasingly concerned with production matters, will establish temporary headquarters in Hollywood shortly after Labor Day, he confirmed yesterday.

Youngstein said he was undertaking the move because it would enable him to better serve United Artists' producers, "whether in matters of promotion, production or records." He added that by taking his family with him he also would be enabled to spend more time with them than would be possible if he remained in the East and confronted to the heavy schedule of Coast trips that would then confront him.

"The move has no other significance," Youngstein said. "Nothing else is to be changed."

Roger Lewis, in charge of U.A. advertising-publicity, recently was elected a vice-president of the company and a series of executive promotions throughout the department were made simultaneously, giving effect to U.A.'s new intercontinental promotion organization.

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**Demonstrate Victoria 70mm Projector Here**

Demonstrations of the Victoria-X 70/35mm projector are being conducted here this week, through Friday, by the Cinematograph division of Joe Hornstein, Inc., at 341 West 44th Street, company headquarters and display rooms. Cinematograph is the American distributor of the Victoria-X, which is manufactured by Cinemecanica of Milan, Italy, one of the Europe's leading developers of motion picture equipment.

In announcing the series of demonstrations, George Hornstein, president (Continued on page 5)

**Skouras' USSR Report To Company Heads**

Spyros Skouras, 20th Century-Fox president, will make a special report to company presidents and foreign department heads of major companies on his recent visit to Moscow and other European capitals at a dinner at 21 Club here next Tuesday evening.

Eric Johnston, president, and other MPEA officials also will be present.

Skouras attended the opening of the American Exhibition in Moscow as a representative of our government and also was a visitor to the Moscow Film Festival. He returned last weekend.

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**REVIEW:**

**But Not For Me**

Perlberg-Seaton—Paramount—VistaVision

Here's a snappy romantic comedy that should play well in any situation. One of those slick backstage accounts of people in the theatrical whirl, the VistaVision production benefits immeasurably from the performances of four stars whose names will look mighty imposing on theatre marquees everywhere.

The first of these is Clark Gable, who again proves himself to be one of the best natural comedians in pictures today. Gable is so confident of his every move that it's a pleasure to just sit back and watch a real professional at work. And when it comes to playing a producer who's more than just a bit sensitive about his age, no one could get a bigger audience response than Gable, who, because of the virile image he has built up (Continued on page 6)

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**In 31 Cities**

National Radio Time for Local Film Openings

MGM Sets 36 Independent Stations in 'Kiss' Campaign

A method of purchasing national radio broadcasting time keyed to a campaign for local openings of a single picture is being put to the test by M-G-M in 31 key cities across the country on behalf of its new release, "It Started With a Kiss." It is estimated that the campaign will reach 70 per cent of the nation's radio listeners. M-G-M terms it the "first national radio spectacular."

The package, developed with M-G-M's advertising-publicity department by John Blair & Company, station representatives, and Donahue & Coe, M-G-M's advertising agency, involves 36 leading independent stations in 31 key cities. Timed to the openings of the picture, the basic campaign will give M-G-M a minimum of 126 announcements on each station, at least one per hour every day from 6:00 A.M. to midnight, from the Monday before opening through the first Sunday.

In addition, each station will have (Continued on page 4)

**Wall St. Firm Sees Loew's Dividend Soon**

Expectations that Loew's, Inc., will declare a dividend of from $1.40 to $1.50 at the board of directors meeting here next Tuesday are expressed by Herzel & Stern, New York Stock Exchange firm, in a prospectus on the company.

The dividend, if declared, will be (Continued on page 6)

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**Tax Relief Limitation Rejected by House Unit**

By J. A. OTTEN

WASHINGTON, Aug. 18 — The House Ways and Means Committee today rejected a Treasury Department suggestion that proposed tax relief on foreign earnings be limited to under (Continued on page 6)
Levy Is Heard at Outing Of Connecticut MPTO

Special to THE DAILY

STRATFORD, Conn., Aug. 18. — Post-wetness in the form of warm rain failed to dampen enthusiasm at the annual Motion Picture Theatre Owners of Connecticut outing today on the picturesque Mill River Country Club grounds. Participation and distribution representatives from key Atlantic seaboard points gathered for the traditional festive occasion.

Post-show commentary by top industry figures, included an address by Herman M. Levy, general counsel of Theatre Owners of America, citing a promising future for theatrical motion pictures on the nation's screens.

More than 250 attended the event.

Douglas, Lipton Here

For ‘Spartacus’ Talks

Kirk Douglas and David A. Lipton, Universal Pictures Company vice-president, will arrive here today to confer with Universal home office executives on sales and promotion plans for the forthcoming ‘Spartacus,’ the Lidnyana production in which Douglas stars.

Douglas will participate in a series of meetings with the Universal sales cabinet and will also attend office meetings with Eastern advertising and publicity department executives headed by Charles Simonelli, Eastern advertising and publicity department manager in New York; Eastern advertising manager; Herman Kass, Eastern exploitation manager, and Paul Kamney, assistant Eastern publicity department manager. They will be joined in the New York meetings by Stan Margulies, Bryna ad-publicity department manager. They will in New York from Europe.

Production Shows Rise;

33 Films Before Camera

Special to THE DAILY BUREAU

HOLLYWOOD, Aug. 18. — Production took a rise in Hollywood, California, at the start of four pictures, bringing the total to 33. Only one was completed, Jack Webb’s ‘30—30’ five days ahead of schedule.

Started were: ‘Swiss Family Robinson’ (Walt Disney Production—Technicolor and Panavision); "Bay of Naples" (Scribne Production for Paramount in VistaVision & Technicolor); "Hell Bent for Paradise" (Universal—International—Cinemascope); "Kirby’s Gander" (Tiger Production—Independent).

‘Magician’ Here Aug. 27

Ingnar Bergman’s new film, ‘The Magician,’ will have its American premiere on the evening of Aug. 27 at the Fifth Avenue Cinema here. It is a Janus Films’ release.

Free Pennies Stunt Promotes Kaye Film

Special to THE DAILY

DENVER, Colo. — The Denham Theatre here has been giving away money as a means of attracting customers. It was all part of the promotion campaign the theatre had going for Paramount’s ‘The Five Pennies,’ starring Danny Kaye.

All persons in town named Penny, Penn, Nichols and Nicole received in the mail each day for five successive days a penny sequentially accompanied by a portion of the lyrics of the film’s title song. Finally they received a card indicating that five pennies and the card would admit one person to the Denham to see ‘The Five Pennies’ when accompanied by one paid admission. Opinion-makers and film critics also were recipients of the pennies and card.

Other promotion stunts used by the theatre on behalf of the film were music store tieups involving the giving away of records of music from the film, a tieup with J. C. Penney Department Store for a special ‘five pennies’ sale, and a mobile discidion band that traveled the highways and byways to bring the ‘50mm’ sound.

Associated with the sound programs in the display are all of the out-of-town comic and the accents. A sign adorning the installation for 70mm projection and related t-channel sound.

Europe Has 60

Horstmann pointed out that there are Victoria-X installations in 60 theatres in Europe, the Mid East and North Africa, and that organization already has equipped number of theatres for 70mm in country, including the Century’s Shore theatre in Huntington, N. Y., and Cornwall’s pictor’s 1st theatre in Wichita, Falls, Texas, and Centre theater, St. Petersburg, Fla.

Sturges, Mirisch Sign Pact for ‘Magnificent’

From THE DAILY BUREAU

HOLLYWOOD, Aug. 18. — “Magnificent Seven,” Yul Brynner star re originally set for production. The Actor’s Company, Alecina, now is producing and directed by John Sturges for the Mirisch-Alp Co., a newly formed joint venture between Sturges’ production company and the Company. It was announced jointly today by Sturges and Harold Mirisch.

Brynner will star in the film United Artists release.

FOX DIVIDEND 40c

The board of directors of 20th Century-Fox yesterday declared a quarterly dividend of 40c per share payable on Sept. 26 to stockholders record Sept. 11.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kame, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fox Advertising Manager; Gue H. Fassell, Production Manager, TELEVISION TODAY, J. C. Cole, Editor, M. S. Aareonsen, Editorial Director, Pinky Herman, Vincent Canby, Eastern Editors. John F. LeMaster, Southern; W. W. James, Western Reporter; Howard Lipton, Editor; William Ray, News Editor. Correspondents in the principal capitals of the world. Motion Picture News Service, 150 East 42nd Street, New York. Circulation Director, Denman C. Cleaver. © Copyright 1954. Reprinted by permission of the publisher, Motion Picture News, New York. Reproduction is prohibited except by permission. President: Martin Quigley, Jr., Vice-President: Theo E. Schaefer, Vice-President: Theo J. Sulligent, Vice-President and Treasurer; Raymond Gallaher. A section of Motion Picture Herald, Published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Famed. Entered as second class matter Sept. 21, 1918, at the Post Office at New York, N. Y., under the act March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, $1.
NEW YORK GOES GUINNESS!

Breaks every record in the 21-year history of the Guild Theatre! Not since "Rebecca" has Daphne Du Maurier brought such haunting excitement to the screen!

BOSTON!
New M-G-M house record going into 4th big week.

LOS ANGELES!
Opening tops Big "A"—hits from two other companies.

YOUR OPPORTUNITY!
More and more the fans go for that Guinness guy.
National Radio

(Continued from page 1)

its full promotional support behind the campaign, creating intense penetration.

The programming structure of each station will be utilized for a substantial number of announcements tied in with weather reports, traffic bulletins, sports news, women's service shows, and similar broadcasts. Station disc jockeys and other personalities will "adapt" the picture and sell it personally to their listeners. Each station will create its own contests and promotional stunt.

This approach involves a problem that has long plagued motion picture companies who wanted to buy national broadcasting time. With various opening dates—dates liable to change—they could not commit the same dates and times for all cities. Under this plan, the commercials and promotions will be broadcast at the most effective time posted when and after the opening.

If an opening date should be changed, the individual station can adapt the schedule to fit the new requirements.

MGM is the only company opening the week prior to Labor Day.

Drive Started in New York

The campaign has begun in New York, where the film opens at the Capitol Theatre today, and in Cincinnati where it will open tomorrow.

In New York, stations WABC, WMGM, WINS and WABC are carrying the heavy schedule of spots and promotions.

In Cincinnati, WCPO is the station, and the campaign there illustrates the power of the package. The station has already run teaser announcements prior to the campaign's beginning, calling attention to "Isawak Day" with recordings of kiss sounds; a contest to find the most beautiful lips in Cincinnati; a motorcade through the streets of the city led by the staff of the station; on-the-air interviews from the lobby after a sneak preview; and street ballyhoo with models distributing candy kisses set for opening day. In addition to the regular saturation spot commercials, playing of the Debbie Reynolds M-G-M record of the title song, and the editorial support of the station's personalities.

Stations in Every Area

Stations participating in the Radio Spectacular are: WHB, Kansas City; KFWB and KHJ, Los Angeles; WAKY, Louisville; WQAM, Miami; WOR, Minneapolis-St. Paul; WDSU, New Orleans; WCJ, Norfolk; WPLT, Philadelphia; WWSW, Pittsburgh; KGW, Portland, Oregon; WPHO, Providence; KKOK, St. Louis; KGO and KSFO, San Francisco; WABC, WMGM and WINS, New York; WFBF, Baltimore; WHDH, Boston; WLS, WJJD, Chicago; WCPO, Cincinnati; KLIF, Dallas; KFJZ, Fort Worth; KTLY, Denver; WNNY, Detroit; WHEC, Rochester; WKY, Indianapolis; KMBC, Kansas City; KDCA, St. Louis; WSB, Atlanta; WJZ, Baltimore; WOR, New York; WHB, Los Angeles; WBB, Boston; and stations in all areas of the United States. The contest is open to listeners in all parts of the United States.

Theatre Lose $50,000

(Continued from page 1)

said that while only three of the circuit's houses were affected—Orpheum, Olympia and 56th Street—the loss for the day could be estimated at around $9,000 as business had been excellent with the attraction "Some Like It Hot."

As soon as it was known that the blackout would continue for some hours, Loew's Theatres went on its radio station WMGM with announcements that the same program which had been playing at the closed theatres was available in nearby Loew's houses.

Just how effective the announcement was remained a question, as much as radio reception was out along with everything else dependent on electric power in the affected area.

Times Square Unaffected

Although no strategic business section of upper Broadway was blacked out, Times Square first runs were open as usual. In fact, managers of some said they knew positively they were receiving some benefit from the closed houses further uptown, as well as from the darkened television screens, when they observed numerous customers at the box offices with flashlight pro- from pects, proclaiming the carriers to be refugees from the blacked-out area.

All of the affected theatres made their performances in progress when the power failure occurred. Some refunded admissions; others issued tickets good for a later date. Theatre operators said refunds to those who asked for them did not amount to much as some had only a few hundred dollars in at the blackout and others had completed a full first performance.

RKO Houses Dark

RKO Theatres had one house operating in the affected area, the 86th Street. A circuit spokesman said it was difficult to tell whether its unaffected theatres adjacent to the blacked out area benefited "because they had been doing good business anyhow with This Earth Is Mine."

A spokesman for Independent Theatre Owners Ass'n. of N. Y. estimated that "at least 10" of the independent theatres of the organization were in the blacked out area.

Consolidated Edison Co. spokesmen attributed the failure informally to extra demands placed upon the service in the area due to the prevailing warm, humid weather. However, an official of the city and department of Water Supply, Gas and Electricity laid it to "operational" causes. Con Edison then said it would be unable to state what had gone wrong until all trouble spots, six or seven in number, had their defects submitted to laboratory examination.

Con Edison Has 20 Circuits

The six or seven failed circuits were part of a network of 20 serving the affected area. Con Ed shut off the other 14 while the defects were traced and repaired because the strain placed on those still functioning would have made them liable to damage which might have required months to repair, they said.

The power failure affected an estimated 500,000 residents of the two areas and all business establishments, transportation, traffic light, refrigeration, elevator service, and other facilities dependent upon electric light and power therein.

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, Technirama; vy, VistaVision; ts, Regalscope.

> AUGUST

AA— THE BAT: Vincent Price, Agnes Moorehead

AA— FACE OF FIRE: Cameron Mitchell, James Whitmore

AIP— SIGN OF THE GLADIATOR, c, cs: Anita Ekberg, George Marshall

BV— THE BIG FISHERMAN, c, te: Howard Keel, Susan Kohner

COL— 50-FOOT BRIDE OF CANDY ROCK: Leo Cast; Ilo

COL— HAVE ROCKET, WILL TRAVEL: Three Stooges

MGM— THE SCAPEGOAT: Alec Guinness, Betta Davis

MGM— THE BIG OPERATOR: Mickey Rooney, Mamie Van Doren

PAR— THE FIVE PENNIES, c, vv: Donny Kaye, Barbara Bel Geddes

20-FOX— A PRIVATE'S AFFAIR, c, ss: Sal Mineo, Gary Crosby

20-FOX— RETURN OF THE FLY, ss: Vincent Price

20-FOX— THE ALLIGATOR PEOPLE, c, ss: Lon Chaney, Beverly Garland

20-FOX— BLUE DENIM, c, ss: Carol Lynley, Brandon de Wilde

UA— THE RABBIT TRAP: Young Borgnine, David Brian

UA— THE DEVIL'S DISCIPLE: Rut Lancaster, Kirk Douglas

UA— CRY TOUGH: John Saxon, Linda Cristal

WB— JOHN PAUL JONES, c, te: Robert Stack, Betta Davis

> SEPTEMBER

AA— WEB OF EVIDENCE: Van Johnson, Vera Miles

AA— CALLING NORTH POLE, c, ss: Curt Jurgens, Dunn Addams

AIP— THE GIRL ON DEATH ROW

AIP— THE JAILBREAKERS: Robert Hutton, Mary Castle

MGM— FOR THE FIRST TIME, c, ss: Mario Lanza, Zsa Zsa Gabor

MGM— TARZAN, THE APE MAN, c: Denny Miller

MGM— IT STARTED WITH A KISS, c, ss: Debbie Reynolds, Glenn Ford

PAR— THAT KIND OF WOMAN: Sophia Loren, Tab Hunter

20-FOX— BLUE ANGELS, c, ss: Curt Jurgens, May Britt

20-FOX— THE ORANGE TRAIL, c, ss: Fred MacMurray, Nino Shimpan

UA— CAST A LONG SHADOW, c: Audie Murphy, Terry Moore

UA— TAKE A GIANT STEP: Johnny Nash

WB— LOOK BACK IN ANGER: Richard Burton, Claire Bloom

WB— YELLOWSTONE KELLY, c: Clint Walker, Ed Byrne

> OCTOBER

AIP— THE HAUNTED HOUSE OF USHER, c, cs

AIP— THE LIVING DEAD: Berbera Morris, Dick Miller

BV— JUNGLE CAT: All star feature

COL— THE TINGLER: Vincent Price, Judith Evelyn

COL— THEY CAME TO CORDURA, c, cs: Gary Cooper, Ruta Haworth

COL— THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett

COL— THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers

MGM— GIRLS' TOWN: Mamie Van Doren, Paul Anka

MGM— LIEBL: Dirk Bogarde, Olivia De Havilland

PAR— BUT NOT FOR ME, vv: Clark Gable, Carroll Baker

PAR— THE BEST OF EVERYTHING, c: Hope Lange, Crawford

PAR— FIVE GATES TO HELL, c: Delores Michaels, Patricia Owens

UA— THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London

UA— TIMBUCTU: Victor Mature, Yvonne de Carlo

UA— COUNTERPLOT: Forrest Tucker, Allison Hayes

UNI— PILLOW TALK, c, ss: Rock Hudson, Doris Day

WB— THE FBI STORY, c: James Stewart, Vera Miles

> ‘GIANTS’ ACQUIRED

‘The Little Giants,' starring Montgomery, Mexico, little Lemmy World Champions, has been acquired by Continental Distributing, Inc., in release in the United States and Canada. It was announced by Irwin Wormser, president of the company.
Television Today

Live Drama Workshop Started by CBS-TV

HOLLYWOOD, Aug. 18. - The CBS Television Network will launch a new live dramatic workshop designed to encourage and develop writing, performing and directing talent for television, it was announced in Hollywood yesterday.

The experimental project will be launched immediately, and will be called the CBS Television Network Drama Workshop, Katz stated. It will be under the supervision of William Dozier, vice-president, programs, Hollywood.

The primary purpose of the drama workshop is to provide an opportunity for the development of new writing, directing and performing talent for television, with a roster of fresh one-hour dramatic programs for possible future requirements, either for regular season network use or as summer replacements for established hour programs or both. The workshop program will consist of one-hour dramas embracing comedy, melodrama, adventure and romance. They will be produced live-on-tape at New York City.

ABC’s Channel 7 Hit By Power Failure

American Broadcasting Co.’s Channel 7 and radio station WABC were the only ones affected by the power failure that struck upper Manhattan in mid-afternoon Monday and was not repaired until eight or nine hours later.

ABC’s offices and studios are at 7 West 66th Street, just seven blocks inside the area affected by the power failure. Responding to the emergency, ABC forces got the television station back on the air in about 25 minutes after the start of the blackout by offering programs originating in other cities, using its mobile transmitter in the street, and other facilities. One network show, “Pantomime Quiz,” was staged on the sidewalk near ABC headquarters and transmitted by the mobile from outside some lighting and acoustical difficulties.

Portable, Car Sets Operate

All TV and radio networks were blacked out of the affected area, where reception was not possible other than on portable and car sets.

When ABC’s news printer ceased to function, local network affiliates, NBC and CBS, made their news dispatches available to it. Radio station WABC was off the air only a few seconds while hooking up to a transmitter at Lodi, N. J.

Radio station WINS is in the affected area but stayed on the air with a battery operated transmitter.

Office workers at ABC worked by candle and flashlight, with office air conditioning inoperative. One wag observed it was the first time some executives had been seen with their coats off at work.

‘New York Forum’ Set For Bow on Aug. 23

“New York Forum,” a new WCBS-TV Public Affairs Department weekly series presented in cooperation with the Association of the Bar of the City of New York, will make its debut Sunday, Aug. 23, it was announced by Frank J. Shakespeare, Jr., vice-president and general manager of the station (WCBS-Channel 2, 12:00-12:30 P.M.).

The guest on the first program will be R. Conrad Cooper, executive vice-president of the U.S. Steel Corporation and chief negotiator for the steel companies’ coordinating committee during the current steel strike.

The purpose of the new series, in the words of producer Warren V. Bush, “is to examine the ideas and actions of distinguished men and women in today’s headlines who give shape and direction to local, state, national and international affairs of public consequence.”

News Casters Bill Passed by House

WASHINGTON, Aug. 18. — The once-paused bill to exempt broadcasts from the “equal time” provisions of the Communications Act.

The legislation, somewhat more restricted than a bill already passed by the Senate, is aimed at overcoming a regret of a Federal Communications Commission decision that all political candidates must be given equal time on radio and TV news pages. Broadcasters have warned that here to overturn the ruling would place a blackout of political news on the air.

The House-approved bill would exempt any appearance by a legally allied candidate on any bona fide broadcast or on-the-air manager, providing the appearance of the candidate is incidental to the presentation of news.

The Senate-Farm bill also exempts appearances on panel shows and directs reexamination of the problem in two years, with annual reports to the FCC in the meantime.

Senate-House conference will work to cut out any compromis.

Orfolk Station Signs ABC-TV Affiliate

WVEC-TV, scheduled to operate Channel 13 in Norfolk, Va., has become an ABC Television affiliate, it was announced yesterday.

Oliver Treyz, ABC television coordinator, and Thomas F. Daman, WVEC-TV president and station manager.

The affiliation of WVEC-TV is effective in the fall when the new network begins its operations.

WVEC-TV formerly operated as a UHF station on Channel 15 in Norfolk.

In welcoming the new station, it was noted that WVEC-TV is a natural addition to ABC-TV's expanding affiliate lineup and that its management will bring to ABC-TV many years of successful cooperation.

Salt Lake City Station Also Have Tape Recorder

MILWAUKEE, Aug. 18. — A new tape recorder will be available on WTMJ, the local education station, Aug. 31, Paul T. Torney, station manager, announced. The $300,000 machine is being given to the station by the Ford Foundation. It will make better programming possible by recording a program before a live broadcast is made.

Jackson said the station was notified by the Ford Foundation that it would receive $10,000 worth of tape from the Minnesota Tape & Manufacturing Co.
But Not For Me

CONTINUED FROM PAGE 1

during his long career, is the last person one would picture in this particular situation.

In "But Not For Me," Gable has two beautiful women vying for his attentions, Carroll Baker and Lilli Palmer. As Gable's secretary, Miss Baker gives further indication of her worthiness of that long-range "star of tomorrow" build-up. But it is Miss Palmer, as Gable's ex-wife, who steals the show. Gorgeous gownings of the personification of theatrical glamour at its sleekest, and has a major share of the bright lines from John Michael Hayes' screenplay.

Rounding out the starring quartet is Lee J. Cobb as a prize-winning playwright nursing the bottle. Put these four stars together and you have "But Not For Me," a title borrowed from the George and Ira Gershwin standard from "Girl Crazy," which is sung behind the credits by Ella Fitzgerald.

Hayes' script is a variation on the perennial May-December romantic theme, with the girl, rather than the man, doing most of the chasing. The complications start when Gable, because of a set-back in his production plans, is forced to fire Miss Baker, whereupon, no longer an employee, she makes a play for him.

By an odd coincidence, Gable and Cobb had been working on a play involving the love of an older man for a younger girl, but had abandoned it as old-hat. Not Miss Baker's passion for Gable, he had, however, been on the bright idea of making the young girl the pursuer in the play, and use the real-life relationship between the producer and his secretary as the basis.

Working to close together, Gable and Miss Baker themselves become romantically involved, much to the amused despair of Miss Palmer, who feels it's about time for her ex-hubby to start acting his age. As might be expected, Miss Baker, who is also a dramatic student, winds up starring in Gable's play, along with Barry Coe, a young and handsome "friend."

In past instances, such screen romances between an older man and a girl have ended with the couple happily united, sometimes to the disappointment of younger movie fans. That is not the case in "But Not For Me." Miss Baker finally pairs off with Coe, and Gable is reunited with Miss Palmer, providing a solution that will be agreeable to all segments of the audience.

Before this fade-out, however, there are many spirited battles between the principals, including a frisky romp through Gable's bedroom. Most of the comic situations are focused on the stars, but there is an amusing bit by Thomas Gomez, as a Greek movie magnate.

"But Not For Me" was produced by William Perlberg and George Seitz and directed by the reliable Walter Lang. With Gable, Baker, Palmer and Cobb—plus Miss Baker's international reputation—it can't miss where sophisticated comedy is appreciated.


WARREN G. HARRIS

All-Time ‘Life’ Record

BUENOS AIRES, Argentina, Aug. 18.—Universal-International's "Imitation of Life" has just established a new all-time company record in the first week of its simultaneous four-theatre debut here. The picture amassed a total 1,201,000 pesos at the Gran Rex, Cancim, Florida and Flores, a combination seating almost 8,500 people. The initial week's gross exceeded the previous record-breaking marks established by the company's "To Hell and Back" by 28 per cent, and "The Benny Goodman Story" by 10 per cent.

A. F. Kehre Dies

OGALLA, Neb., Aug. 18.—A. F. Kehre, long-time Nebraska exhibitor and owner of the Frarie and Princess theatres here, died following a protracted illness.

Pink's 'Cinematic' (Continued from page 1)

Hal Roach studio offices tonight. Pink, president of Cinematic Inc., described this innovation as effecting the same realm of fantasy that a cartoon does, by converting live action footage to line drawings in motion, and distributing still frame samples of the result of the secret process now being reviewed by the U. S. Patent Office.

Pink who once partnered with Arch Oboler in the development of the three-D process, said there will be no need for special equipment, and that the costs generally poured into demonstrations of the process will be put into the first film, "Invasion of Mars" which rolls next month on a $500,000 budget. Cost of sets will be made for one-third normal costs to produce desired effects, Pink said. He will open the film here next Thanksgiving.

ACE and MPA (Continued from page 1)

ing a luncheon to be held at the Harvard Club, directly opposite the Association's offices.

Both committees will hear and discuss reports from the joint subcommittee on possibilities of increased production, aid to small theatre owners, theatre and film advertising, and the Compo committee on research.

All of the subcommittees and the Compo committee will have their meetings prior to next Tuesday. Let's do, the committee on aid to small theatres, is scheduled to meet in the MPAA board room tomorrow morning.

More of the MPAA committee on exhibitor relations will convene 10:30 A.M. next Tuesday in a case meeting and members of the ACE executive committee probably will meet Monday as well.

The MPAA executive committee will have the day off prior to the first joint ACE-MPAA conference.

Tax Relief Limitation (Continued from page 1)

devolved countries. It also seems likely to reject tomorrow another Treasury Department proposal to exclude export companies from the pro-
posed tax relief.

Both Treasury Department suggestions were opposed by motion picture companies and the U.S. would like to qualify for the tax relief permitted by the bill.

The bill, sponsored by Rep. Boggs (D., La.), would permit U.S. firms to set up special subsidiary corporations to carry on overseas operations and defer taxes on the earnings of those subsidiaries until the earnings are returned to the U.S.

The Treasury wanted the relief confined to operations in under-developed areas, but the committee said the relief should be available any-where.

Committee members said the com-
mittee was leaning toward a com-
promise that would give the tax re-
liief to any firm, even an export firm if it had some physical facilities in the foreign countries. The committee hopes to finish work tomorrow.

The film which will be among the first to be photographed in the new Eastman Color 5250, a new fast film, will be the complete stop, requiring only half the usual time for exposure. To be shown were the two-to-one ratio. The system will be made available to other producers, and the process can be applied to any film or any shot.

The film will be photographed will be by General Film Laboratory, with prints to be supplied by De Luxe Laboratory. The film will be supervised by Gerald Mohr, Nora Hayden and Les Terv-

The committee hopes that film will be finished before the end of the year, and that it will be shown in the fall.
ASCAP's West Coast Membership Approves Proposed Consent Order

A resolution expressing approval of the proposed consent order for the American Society of Composers, Authors & Publishers, and confidence in president Stanley Adams and the ASCAP board of directors was adopted by unanimous consent at a special meeting of the West Coast membership in Los Angeles Tuesday, when it was reported here yesterday.

Adams had called the West Coast meeting to give the Society's members the opportunity to hear attorney Arthur H. Dean explain the consent order in detail. Dean, a senior partner in the firm of Sullivan and Cromwell, is special counsel to ASCAP after the proposed consent decree which (Continued on page 3)

Hold Pre-Trial Meets On Anti-Trust Suits

Special to THE DAILY
KNOXVILLE, Tenn., Aug. 19. - Pre-trial conference hearings on two film industry anti-trust lawsuits were drawing to a close today at Knox
ville Federal Court. Court action has been initiated by New Amusement, Inc. of Knoxville and Taylor Bros.
(Continued on page 6)

Dr. Duerr Receives SMPT E Kalmus Award

Dr. Herman H. Duerr, technical director, ANSO, a division of Central Aniline & Film Corp., has been named recipient of the Herbert T. Kalmus Gold Medal Award of the Society of Motion Picture and Television Engineers, for outstanding achievement in color motion pictures.

In bestowing the award, the Society cited Dr. Duerr's contributions to color film production and praised his efforts as the "dynamic head of the SMPT E Color Committee during a most important era."

The Kalmus Gold Medal will be presented to Dr. Duerr during the 86th semi-annual convention of the SMPT E, October 5-9, at the Statler Hilton Hotel here.

Stanley Warner Zone Managers Meet Today

A meeting of Stanley Warner zone managers, other field and home office officers and executives of the company was held here today. Harry M. Kalmus, vice-president and general manager of the circuit, will preside, and S. H. Fabian, president, and Samuel Rosen, executive vice-president, will address the meeting.

Among those present will be the fol-

(Continued on page 3)

M-G-M Has Four Films In Broadway Area

M-G-M currently has four films playing in the Broadway area, at theatres adjacent to each other. "North by Northwest" at the Radio City Music Hall is in for a long run record; "For the First Time" is expected to gross a big $75,000 for its first week at the Roxy, and "The Seafarers" is also setting a record pace at the Guild. Yesterday these three were joined by "It Started with a Kiss" at the Capitol, where long opening day lines were reported.

(Continued on page 3)
No text content available in this page.


**Ascac Membership Approve**

(Continued from page 1)

in Africa in the hunting preserves at the base in Namibia.

Reeves promised to announce the title of the next production in Cinerama at a special stockholders meeting here two weeks ago. At that time he said Cinerama will be available for attractions other than travelogues and is capable of presenting "many facets of drama.

Stockholders were also told at the meeting that Cinerama, Inc. will turn out two pictures a year, all to be "big spectacles."

Distribution policy on films to be made for Cinerama, Inc., is not yet decided. Reeves said the company might seek four-wall lease arrangements or try to work out a deal with a theatre circuit or circuits.

The first two pictures produced the first five pictures in Cinerama, no longer has exclusive rights to use of the process.

**Tough' Here Sept. 16.**

"Cry Tough," a Cannon Production for United Artists release, will open at the RKO Palace Theatre here on Sept. 16.

(Continued from page 1)

comes up for a hearing on Oct. 19 before Chief Judge Sylvester Ryan of the 8th Southern District of New York.

Copies of Dean's remarks and explanations will be mailed by the Society to all of its members before the East Coast special meeting, which will be held here on Aug. 27.

In addition to Adams, who opened the meeting, ASCAP directors Fred Williams and Wolfe Gilbert, and Herman Finkelstein, general attorney, and George Hoffman, comptroller, were in attendance.

The consent order is an amendment to ASCAP's 1935 decree and covers voting, distribution and survey procedures. The order was filed by Dept. of Justice and ASCAP attorneys at the 11th hour, following which the date for the final hearings in mid-October was set.

**Would Hit Top Earners**

Changes in voting for ASCAP are designed to cut down the power of the Society's top earners, both publishers or authors. Whereas currently the top 10 per cent of ASCAP's new money-earners are elected, the one vote per $500 the new order proposes that no writer or firm will have more than 100 votes.

Voting power of publishers and writers, under the new order, will be rated according to performance credits, a sliding scale adjusted to keep the top money earners from having too many ballots. Writers are to get one vote for each $1,000 credits up to 20,000 credits, one vote for each 2,000 credits up to 20,000 credits, and one vote each 3,000 credits up to 35,000 credits, etc. Publishers are to have a system with a basic factor of $50,000, determined by each 4,000 credits up to 100,000 credits.

Affiliates of publisher members are to be considered as individual firms, but the order limits any increase in the votes of the top 10 firms in ASCAP to no more than 10 per cent of their votes when the order goes into effect.

Cumulative voting is rejected under the order but any group of writers is now entitled to cast 1/12th of all writer's votes to elect one candidate to the board. The same applies in public director elections.

Changes in payoff give writers and publishers the option of choosing a 100 per cent current performance curve or a mixed base which continues one per cent for performance and 30 per cent for availability or recognized works performance fund. Writers not electing to take the 100 per cent current performance curve must continue to get 20 per cent for current performance, 30 per cent for a five-year period, 30 per cent for availability and 20 per cent for seniority.

According to ASCAP's survey methods the new order provides that an independent outside agency appointed by the court and paid by ASCAP will conduct the sampling and scientific system to cover performances over radio, TV, wired music services and in night clubs and concert halls. This outside agency also would have the power to review the survey methods periodically.

**Seelig Program Head**

(Continued from page 1)

Program Head,

Show in Shoawmanship," and has been scheduled for the third day of the convention, Tuesday, Nov. 10. It will be devoted to business building and ticket selling.

Kerasotes announced he had appointed Myron N. Blank, president of Central States Theatres and chairman of the Great Plains States Business Building Council, himself, and William J. Schwalb, president and executive director, to handle public relations for TOA, as a committee to assist Seelig in the planning and development of the day's program. Kerasotes has extended invitations to leading advertisers, promotion and exploitation fields to participate in the program, and that names of speakers would be announced as speedily as acceptable names were received.

Seelig was moderator last year for the business building portion of TOA's convention program at Miami Beach.

TOA's other day dates at the convention to the product situation, to drive-ins, to improvement of projection as instituted through the Council for the Improvement of Theatres and Motion Picture Projection, and to concessions, Kerasotes said.
Paramount and Perlberg-Seaton have that ever put the accent on YOUTH

Hold On To Your Hat... AND SET YOUR OCTOBER DATES NOV

Also starring
BARRY COE with THOMAS GOMEZ • Produced by WILLIAM PERLBERG and GEORGE SEATON
Directed by WALTER LANG • Screenplay by JOHN MICHAEL HAYES • Based on a Play by SAMSON RAPHAELSON
The freshest, sexiest comedy
And the zing in your BOXOFFICE!

CLARK GABLE
"I guess she's not for me... she's 23!"

CARROLL BAKER
Gable's back and "Baby Doll's" got him... almost!

LILLI PALMER
Smartest gal who ever layed a trap for the Old Master!

LEE J. COBB
A riot as a Cupid in a baggy suit!

It's sparked by the sparkling-est switch in an age!

BUT NOT FOR ME

Hershwin wrote it... Ella Fitzgerald sings it! Only once in a blue, blue moon one like this! And this is one where Gable "acts his age." He doesn't get the girl—but how he gets those laughs! CALL PARAMOUNT FAST!
CBS Has Exclusive on TV Winter Olympics

CBS News has been awarded the exclusive television rights for the 1960 Winter Olympics and will produce a series of programs on these contests for CBS Television Network. It was announced by Sig Mickelson, vice-president of Columbia Broadcasting System and general manager of CBS News.

A simultaneous announcement was made in San Francisco by the Organizing Committee for the 8th Olympic Winter Games.

Live and on Tape

The contracts call for a minimum of four hours of broadcasts from Squaw Valley, Calif., some of the two-day schedule of games. Coverage will be live and on tape. Current plans call for an opening program from 5:00 to 6:00 P.M., EST, on Feb. 18, featuring highlights of the inaugural ceremonies.

On June 9, CBS News was granted exclusive North American rights for television coverage of the 1960 summer Olympics, to be held in Rome.

Rosalind Russell Signs For ‘Wonderful World’

Rosalind Russell has been signed for “The Wonderful World of Entertainment” Tuesday, Oct. 6 (9:30-10:30 P.M., EDT), the first of the Ford series of colorcast specials to be presented weekly over the NBC Television Network. Miss Russell will appear as the audience’s guide as “The Wonderful World of Entertainment” unfolds, according to an announcement by Hubbell Robinson, executive producer.

Eddie Hodges, youthful star of the Broadway hit, “The Music Man,” and currently featured in the film, “Hole in the Head,” has also been signed to appear in the Oct. 6 Ford special. Additional stars for the series’ premiere will be announced shortly. The production will be staged and choreographed by Bob Fosse, written by Howard Teichman and directed by Kirk Browning.

Freedom Foundation Awards Goes to CBS

The CBS Television Network was named the recipient of a Freedom Foundation award for its program, “Government and the Democratic Process,” televised as part of “The Great Challenge” series.

The George Washington Honor Medal Award was presented by Dr. Kenneth D. Wells, president and trustee of the freedoms Foundation, Valley Forge, Pa. The award was accepted by James T. Aubrey, Jr., executive vice-president of the CBS Television Network, on behalf of the network.

Frankovich to Meet

(Continued from page 1) overseas production plans with Samuel J. Brakun, Columbia’s vice-president in charge of studio operations, and vice-president R. B. Kahane.

Frankovich will meet with Columbia home office executives, before returning to his London headquarters over the weekend.

Lewis Signs Basie

HOLLYWOOD, Aug. 19 — Producer-star Jerry Lewis has signed Count Basie and his orchestra for “Cinderella,” the comedian’s spoof on a fairy tale that will start filming at Paramount in October.

Frank Tashlin will direct “Cinderella” from his own screenplay. Ed Wynn and Judith Anderson previously were announced for important roles in the comedy.

Dual Role for Previn

Andre Previn has been set by M-G-M for the dual assignment of scoring both “Bells Are Ringing” and “The Subterraneans.” In the latter, he also appears in his first role as an actor. “Bells Are Ringing,” starring Judy Holliday and Dean Martin, goes before the cameras late next month with Vincenzo Minnelli directing the Arthur Freed Production for MCM release.

More light + slower burn = lower costs

NATIONAL PROJECTOR CARBONS

NEWS

‘Trust’ Mee

(Continued from page 1) Theatres, Kingsport, Tenn. and City, Va. Both concerns operate dependent theatres and each suit a million dollars in damages to the Sherman and Clayton acts.

Defendants include the major distributing companies along with Sull Theatres, Inc. Kingsport, W. Kinsey Service Corp., Crescent Nu-Strand Corp.

Action thus far in the “prehearings has been determined to for introduction of evidence for sides of the case. The court will line means and procedures to plify methods of handling the litigation.

Various tabulations and accounts to gross figures and profits on run motion pictures will be en but may be questioned by the line. Speculation on a consent decree has proved wrong. Each win on its own with separate trials before the court and a jury. While the will be tried separately the trial” arrangements will hold true both cases when they are called before a jury, according to court.

‘Libel’ for October

M-G-M’s “Libel,” starring Bogarde and Olivia de Havilland has been set for national release in October.

HE news—accurately, concisely reported . . .

. . . and the columns of MOTION PICTURE DAILY so perform—to the praise and the preference of busy executives throughout the industry.

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**Finances**

'\textit{Spartacus}' Cost Didn't Scare Univ.; More Bryna Pictures Being Discussed

(Picture on Page 3)

Kirk Douglas’ Bryna Prods. is discussing “several” more picture deals with Universal to follow the multi-million dollar “Spartacus,” now nearing completion.

Col. Subsidiary Formed To Operate Stations

Formation of a new subsidiary by Columbia Pictures to operate its recently acquired television and radio stations in Salt Lake City was announced yesterday by A. Schneider, Columbia president. The subsidiary will be known as Columbia Pictures Electronics Co., Inc.

The National Broadcasting Company affiliates in Salt Lake City, television station KTIV and radio stations KFYL-AM & FM, were acquired by Columbia last month from (Continued on page 4)

Senate Vote Hits Taxing Of Out-of-State Firms

WASHINGTON, Aug. 20.—The Senate today passed a watered-down version of a bill to restrict state taxation of out-of-state companies.

The bill is aimed at overturning in part the effects of recent Supreme Court decisions. However, the Senate-approved bill is less broad in its relief than the version approved by the Senate Finance Committee.

As passed by the Senate, the bill (Continued on page 2)

**News**

Summer Theatre Attendance Called Best in Decade; Continuance Seen

Special to THE DAILY

RIDLEY PARK, Pa., Aug. 20.—The motion picture industry is presently enjoying its most successful summer in a decade with optimistic forecasts realized by a record breaking achievement week, according to a report issued by Sindlinger & Company here today.

The report said four nationwide attendance peaks were reached during the week ending Aug. 13 as follows:

Total movie attendance was higher than it has been in over a decade.

Adult paid attendance was higher than it has been since 1948.

Drive-in attendance, spurred by warm weather and the public’s desire for relaxed outdoor comfort, set a new record.

More people considered seeing a movie than ever before, and of those who considered, approximately one-third actually bought tickets.

Sindlinger’s staff pointed out that the attendance boom may continue beyond the summer as there are more frequent moviegoers (people who attend more than once a month) now than at any time during the past five years. This indicates that more people are choosing film fare on a regular basis, giving some solid footing to (Continued on page 2)

**For Two Days**

Fox National Sales Meeting Set Aug. 26

1st Since Local Autonomy System Put in Operation

The first 20th Century-Fox national sales meeting since the organization began its local autonomy system of operation will be held here Aug. 26 and 27. It was announced yesterday by Alex Harrison, general sales manager.

The meeting will also mark the first time since the program’s inception a joint meeting of the company’s branch managers and (Continued on page 2)

**ACE-MPAA Group Meets On Small Theatre Aid**

The American Congress of exhibitors-Motion Picture Association sub-committee on aid to small theatres held its first meeting here yesterday at the MPAA board room. It is scheduled to make its report to the main (Continued on page 3)

**Three WB Films in Row Booked at Music Hall**

Three Warner Bros. releases will be presented in successive engagements at Radio City Music Hall immediately after the run of the current, “North by Northwest.” First will be “The FBI Story,” followed by “A Summer Place” and “The Miracle.”

Announcement of the triple booking was made jointly yesterday by Russell V. Downing, president of the theatre, and Ben Kalmanson, executive vice-president of Warner Bros.
PERSONAL MENTION

FRED NILES, president of Fred A. Niles Productions, Chicago, will return to the Windy City on Sept. 1 from Europe.

SUEY PARKER will leave New York at the weekend for Europe, where she will tour key cities in connection with the opening of 20th Century-Fox's "The Best of Everything."

Honey Sanders, actress and vocalist, returned to New York yesterday following a seven-week tour of Europe.

CLAIRE BLOOM, currently starred Warner Brothers' "Look Back in Anger," has returned to New York from Paris on her way back to Hollywood.

WILLIAM K. JENKINS, president of General Theatres, is operating at his home in Hendersonville, N. C., following hospitalization.

First Division Society To See 'Crimson' Today

(Continued from page 1)

Regional advertising publicity managers. Local autonomy was decided upon earlier this year under the plan developed by 20th president Spyros P. Skouras.

Under discussion at the meetings, which will be held at the 20th Century-Fox home office,little Theatre will be plans for forthcoming product, as well as reports on progress of the local autonomy set-up.


Sales Policies Furthered

Harrison declared that the meeting would serve to further implement the sales policies devised under the autonomous set-up as well as to acquaint the managers with merchandising campaigns which have been designed for every situation.

See Trial Next Year

(Continued from page 1)

would mean a trial early next year, according to court aides.

Pre-trial conference hearings on the two dozen lawsuits were concluded yesterday. Action was taken to settle the majors and several regional film distributing companies by New Amusement, Inc., of Knoxville, and Taylorsville. The two firms, Kingsport, Tenn., and Gate City, Va.

The lawsues were tried independent of each other. Each seeks tens of thousands of dollars in damages under alleged violation of the Sherman and Clayton anti-trust acts.

Senate Vote

(Continued from page 1)

declared that a state cannot tax an out-of-state film company if a part of the state is to have salesmen come in from outside the state and solicit orders for filming by shipment from outside the state. The Senate eliminated a provision which would have barred state taxes if an out-of-state firm had only a sales office in the state; as passed, a sales office would make the firm subject to taxation.

The House judiciary committee has approved a similar bill which backers hope to go through the House before adjournment.

The Senate bill also sets up a special study committee to painstakingly examine the effects of out-of-state and Federal state taxes generally.

Reid on World Tour For AIP Conferences

William Reid, foreign sales manager for American International Pictures, will leave on Saturday for a five-day world tour on his company business. Farin will be his first stop, after which he will attend the Venice Film Festival. He then goes to Rome to conclude negotiations for AIP contract deal. Reid will visit Tokyo next where he will conclude the first deal for the release of two AIP productions in Japan. He will return to negotiate AIP's possible first venture in co-production in Japan with Toho Films.

After setting up an AIP franchise in Sydney, Australia, he will head back for the States, returning here in early October.

India Theatre Unit

(Continued from page 1)

George G. Kerasetos, TOA presid reported, Kerasetos said he was forwarding the complete blueprint of the Co- cill's new contract program to Doraiswamy, secretary of the unit. Doraiswamy had written for tails, explaining his Association interested in forming a similar Co.

This is the second international inquiry on the Council's program. About a month ago the British F. Producers Association wrote to Kerasetos to coordinate its programs with the Council's. The British group seeking improvement in the quality of sound projection.

Dinos Kerasetos, particularly interested in the free technical services provided under the Council's program, and Kerasetos explained that the Council's contract members — Ti MA, TEDA, IATSE, SMPTE, A Service, BCA Service, Lorraine C bon and National Carbon — were volunteering their services for the good of the industry, and in order to help raise the level of project among the nation's theaters.

Kerasetos reported the Council currently receive inquiries from theatres for technical services that the requests are being immiately forwarded to equipment a supply dealers certified by TEDA at TEDA as cooperating with the program.

"Kiss" in Capit Reor

"It Started With a Kiss" opened here Wednesday to the best business of any M-G-M release at the Capital Theatre in the last two years. The picture closed close to $5,000 the opening day.

New 'North' Mark Hen

M-G-M's "North by Northwest" grossing $195,661 in its second week after a $280,395 opening week, it closed on Thursday with a $5,000 the opening day.
**Ad Emphasizes Summer Business**

under the caption, "More People oven—More Movie Reader In,
also the 100th in the series of
ads in Editor & Publisher, will appear tomorrow features
page of newspaper clippings;
the to upward in summer
attendance.
ere are some of the headlines:
New York Times: "Film At-
theaters" Continues to Rise, Figures
Audiences at Level Above That
Boston Sunday Globe, "At-
ance at Films Increasing Since
Winter, Movie Theatre Owners
Smiling Once More," and "Up-
Up," Wall Street Journal
Business Up in June for 4th
Row; Better Films Cited;
he following trade paper heads:
General Upwing in S.C., In
Cities and Towns; "New Or-
Theatres Enjoy Business Boom";
Cleveland Business Continues
Holdovers Prevalent.
Long line, as usual, is the in-
du
"Get More Out of Life
Out to a Movie."

**BIG PLANS FOR "SPARTEMUS"**

are outlined by Kirk Douglas at a luncheon
Douglas said, "Why go to Rome to
make a story that took place in 271
B.C.? We would have to build sets there.
be observed that it is not necess-
cially cheaper, either, to produce
abroad. "What you can gain in one
area you can lose in another. I feel
that our high quality standards in
America are the best thing the pictures
are talking about."

**ACE-MPAA Group**

ACE-MPAA conference committee
in the same meeting place next Tuesday.
As in the case of other committ-
tee meetings held in the past few
weeks, the ACE-MPAA committee shall
be interested on the degree of progress, if
any, that may have been made by
the group on industry intentions. On
the subcommittee, which met earlier and
will report to the main committee
next week, are, among others, ACE-
other MPAA subcommittees
which met earlier and will report to
the main committee next week, also,
are interested in this situation.
In addition, the Compo research com-
mittee also will make a report to
the main committee.

**Alfred Perry Signed**

HOLLYWOOD, Aug. 20 — The
signing of veteran distributor Alfred
Perry to handle the Canadian re-
lease of Benedict E. Bogos's "Jet
Over the Atlantic," was announced
today by J. R. Grainger, president of
the Inter-Continental Releasing Organi-
ation. Negotiations were begun during
Grainger's recent business trip to
Toronto. The film will be distributed
through Perry's Inter-World Theat-
rical Distribution Corporation, Ltd.,
which has offices in Toronto.

**Denim Big in Boston**

BOSTON, Aug. 20 — Twentieth
Century-Fox's "Blue Denim" opened
at the Memorial Theatre here to a
$2,883 gross, topping such box office
hits as "Bally Bound the Flag, Benny",
"Inn of the Sixth Happiness" which
played Christmas Day, and "The
Young Lions."
NATIONAL

Pre-Selling

May Britt, the star of 20th-Fox’s “The Blue Angel,” peers beguilingly from the cover of “Life’s” Aug. 16 issue. And she is initiated into the lofty realm of stardom with a cover story in the same issue. The story focuses on the personal life of May (we pronounce it My) as well as her career.

“They Came to Cordura,” starring Gary Cooper, Ruth Hayworth, Van Heflin and Tab Hunter, is reviewed in the October issue of “True Story’s” Goes To The Movies Dept.

According to the reviewer of this Columbia film “All the glamorous personalities of this star-studded east go down to the business of good acting in a remarkable film combining powerful action with stark revelation of human nature.”

Bob Evans made his acting debut playing the Irving Thalberg part in “Man of A Thousand Faces.” Now he has written his story for the Aug. 15 issue of “The Saturday Evening Post.” He tells how quite by accident Norma Shearer overheard him making a business phone call, and suggested that he portray Thalberg. His next film was “The Sun Also Rises,” in which he played the part of the matador.

He is a key advisory role in the recently completed Jerry Wald production, “The Best of Everything.” This 20th-Fox film was made in New York starring Suzy Parker. A location photo of Bob Evans, Suzy Parker and Jerry Wald appears on the lead page of the article.

Walt Disney’s production, “Darby O’Gill and the Little People,” which features live people in assorted sizes is reviewed by Florence Somers in the August “Redbook.” According to “Redbook” the story is as Irish as can be, with little people doing their best to harry and outwit their full-size counterparts. Children will be fascinated by little people and their tricks.

The 35 Radio City Music Hall Rockettes appear on a full color spread in the August “Vogue.” These girls—whose legs are admired by many millions of Music Hall patrons each year—are each wearing different color stockings, all in attractive pastel shades.

“The Five Pennies,” according to “Coronet’s” Annual issue, “doesn’t short change moviemakers. It carries Danny Kaye a step further into serious acting, but retains his madcap comedy antics.”

The film is based on the real-life story of “Red” Nichols, a famous band leader of the ’20 and his “Five Pennies.” He abandoned his band to care for his polio-stricken daughter until she could walk again.

Walter Haas

Weston Named

(Continued from page 1)

will work under the supervision of advertising manager Joseph Gould. Weston comes to TFL from Accenthuale and Coe, where he was an assistant account executive on the promotion and pictures account. Prior to that he was employed as copywriter, Columbia Pictures. A graduate of Fordham University and Peekskill Military Academy, Weston served for two years with the United States Army, seeing duty in Korea as a first lieutenant.

Columbia Subsidiary

(Continued from page 1)

TFL is currently engaged in extending its already strong subsidiary of “Time,” and Schrader said that Norman Louvau, who was named vice-president and general manager, will serve as administrative head of the subsidiary.

Louvau represented Columbia in the negotiations for the transfer of ownership of the Salt Lake City stations. Before joining Columbia in April of this year, Louvau served for 12 years with KRON-TV, the NBC affiliate in San Francisco.

Other officers of Columbia Pictures Electronics Corp. will be: A. Schneider, president; Leo Jaffe, vice-president; Nathan Cohn, John Mitchell, and Jerome Hyams, vice-presidents; Burton Hantf, treasurer; and Russell Karp, secretary.

The board of directors will consist of: Schneider, Jaffe, A. Montague, Louis J. Barbano, Mitchell, Hyams, Hantf, Cohn and Paul N. Louranza, Jr.

Edgar Smith Dies

ST. PETERSBURG, Fla., Aug. 20—Edgar F. Smith, 48, manager of the St. Petersburg Florida State Theatres and formerly in charge of the chain’s theatres in Tampa and Lakeland, died at his home here. The deceased is survived by his widow, a brother and a sister.

Mrs. Lena Blackman, 87

Funeral services were held Wednesday for Mrs. Lena Blackman, mother of Max B. Blackman, former Warner Bros. real estate executive. Mrs. Blackman, who was 87 years old, died Tuesday at Flower Fifth Avenue Hospital here. Burial was at Knollwood Park Cemetery, Brooklyn.

CDI Acquires Two

Two French films, “Montparnasse 19” and “The Ransomed of Red Chief,” have been acquired by Continental Distributing, Inc., for release in the United States. It was announced by Irving Womack, president of the company.

Robert Weston

Who’s Where

The appointment of John O’Rourke, effective Aug. 31, as comptroller in the Chicago office of CBS Films Inc. was announced by John F. Howell, CBS Film’s president and general sales man. O’Rourke will report to Henry Lespie, manager of CBS Films cargo office. For the past four years O’Rourke has been an account executive for WGN-TV in Chicago to joining WGN-TV, he was associated with the Carsey Corp.

John J. Cassin, Jr., has been appointed WABC-TV account executive as it was announced by James E. general sales manager of the company. Cassin joins WABC-TV after years of service as account executive for WRCA-TV. For two previous to this, he was employed radio station WAAB, Woban, Mass., as account executive.

The appointment of Geri Wolfe as sales promotion assistant an the ABC Network was announced by Eugene Moss, CBS Sales manager.

Cassin joined CBS in January, 1959, member of the office services department.

Three ABC Program To Plug WB Picture

“Yellowstone Kelly,” Warner film starring Clint Walker, Eddy and John Russell, will be the weekly television plugs on three nation’s most popular ABC-TV “Cheyenne,” ”77 Sunset Strip “Lawman.”

The TV plug result from the that Walker stars in “Cheyenne,” “77 Sunset Strip” and “Lawman” and “77 Sunset Strip.” All three television programs are produced by Warner Brothers.

Nelson, Smith on R

Conie Lou Nelson and singer-Smith will headline the “Ant Jewish Caravan of Stars” over station WMGM on Sunday at 12 according to producer-director’s Bubanastine, “Caravan,” the long- running WMCM radio show, will feature a playlet, “The Wizies in Town,” which stars Allan man.
Cary Grant, U-I Make New Deal for 'Grass'

HOLLYWOOD, Aug. 23. — Cary Grant and Edward Muhl, Universal-International vice-president in charge of production, over the weekend completed negotiations for Grant and Stanley Donen to make their forthcoming "The Grass Is Greener" in collaboration with Universal, which also will release the picture. Deborah Kerr will star with Grant in the film, based on the current London stage hit, which will be made by Granstan.

(Continued on page 2)

Earl Hudson Is Dead; Was Official of ABC

From THE DAILY Bureau


Acquire Drive-In at Toledo; Will Remodel

Special to THE DAILY

TOLEDO, O., Aug. 23.—The Theatre Operating Co., owners of the Miracle Mile Drive-In theatre here, have now acquired the Toledo Drive-In and plan to remodel it extensively. The drive-in is also to be renamed the Franklin Park Auto Theatre. Theatre Operating is headed by Al Boudouris and Fred C. Lentz is general manager. Toledo city manager is Jim Dempsey and the new drive-in will be managed by Noel Hill. The company already has five other drive-ins in Ohio, as well as the Miracle.

In Ontario

Loew’s, Odeon May Join in Telemeter Test

Fitzgibbons Sees Progress; Says Others Interested

Special to THE DAILY

TORONTO, Aug. 23. — Loew’s Theatres and Odeon Theatres of Canada are among exhibitor interests here which are expected to participate in the Famous Players Canadian Telemeter operation in the Toronto suburb of Etobicoke, it was confirmed on Friday.

Asked about the report of the two circuits’ interest in the coming tryout, John J. Fitzgibbons, FPC president, (Continued on page 5)

FPC May Get Minority Toronto TV Interest

Special to THE DAILY

TORONTO, Aug. 23. — There is a possibility that Famous Players Canadian may acquire a minority interest in Toronto’s open television channel, John J. Fitzgibbons, FPC president, concedes.

However, he denied widely circulated reports that FPC had applied to take over the channel alone.

"Obviously," he said, "it is not (Continued on page 5)

OK Loew Circuit Stock For 4 More Exchanges

From THE DAILY Bureau

WASHINGTON, Aug. 23. — The Securities and Exchange Commission on Friday granted listed trading privileges for the Loew’s Theatres, Inc., common stock on the Boston, Detroit, Pacific Coast, and Philadelphia-Baltimore stock exchanges.
PERSONAL MENTION

HENRY H. MARTIN, Universal Pictures general sales manager, and Amosco Aroo, foreign general manager, returned to New York over the weekend from Rome, Madrid and Paris.

John Woolf, chairman of Romulus Films, Ltd., London, and James Woolf, a director, will arrive in New York from Britain today via B.O.A.C.

Victor Hoane, managing director of Lion International Films, arrived here from Mexico City over the weekend en route back to London.

Chester F. Casanaye, executive vice-president of the Fred Astaire Dance Studios, will return to New York from Hollywood.

Harry Foster, producer-director of Columbia's "Musical Traveler" series, left here over the weekend to shoot his newest short subject, "Wonders of Ontario."

Lee Remick will leave New York at the end of the month for Venice.

Hope Lange will arrive in New York on Wednesday from Hollywood en route to Europe for a tour of key cities there in connection with 20th-Century-Fox's "The Best of Everything."

Sydney Box, British producer, arrived in New York from London on Saturday via B.O.A.C.

Felix Carroll Dies

GREAT BARRINGTON, Mass., Aug. 23.—Funeral services will be held here tomorrow at 10 A.M. for Felix Carroll, who died on Friday. He was the brother of Frank Carroll, of the 20th Century-Fox sales department in New York.

Fox Slates 9

(Continued from page 1)

Boyd, Susy Parker, Martha Hyer, Brian Ahern, Robert Evans and Louis Jourdan. Also due for that month is "Five Gates to Hell," starring Patricia Owens, Dolores Michaels and Neville Brand.

"Hound Dog Man" will be the first November entry, starring Carol Lynley, Fabian, Betty Field and Stuart Whitman. An adaptation of the Jules Verne classic, "Journey to the Center of the Earth," is also due in the same month, Pat Boone, James Mason, Arlene Dahl and Diane Baker have the starring roles.

Dog of Flanders in December

"Dog of Flanders," starring David Ladd and Theodore Bikel will be ready for December release. Also "Beloved Infidel," Shahid Graham's autobiographical story of the last days of H. L. Mencken, will star Deborah Kerr, Gregory Peck and Eddie Albert.

"Condemned Patrol" in Regalscope will be the last release of the year. It stars John Lupton and Ziva Rodann.

Cary Grant—U-I

(Continued from page 1)

Productions and directed by Donen. Shooting is planned for early next year in London.

The deal between Grant and U-I for "The Grass Is Greener," marks the actor's second release under the Universal banner. The first was "Operation Petticoat," which was made at U-I by his Granton Company and stars Tony Curtis with Grant.

Plan Fire Check-Up

PHILADELPHIA, Aug. 23.—A "top-to-bottom" fire safety inspection of Philadelphia's 125 licensed motion picture and "live" theatres has been ordered to determine if they comply with the Fire Code. Barney Lichten- man, commissioner of licenses and inspections, said staff specialists would make a 15-point check of auditoriums, stage areas and projection booths. He said that emergency exits would receive special attention. Backstage and understage areas also will be checked. Curtains also will be tested for flame-proofing.

Extend L. A. Festival

HOLLYWOOD, Aug. 23.—The Los Angeles Street Week Festival, normally held from Aug. 15 to 19, has been extended several extra days in order for Columbia to screen Samuel Fuller's "The Crimson Kimono" in Little Tokyo as a festival activity. Order for the extension was issued by Kiyomi Takahara, chairman of the Festival committee. Columbia plans to use portions of Fuller's initial Globe Enterprises production on Thursday.

Competing Publishers Meet on 'Ben-Hur' Books

Four leading paperback publishers got together here with M-G-M last week to discuss promotion plans for the new editions of "Ben-Hur," which they have each recently published. Representatives of Pocket Books, Dell, Signet and Bantam Books, with advertising-bigwigs executives of M-G-M and Loew's Theatres.

A total of 13 leading American publishers, including four paperback houses, will turn out next week for a "Ben-Hur" between now and the premiere at Loew's State late this fall. Each publisher will have his own promotional drive and each will print the big leaflet awards to the actors, each actress yet to be selected for skill and artistry with which wear costumes.

Annual event is staged to raise funds for the welfare fund of customers.

Ad Proclaims 50th M-G-M Street in 'Tim

M-G-M placed a special ad in New York Times yesterday calling attention to its present dominance of the 300-home circuit, ad, braced by the drawing of a steeplechase horse, proclaimed, "Fiftieth Street Is M-G-M Street."

Five Pictures Cited

The ad then listed the five M-G-M films that are playing there: "It Stands With a Kiss," at the Capitol; "Scapageat," at the Guild; "Northwest," at the Marcus; "The First Time," at the Roxy; and, a few blocks away on 5th Street, "Stre," at the Sutton.

Belafonte on Tour

Harry Belafonte, star of United Artists' "Olds Against Tomorrow," begins an intensive program of prom- tion activities for the film today, arrived here last night from Wash- ington to perform in a cross-country singing tour, during which he plugged the film. Belafonte will make a series of top network TV ap- pereances and will be interviewed on key radio and telephone outlets. Newspaper, syndicate and magazine int views with leading bylines are also in his itinerary.

RCA Names Thompso

Appointment by the Radio Corpora- tion of America of J. Walter Thornton as advertising agency, effective Jan. 1, 1960. A television, radio and "Vixotron" phone and tape recorder products will be marketed in the United States. RCA said that the appointment was announced by R. L. Coflin, vice-president, RCA advertis- ing and sales promotion.
DOROTHY DANDRIDGE
CURT JURGENS

LOVE AND ADVENTURE AS BOLD AND DARING AS THE CASTING!

The story they said could never be filmed!

TAMANGO

IN COLOR BY MOVIELAB.

JEAN SERVAIS - ROGER HANIN - and introducing ALEX CRESSAN - directed by JOHN BERRY - a VITALITE Presentation

HAL ROACH RELEASE • 1560 BROADWAY, N. Y. 36, N. Y. • JUdson 6-7800

CONTACT YOUR LOCAL HAL ROACH OFFICE FOR ADDITIONAL INFORMATION
**BUSY?**

Then you appreciate

MOTION PICTURE DAILY's policy of

All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.

**Earl Hudson Dies on Coast**

(Continued from page 1)

December, 1958, in charge of the ABC western division, died shortly after 2 P.M. Friday at Mt. Sinai Hospital here. A native of Elgin, Ill., born May 11, 1892, Hudson graduated from Elgin Academy and entered the newspaper field shortly thereafter as a reporter for Elgin Daily News. Later he moved to Chicago where he worked for the Chicago City News and Associated Press.

Hudson entered show business in the publicity department of Universal Film Manufacturing Co., later becoming national director of publicity and public relations for that company.

**Was Official of First National**

In 1929, Hudson joined the publicity department of First National Pictures, and soon after was named executive assistant to general manager of that organization. In 1922, he was appointed general manager of production for First National and moved to Hollywood. He remained with this company until 1928, at which time he joined MGM as a producer.

In 1930, Hudson became vice-president and general manager of the Auggus Co., which owned and published various trade and class magazines, one of which was **Motion Picture News**, which was later incorporated into **Motion Picture Herald**. In 1954, he became director of publicity for United Detroit Theatres and subsequently became president of that organization, holding that position until his discharge by MGM.

**Name Council to Aid**

(Continued from page 1)


A special press council composed of Hollywood correspondents has also been formed, according to Lesse. Early acceptances to this group include: Hedda Hopper, Harold Hubbard, Jack Lait, Jr., Louella Parsons, Edwin Schallert, Philip Scherer, Jimmy Starr, W. R. Wilkerson and Dick Williams.

Other business at the meeting included a report by Lesse and Al England, location committee chairman, on possible sites for the museum. The possibility of the museum becoming the nucleus of a multi-million dollar development in the center of Hollywood was reported.

**'Ben-Hur' Unit Set**

Loew's State Theatre here has established a special sales promotion unit on "Ben-Hur" with Jack Payton and Ruth Furst engaged in group selling to fraternal, social, industrial, educational and business organizations. The M-G-M production will open sometime in November.

**Presley Film Rolling**

Hal Wallis's "GI Blues," to star Elvis Presley, has started preliminary filming in Frankfurt, Germany. However, Presley will not work in any scenes until after his discharge from the Army next spring. The Paramount picture is a story with songs about American soldiers in Germany.

**Four Contests From 'It Started with a Kiss'**

Four simultaneous contests creating added publicity for **"It Started With a Kiss"**, not the Capitol Theatre here.

Radio Station WINS, 600 A.M. to 10:00 A.M. show, has invited his listeners to enter in their lip imprint on a postcard. The ten prizes that "give him the test thrill," will receive guests to the Capitol Theatre, a hearted contest in keeping with the humor of the film. Radio Station WNTA, on the Sugar Show" each night, has listeners to guess a special telegone number from which Debbie adors will make a call to New. The one who comes closest to the actual number will win the call the star.

In a tie-up with the Spanish paper, the Capitol Theatre is looking for a Gustavo double, and the results have excellent as the mail pours into its box. The contest has also promoted the regular daily papers.

In the ten days before the opened, the Capitol Theatre stilted a contest to guess the real name, according to MCA. A huge poster show of twelve famous stars. The picture has also attracted thousands of curious posters.

**WB 'Yellowstone Ke Is Off to Good Start**

Warner Bros., "Yellowstone Ke starring Clint Walker, Eddy By and John Russell, has registered grosses in its initial openings, the company reported. It opened at Strand Theatre in Wildwood, N.J., with a gross of $10,950 in the first days of its engagement, and anticipated $15,000 for the week.

At the Paramount Theatre in falo, the picture in its first four can gross $38,406, with an anticipated $45,000 week. At the Stanley Theatre in Pittsburgh, the picture is shown in the $2,000 gross for an $11,000 gross for the week, the Stanley Theatre engrossing, the film has been booked to a 12-theatre multiple-run in the Philadelphia metropolitan area, begin Sept. 2.

**'Disciple' Bests 'Tabl**

United Artists' "The Devil's Ciple," racked up big opening grosses of $2,481 at the Astor Theatre and $1,592 at theTrans-Lux Mandell here. The receipts top grosses achieved at these theatres by separate Tabl also a UA release.

**Mirth Signs Martin**

HOLLYWOOD, Aug. 23 — D Martin has been signed by the Mir Company to front its forthcoming production "633 Squadron" with be produced and directed by J Storages for United Artists release.

**People**

Austin J. Gould, manager of film manufacturing for Eastman Kodak Co., Rochester, N. Y., has been elected a vice-president of the company. In his new capacity he will be concerned with the planning and coordination of Kodak manufacturing activities in the field of sensitized materials. He also will act as liaison between that division of the company and the Kodak general management.

William J. Coury has been named manager of the three Wilby-Kinney theatres in Knoxville, Tenn. A veteran of 30 years in theatre management, he has exchanged jobs with Milton Newsome, who has taken over as director of the circuit's two houses in Columbus, Ga., a post formerly occupied by Coury.

Dave Lustin, Columbia Pictures exploitation man, making the Atlanta office of the company his temporary headquarters, has set campaigns in the area for "Anatomy of a Murder," "Have Rocket, Will Travel," "H-I-Man," and "Middle of the Night."

Dean Morris has been added to the booking staff of Paramount Pictures in Atlanta.
Television Today

NBC to Preview Fall Program Sept. 2
With 75-Minute Closed-Circuit Show

The NBC Television Network will present a 75-minute closed-circuit presentation of its Fall line-up on Wednesday, Sept. 2, exclusive of their regular NBC Television Network schedule. NBC President Robert W. Sarnoff, chairman of the board of NBC, and Robert E. Kintner, president of NBC, will take part in the newscast. The presentation will be broadcast in color, which is the third annual program preview to be presented for members of the press. NBC-TV affiliates, advertising agency executives and civic leaders around the country.

More than 30 top NBC-TV personalities will take part in the color-cast, which will feature Dave Garcey as narrator in an informal presentation of the various segments of the new NBC-TV Fall schedule.

Special Parties Planned

Special parties based on NBC's 'totality' theme are being planned around the telecasts. NBC's special segments will kick off their Fall promotion of the new season with the closed circuit. This year's presentation will be sent to record number of affiliates, and because of its broad area of coverage is being color taped in advance. It will originate from the Ziegfeld Theatre in New York and the NBC-TV color studios in Burbank, Calif.

Last year's preview was seen by an audience of more than 10,000 agency preview its new Fall program lineup.

FPC May Get

(Continued from page 1)

possible for us under the law to do anything of the kind."

He reminded that a foreign controlled corporation such as FPC is not subject to the law from applying on its own for a Canadian TV channel. However, it can join with others in such an acquisition providing its interest is limited to less than 25 percent.

Won't Identify Associates

"That we may do," he said, but declined, when questioned, to disclose the identities of those with whom it might be associated.

FPC is controlled by Paramount Pictures. The Canadian company now owns the three Canadian TV stations which were acquired before the present restrictions became effective.

Build New Commercial Studio in Atlanta

Special to THE DAILY

ATLANTA, Ga., Aug. 23. - A new motion picture studio is being built here by Frank Willard Productions, makers of business, industrial and television motion pictures.

A 40x40 foot sound stage, with attendant editing rooms, sound control, screening room and offices will be located on the Northeast Expressway, ten minutes from downtown Atlanta. Willard Productions has been in business since 1952, and the new building will be the third expansion of quarters in that time.

Many Prominent Clients

Past clients have included Delta Air Lines, South Bell Telephone Co., The State of Georgia, among others in the industrial and business film field, and numerous local and regional television commercial film clients.

Ives, Sands, Arness To Join Red Skelton

"The Red Skelton Chevy Special," starring Red Skelton, Burl Ives, Tommy Sands and special guest James Arness, will be presented in color, on September 24, on NBC.
To start a man talking you've got to arouse his interest. Nothing stimulates audience interest like Coming Attraction Trailers. TRAILERS MAKE 'EM TALK IT OVER...THEY CREATE MORE WORD OF MOUTH THAN ANY OTHER MEDIUM!
Salute to Edmund Reek

by DAN DOHERTY and JAMES D. IVERS

THIS month, two weeks ago today to be exact, Edmund Reek, vice-president and producer of Movietonews, Inc., completed 40 years of service with the newsreel subsidiary of Twentieth Century-Fox and its predecessor company Fox Film Corp. They were four exciting decades for the newsreel, the motion picture industry and the world—the roaring Twenties, the

To Honor Reek at Dinner Here Tomorrow

Edmund Reek, vice-president and producer of Movietonews, Inc., will be honored for his 40 years of service in the industry at a dinner to be held at the Waldorf Astoria Hotel tomorrow night. Numerous friends and associates of the veteran newsreel executive will attend the affair, which will get underway at 6 P.M. with cocktails in the Basildon Room. Dinner will follow in the Jade Room at 7:30.

Jack Gordon of Movietone News is chairman of the dinner committee. Toastmaster will be Joe Will, Movietone commentator and script writer. Among those who will attend are

Marcus’ Story

Blue-Print for Successful B-B Plan Detailed

Details of the workings of area business-building activities throughout his Wisconsin circuit were described to a meeting of Confo officials, exhibitors and advertising executives at the Hotel Astor here yesterday by Ben Marcus, a member of the Confo triumvirate.

Marcus advocates that the most successful of the projects be incorporated in an industry campaign which would be made available to interested exhibitors everywhere.

He hopes to interest the American Congress of Exhibitors in getting behind a business-building program which might have the assistance of industry advertising - publicity officials also, probably through the Motion Picture Association’s advertising-publicity directors committee.

Marcus reported substantial in-

Cardinal’s Editorial on Pa. Censor Bill Studied

Special to THE DAILY

PHILADELPHIA, Aug. 24.—The motion picture industry was studying today a page-one editorial in the Catholic Standard and Times, Philadelphia archdiocese newspaper, signed by John Cardinal O’Hara, C.S.C., in which he advocates support of a state censorship bill against obscene films.

The bill is pending before the State House of Representatives.

The editorial was entitled "Label It"

Technicolor Net Sales Reported $12,213,000

Consolidated net sales of Technicolor, Inc., and its subsidiaries for the first six four-week periods of 1959, ending June 13, were $12,213,000, it was announced yesterday by Dr. Herbert T. Kalmus, president and general manager. This compares with consol-
B-B Plan Set (Continued from page 1)

creases in business at his theatres in which area business-building cam-

paigns on radio, television and other media were conducted for selected pictures. He cited his experience as an example of what can be done through planning and extra effort, whether in first runs or subsequent runs.

A clean, inviting theatre, good serv-

ice, reasonable prices and only qual-

ity ads at conventions furnish en-

tials to back up the good picture and the special selling efforts devoted to it, Marcus made it clear.

Marcus will hold a press conference today to further discuss his proposals.

Cardinal's Editorial (Continued from page 1)

Poison and Lock It Up!" The cardinal said, "There is now a chance in Penn-
sylvania to stand up and be counted under the banner of 'common de-
sense.'"

The cardinal pointed out that the bill "meets objections leveled in the latest decision of the U.S. Supreme Court against a censorship law" and that Pennsylvania therefore would be empowered to take action against public exhibitions of obscene films.

The editorial continued: "We still have protection against poison, and heavy penalties are laid on those who fail to label poison for what it is and who are remiss in their duty to guard it against unwarranted handling and use.

"We have this protection in common with animals. What we ask now is something proper to man: the right for the State to label moral poison and lock it up. Our Nation needs the moral fibre and the courage of youth, guided by common decency.

"The issue involved is moral, not political. Furthermore, although this appeal is made in the name of the natural law and its tenet of common decency, I add it on another plane to remind them of their obligation to conform their conduct to the Ten Commandments and to use the sacra-

ments and prayer as the most powerful aids to keep the Commandments.

"If you stand for what is right, ask for the bill as it stands—without amendments, lest these be manipulated to destroy the legislation and defeat its purpose.

"Put the label on moral poison and lock it up!"

Mrs. Dumestre Dies

ATLANTA, Ga., Aug. 24.—Mrs. Clara Dumestre, widow of the late Jack Dumestre, who was owner of the Southeastern Theatre Equipment, was killed when a trailer truck crashed into her automobile.

ACE Committeemen to Hear Skouras' Report

Members of the executive commit-
tee of the American Congress of Ex-
hibitors have been invited by Spyros
Skouras, president of 20th Century-
Fox, to join company presidents, domestic and foreign sales heads, and advertising executives at a luncheon at 21 Club here tonight at which Skouras will report on his re-

cent stay in Moscow.

The ACE committee are here for their second level meeting with the Motion Picture Association's exhibitor relations committee, which will be held today.

No Loew's Decision On Telemeter: Picker

"There is nothing definite at this time," was the comment yesterday of Eugene Picker, Loew's Theatres presi-
dent, on the disclosure in Toronto that his company and Odeon Theatres might participate in the Players Canadian circuit's Telemeter test in Etobicoke, Ont., in December.

"We had some discussions a num-
ber of months ago," Picker said, "but there have been developments and nothing has been decided."

John J. Fitzgibbon, FP-C presi-
dent, was reported from Toronto as having said he and Loew's and Odeon will participate in the Telemeter operation in the Toronto sub-

urb, after disclosing that they had expressed an interest in doing so.

Telemeter officials have urged all classes of exhibitors to join in employ-

ing the closed circuit pay television system as a "second box office" to in-

crease their business potential.

Set Big Magazine Ad Campaign for 'Pillow'

Universal - International has set one of the largest budgets in its his-
tory to promote "Pillow Talk" in na-

tional magazines, it was announced yesterday by David A. Lipton, vice-

president. He said the national adver-

tising budget will be greater than those accorded "Imitation of Life" and "This Earth Is Mine."

As in the past, Lipton said, spe-

cially designed ads for particular media, taking into consideration spe-

cialized readership, have been pre-

pared for the film. The "pre-sell" ads on "Pillow Talk" are almost tailor-

ed to interest teenagers, women, young married couples, and the gen-

eral movie-going public. They are be-

ing scheduled for placement by the Charles Schlaifer Company, Univer-

sal's advertising agency, well in advance of playdates to get the bene-

fit of their maximum penetration.

MOTION PICTURE DAILY, Monday, August 25, 1947

ACE and M-A (Continued from page 1)

problems on their agendas, which com-

mittees undoubtedly will prove with suggestions for future

The meeting will be held at the Harvard Club. Eric John-

son, president of MPA, and S. H. F., AC

E executive committee chairman, will pre- side at the meeting.

Mirisch, UA Acquire

Micheiner Novel 'Hawaii'

Acquisition of the film right "Hawaii," new James A. Micheiner novel set for publication in November was announced yesterday by Ira S. Mirisch, president of the A.M. Film Company, and Arthur B. Krim, di-

rector of United Artists.

Simultaneously, Mirisch re-

ported that Fred Zinnemann, through his company, Highgate Films, will pro-

duce and direct the film version of the novel for UA release. The film will be made in the one of the Hawaiian Islands and it will be shot on location at the actual spot where the story unfolds.

V. T. Touchett, 50

MILWAUKEE, Aug. 24.—V. T. Touchett, 50, president of the Painted Fox Corp., died of a liver ailment here yesterday. He had been with the firm in 1945, Touchett was known in theatre circles. In 19 he be-

came manager of the Fond du Lac theatre and later was made manager of Fox Theatres in chair-

some 20 theatres in Wisconsin was film buyer for 65 theatres in con-

tinental and other Michigan cities. He was manager of the Fox Theatre in Los Angeles, where he was film buyer for 550 theatres.

'Denim' Openings Begin

30th Century-Fox's "Blue Den-
midi," which has openings over the

country during the past weekend in Los Angeles at the Beverly it was

$11,881 to go ahead of the pre-

ee company, "Beverly," "Peyton Place" Memorial Theatre engagements. Boston showed a $15,500 gross for days, while the Circle Indians chalked up $7,950 for four days.

'Reef' Reids Dies (Continued from page 1)

of years, later becoming associ-

ated with M-G-M, also as a producer.

Reid entered the industry about 19 years ago and the salesman, becoming distribution representative for the old Fox Film Co. at K. C., Dallas and Seattle.
The Motion Picture Industry
Salutes
EDMUND REEK'S
40th
ANNIVERSARY
THE WHITE HOUSE
WASHINGTON

August 11, 1959.

Dear Mr. Reek:

Mr. Hagerty tells me that you shortly will celebrate your fortieth year of service in the motion picture industry. During that time, I understand, you have produced newsreels, short subjects and documentary features which have, I am certain, helped keep millions of theatre goers informed of the changing world in which they live.

I hope you will permit me to add my own personal congratulations to the many that I am sure you will be receiving from all over the world.

With best wishes,

Sincerely,

[Signature]

Mr. Edmund H. Reek,
Movietonews, Incorporated,
460 West 54th Street,
New York 19, New York.
United Press International would like to be the leader in the salute to our associate

EDMUND REEK

With whose assistance the combination of United Press International and Movietone, under the name of United Press Movietone Television, has become the world’s top agency in the servicing of news-on-film to television.

FRANK H. BARTHOLOMEW,
President, United Press International

A. MIMS THOMASON,
First Vice President, UPI

LEROY KELLER,
Vice President, UPI

W. R. HIGGINBOTHAM,
Manager, U.P. Movietone
Salute to Edmund Reek
Remembering 40 Years
(Continued from page 1)

Jittery Thirties, the war-torn Forties and the Cold War era of the Fifties.

During those 40 years the raw journalistic materials of hundreds of events of historic consequence and of human interest passed through Editor Reek’s hands to be processed and presented in newssreel issues, short subjects, and feature length documentaries for the screens and archives of the world.

If the editor relaxed for a moment he could remember, just for a start, the conquest of the oceans by air; the giving of suffrage to women; the spread and entrenchment of Soviet Communism; Prohibition, the jazz era, gangsterism and the St. Valentine’s Day massacre; the great stock market crash; reaching both the North and South Poles by air; the Lindbergh kidnapping; the Italian-Ethiopian war; the Will Rogers plane crash; the civil war in Spain; the Japanese bombing of the U.S.S. Panay; Munich and “peace in our times”; World War II, and the Korean police action.

Those were the events and that was the world into which young and raw-boned Edmund Reek walked when he reported for work on August 11, 1919 to Hank Hancock, then preparing to edit the first issue of the Fox News which during the next ten years was to dominate its elders in the field, become the first reel to use sound, and to grow into the vast newsgathering organization which is the 20th Century-Fox Movietone of today. Reek, as assistant director, was charged with preparing a back-log of feature news pictures for the new reel.

The Wall Street explosion which started the roaring Twenties on their way, was responsible for a change in the career of young Reek. The news of the disaster caught the fledgling newssreel organization with all its New York City cameramen on other assignments. With the temerity of youth, Reek grabbed a camera and got to the scene of the explosion before the Army detachment summoned from Governor’s Island to protect the financial district. The pictures Reek got were so good that from then on he was a cameraman.

Soon Eddie Reek became a name that gave opposition editors the jitters. His reputation for being there for an exclusive shot or the best shot of a big story made Fox News the newssreel exhibitors demanded.

After winning Fox News’ annual prize as best cameraman for three years in a row, Reek was made news editor and when Movietone was started in 1929 he became the first news editor of first sound newssreel.

Camera journalist Reek was never an executive who would himself be shackled to a desk. In October of 1934 Movietone and one other American newssreel got dramatic pictures of the assassination, in Marseilles, of King Alexander of Yugoslavia a French Foreign Minister Barthou.

Trying for Scoop at Sea

It was a time when flying the Atlantic was still sensational so the film had to be sent to the U. S. by ship. Reek arranged for a sound newssreel and sent one on board the S.S. George Washington, skippered by the heroic Captain Fried. Then, in the hope of beating opposition by a day, he hired a Sikorsky seaplane, piloted by famous Captain Grevenberg, and with Captain Fried’s cooperation made a date with the ship 500 miles out in the Atlantic. It was arranged that the film would be dropped in a can behind the ship and Reek would have a week on the air to draw the film can up to the seaplane.

After three passes, and three broken lines, it was decided to land the seaplane and pick the can out of the water. A very heavy sea was running and even though the big ship was maneuvered to create a lee for the seaplane landing, a heavy swell capsized the plane. Grevenberg and Kuhnke, in the cockpit of the plane got on quickly and clung to a pontoon but Reek was trapped in the cabin. He managed to find the door and swim out but was going down for the third time when he was rescued by a life boat crew from the George Washington.

Even in failure the flight was typical of the initiative and enterprise that made the Reek name legendary among his fellows.

Later as general manager of the newssreel and assistant to the late Truman Talley, Reek was responsible for a series of exciting short subjects called “The Adventures of a Newssreel Cameraman.”

(Continued on page 8)
EVEN IF
IT'S OUT OF
THIS WORLD...
and much of it is...

get the big news
about jet and space flight, right here on earth... call DOUGLAS

For facts and pictures of new dimensions in science contact the Douglas Division of Public Relations,
A. M. Rochlen, Vice President-Director. Home Office: Santa Monica, California, EXbrook 9-9311.
Other plants and offices: El Segundo and Long Beach, California • Tucson, Arizona • Tulsa, Oklahoma • Charlotte, North Carolina • Washington, D.C. • New York, N.Y. • Dayton, Ohio • Rio de Janeiro, Brazil • Tokyo, Japan • Zurich and Geneva, Switzerland
Salute to Edmund Reek on 40th Anniversary

(Continued from page 6)

many of the thrilling episodes drawn from his own hair-raising experiences.

In association with Talley he was also responsible for the Martin and Osa Johnson African features "Baboon" and "Congo Gorilla." In 1937 Reek was named by the late Sidney Kent, then president of 20th Century-Fox, general manager to succeed Talley, and in 1942 under Spyros Skouras he was elected vice president of the company.

As executive producer of Movietonews, Reek's pictures have won a number of Academy Awards and other prizes. "Why Korea" was one of the first of these. This was a dramatic documentary exposing Kremlin machinations in the Far East. As a pointed record of Communist crimes it awoke the free world to the menace of Soviet conspiracy and prepared the West for the Korean war.

Other sensational feature and short subject prize winners produced by Reek were "Farewell to Yesterday," "United We Stand," "The Kefauver Investigation," "Holy Year," "Modern Greece," "This Is Your Army," "Symphony of a City," "Survival City" and the unique "Transcontinental" from an epic poem by A. M. Sullivan.

Reek, the seasoned camera journalist, started off World War II with a decision that has become a legend in journalism circles.

Remember the Pearl Harbor pictures? Well, in the background of these truly remarkable films is one of the most interesting stories of World War II; a story of long range editorial judgment on a par with any in the history of journalism.

It starts with the assignment of the late Al Brick, a Movietonews cameraman, to cover Pacific Fleet maneuvers in the fall of 1941. This resulted in pictures so good that Secretary of the Navy Knox declared them to be the best ever of our Navy's fire power.

Ordinarily, his assignment completed, Brick would have returned to the states but he was told to remain in Hawaii.

Producer Reek, who knew the Far East from having served as a soldier in the Philippines, China and Siberia, didn't like the way things were going between the U. S. and Japan. So playing a hunch he kept Brick in Honolulu. With things as they were, he concluded, it wouldn't be a bad idea to have a first rate cameraman in territory.

So it happened that when Japan struck, Brick was driving all a Honolulu road conveying an officer back to his quarters. cameraman tells it this way . . .

"It was a beautiful morning. I was taking an officer friend to his quarters after an all night poker game. He had a tour duty coming up. We were riding along discussing the hands of night when we heard the first explosions. My companion said: "That sounded like it came from the base."

"Then explosion after explosion and ahead of us we spot three planes.

"My God," gasped my mate, 'those are not our planes. They Japs. Step on it!"

"Needless to say I did, thanking my lucky stars I had my camp in the back of our hired car. The scenes at the base were despicable. But I began making pictures. My exposures, of course were confiscated."

A call from Military Intelligence in Washington was the signal for Reek to know how his hunch had scored one of the greatest beats in pictorial journalism. He was told that he couldn't have the pictures for security reasons. It was a whole year before he got the friend's cooperation. Then, because of their propaganda value, he was asked to let opposition have them so that they might get the greatest dislusion.

Movietonews today owns that famous record of "The Day Infamy," the other companies having refused Reek's invitation to share the costs of securing the film. But the cost of maintaining Al Brick in Hawaii has been repaid many times. It is estimated that the "Pearl Harbor Attack" pictures have been used in about 200 films made by independent producers and by the Government.

It was this and other things that induced the U. S. Army to name Reek a war correspondent in 1945 and he was taken on a tour of the battlefields. After which he did some touring on his own reorganize Movietone News' world wide coverage, badly disrupted by the war.

Today, as the result of Reek's first post war tour, Movietonews Inc. gathers films of all kinds from all over the world for theatrical screenings.

(Continued on page 10)
Dear Eddie:

Congratulations and Best Wishes for Continued Success

ARTHUR DE TITTA
IRBY J. KOVERMAN
KEN ALLAN
PARRIS EMERY

WEST COAST STAFF
Salute to Edmund Reek

(Continued from page 8)

and television release. Twentieth Century-Fox handles the release for motion picture theatres, United Press-Movietone News television.

Reek’s 20th Century-Fox subsidiary also makes documentary films for many government departments and commercials for big business concerns all over the world.

The newsreel of the Twenties has grown universal in the full sense of the word, with the world, on both sides of the various borders, its stage and the happenings thereon its story.

Nearly 40 years of experience in filming and servicing the living history of the world has taught Movietone News, Inc., how to corner the market for fast distribution and how to get the most out of every production dollar without sacrificing pictorial or sound quality.

Today Movietone News employs nearly 2000 men and women full time, a far flung staff armed with millions of dollars worth of the latest equipment and ready and able to make 35mm and CinemaScope black and white and color films.

In the United States, Canada, Latin America, Europe and Orient, United Press-Movietone, supplied exclusively by Movietone News, Inc., is standard fare on most independent TV stations.

Powerful BBC in Great Britain is one of its many overseas clients.


Movietone, Inc., operates from five world metropolises, New York, London, Paris, Sydney and Munich. In each of these cities

(Continued on page 12)

A quartet of newsreel cameramen in 1922—This picture was taken outside the newsreel headquarters, an New York’s Tenth Avenue and 54th Street. On the hood is the fabulous newsreel cameraman Russ Math. In back of him is Jack Delivan and Joe Nuhne. Standing on top is young Eddie Reek, already a legendary figure as a newsreel cameraman.
Congratulations to

EDDIE REEK

from

THE GEVAERT CO. OF AMERICA, INC.

We congratulate Eddie Reek upon his accomplishments in the motion picture industry. We are grateful for our many years of association with him in the production of newsreels.

International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada, AFL-CIO

RICHARD F. WALSH
International President
Salute to Edmund Reek

(Continued from page 10)

it maintains a production center fully equipped for every phase of motion picture production.

New York is typical and except for being general headquarters boasts no more or less than the centers in London, Paris, Sydney and Munich. It has two of the biggest stages in the East and finest of sound recording studios with both Western Electric and RCA equipment. It also houses two standard and one experimental projection rooms able to screen from 8mm to Cinemascope.

There are art, carpenter, machine and electrical shops and a stock room as well as machine room and other facility for set building.

Further, there are three cutting and film editing rooms plus a film library with vaults full of negative dating back to the birth of the industry. Also a title printing and photographing department and a "trick" department with a modern optical printer.

A great experimental department spills over to the home office and sees it that Movietone, Inc., keeps abreast of the times. This department is under the direction of E. I. Sponable, inventor of sound motion pictures.

In addition to its production centers Movietone, Inc., maintains smaller establishments located in the 20th Century-Fox changes in Washington, Los Angeles, Chicago, Buffalo, Boston, Philadelphia, Miami, Denver, Dallas, Memphis, San Francisco, Seattle, Toronto, Ottawa, Montreal, Winnipeg, Vancouver and St. John.

From these offices mobile camera units are available for sort of assignment.

In New York, Movietone, Inc., commands the facilities of DeLuxe Laboratories, another wholly owned subsidiary of 20th Century-Fox Film Corporation. DeLuxe does all its developing and printing.

Today Edmund Reek, cameraman, editor but above all, journeyman, is a happily married man and a grandfather, with a marriage son and a married daughter who has two children. But the cheer of domesticity haven't quieted him. The world of today, he finds is more exciting, more stimulating even than when he started in 1919 and he would still rather be off to cover an exciting event with a camera than sitting behind a desk.

Producer Reek never asked a cameraman to cover an assignment he wouldn't do himself. In 1946 he led a Movietone News Expedition down the Colorado River. This "shoot," down treacherous white water that takes the life of about every other man that attempts it, Reek's party, including Jack Kuhne and Chubby Lehman of Los Angeles got through to record and release a celebrated Technicolor short. It was the first color picture ever made of a ride through the rugged gorge from the head-walls to Hoover Dam.
Greetings from

BURT REINHARDT

and The News Staff

Greeting Ts

Edmund Reek, Jr.
Ray Ziesse
Jess Kizis
Carl Larsen
Gene Broda
Doug Dupont
Lester Mannix
Robert Ward

To My Friend,

EDMUND REEK

in sincere appreciation for a most enjoyable association during the past twelve years.

sincerely

Jack Shaindltn

Congratulations to Edmund Reek, celebrating his 40th anniversary.
From Terrytoons, celebrating its 30th anniversary.
Government Officials, Civic Leaders Felicitation Editor

WHEN the news got around that Edmund Reek, vice-president and general manager of Movietone was celebrating this month his 40th year as a newsreel cameraman, editor and executive to the literally hundreds of men in public life who have known him personally through all or part of his journalistic career began writing congratulatory letters. Headed by President Dwight D. Eisenhower, whose letter is reproduced on page 4 of this issue, Vice-president Richard Nixon, and Gov. Nelson Rockefeller, some of the hundreds of congratulations appear below and on the following pages.

Richard Nixon
Vice-President of the United States
I am pleased to join with your friends and admirers in extending greetings to you as you celebrate your 40th year of service in the motion picture industry.

Indeed there have been some vast changes in your industry over the last four decades. As one of the pioneers of the business, I know that you have had a hand in this outstanding record of progress and I am sure there are many of us who share with you a great pride in these accomplishments.

This is a most welcome opportunity to send you my very best wishes for a most memorable celebration, and may your next forty years be as noteworthy as the past have been.

Nelson A. Rockefeller
Governor, State of New York
It is a great pleasure to join you and the motion picture industry in paying a well-merited tribute to Edmund Reek on the occasion of the fortieth anniversary of the beginning of his brilliant career as producer and editor of "Movietone News." It is no exaggeration to say that Ed Reek is a master of the art of presenting news graphically, dramatically and entertainingly. So doing he has contributed inestimably to the information of the public. May he have many more years of service in this important field.

Robert B. Anderson
Secretary of the Treasury of the United States
It is indeed much pleasure for me to have this opportunity of joining your many friends and associates in extending to you my sincere congratulations upon your fortieth year of service in the motion picture industry.

Neil McElroy
Secretary of Defense of the United States
Your name has been associated with the production of many films documenting an important era of the nation's history. We in the Department of Defense are appreciative indeed of the coverage you have given to military events of this period which spanned two world wars and the Korean conflict. The work you have done has helped millions to understand better our national security goals. Best wishes for continued success.

Frederick H. Mueller
Secretary of Commerce of the United States
We in the Department of Commerce, in our authorized assignment to promote economic growth and progress, keenly appreciate the importance of the visual arts industry. Your newsreels, short subjects and documentary features have helped to keep vast segments of the public intelligently informed on domestic and international matters.

We are particularly appreciative of the cooperation we have

(Continued on page 16)
CONGRATULATIONS
TO
EDDIE REEK
FROM
THE MEMBERS
OF
LOCAL 644

CONGRATULATIONS
TO
EDDIE REEK
FROM
THE MEMBERS
OF
MOTION PICTURE
STUDIO MECHANICS

LOCAL No. 52
I. A. T. S. E
1697 BROADWAY
NEW YORK 19, N.Y.
CIRCLE 6-8295

Congratulations
and Best Wishes
for 40 More

HOME OFFICE
EMPLOYEES UNION
LOCAL H-63,
I.A.T.S.E., A.F.L.-C.I.O.

Happy Anniversary
From Your
West Coast Friends
**Leaders Felicitate Reek**

(Continued from page 14)

received from your industry in graphically acquainting the public with the work of our various agencies.

Happy fortieth anniversary!

---

JAMES P. MITCHELL
Secretary of Labor of the United States

Congratulations on your Fortieth Anniversary in the motion picture industry. As a producer of short subjects, documentaries, and newsreels, you have contributed a great deal to the understanding by people of the world around them. May you give many more years to this vital service.

---

WILLIAM P. ROGERS
Attorney General of the United States

I am pleased to forward my congratulations to you as you celebrate your fortieth year of service in the motion picture industry. Your life has been devoted to informing the American public about the latest developments in world and domestic affairs. This is a vital task in our nation because an informed public is essential for our democratic system to be effective.

During your forty years of work in the movie industry news events have broken at an increasingly fast pace and have taxed the ingenuity and equipment of the pictorial reporters. The progress made by the industry in bringing these events instantaneously to a TV screen or with brief delay to the movie audience is a tribute to the industry. It is also a special tribute to you because of your many contributions in this field.

---

ARTHUR E. SUMMERFIELD
Postmaster General of the United States

It is a pleasure to send you my best wishes on the completion of forty years service in producing newsreels, short subjects and documentary features for motion picture theatre audiences and television viewers. This lifetime work of yours has made an invaluable contribution to the welfare of the Nation and has played an important role in keeping the American people informed about the fast-moving news developments of modern times.

---

HENRY CABOT LODGE
United States Representative to the United Nations

It is a distinct pleasure for me to join in the salute to my good

(Continued on opposite page)
Tributes Mark 40th Year

(Continued from opposite page)

friend Edmund Reek in celebration of his forty years of service in the motion picture business, Ed Reek has through these years turned in a superior job of telling motion picture theatre audiences and more lately television viewers the up-to-date facts about our world. He has always shown a keen judgment of news. I wish for him many more years in his chosen field.

LYNDON B. JOHNSON
Democratic Leader, United States Senate
I understand you will shortly celebrate your fortieth year of service to the motion picture industry. I want to express my warm congratulations to you and my confidence that you are looking backward to a lifetime of achievement and forward to many more years of achievement to come.

THOMAS H. KUCHEL
United States Senator from California
The years of your activity in our energetic motion picture industry have been filled with a succession of events which wrought great changes in civilization.

The knowledge of millions upon millions of persons not only in our own Nation but around the globe of these truly historical happenings has been broadened immeasurably by the films upon which all informed beings depend to give them a true, objective account of history in the making. As a Movietonews producer with a record of forty years of service, you have played an outstanding role in the enlightenment of your fellowman.

BUFORD ELLINGTON
Governor, State of Tennessee
I have learned with interest of your extended service in the interest of providing pictorial information and entertainment to the theatre and television audiences and wish to commend your efforts and the fine contribution you have made to your organization and to the general public. May I take this opportunity to wish you continued success and happiness in service.

JOSEPH W. MARTIN, JR.
House of Representatives, Washington, D. C.
I have just learned that you have now completed forty years of service to the motion picture industry.

Your career has covered many eventful years in the history of (Continued on page 18)
Tributes Mark 40th Year

(Continued from page 17)

our country and the world. During this period you have made significant contributions to the record of our times through your work in the field of newsreels, short subjects, and documentaries.

I congratulate you upon the success which you have achieved in your field. You have my best wishes for many more years.

ROBERT F. WAGNER
Mayor, City of New York
I am pleased to have the opportunity through Motion Picture Daily to join with so many others in congratulating Edmund Reek of Movietone News, who will round out forty years of service to the motion picture business.

Mr. Reek more than deserves the tribute being given to him for his exceptional work in documentary features and news reels which have entertained so many people.

GEORGE V. ALLEN
Director, United States Information Agency, Washington, D.C.
Your completion of service to American news film has special significance for me and my colleagues in the Information Agency. Your work not only spans the history of the news film, but your name has become a symbol around the world of integrity and craftsmanship associated with American newsreels, short subjects, and documentaries. You have contributed immeasurably to the better understanding of this country abroad and I hope our motion picture industry may continue to have the benefit of your outstanding experience and leadership in the years ahead. Please accept my warmest congratulations.

RICHARD RICHARDS
State Senator, Los Angeles County
I take pleasure in joining with the many friends and admirers of Edmund Reek of Movietone News, Inc. who are this morning paying tribute to his forty years of service to the motion picture business. His dedicated work in the production of newsreels, short subjects, and documentary features has had a tremendous effect, not only on his industry but on all the people in this country and throughout the world. He has raised the level of understanding and intelligent viewing both in motion picture theatres and on TV. I wish for Mr. Reek many more years of health, happiness and achievement in his chosen profession.

Among the hundreds of other tributes received too late for publication were those from the following:

JACK S. CONNOLLY
Chief, Domestic Production Division, U.S. Information Agency

JACQUES FLAUD
Director General, Centre National de la Cinematographie, Paris

ARTHUR S. FLEMING
Secretary of Health, Education and Welfare of the U.S.

ERVIN L. PETERSON
Acting Secretary, Department of Agriculture

FRED A. SEATON
Secretary of the Interior

JOSEPH M. CAHILL
Director, Sports Information, U.S. Military Academy, West Point

TONY HULMAN, JR.
President, Indianapolis Motor Speedway Corporation

EDWARD W. KRAUSE
Director of Athletics, University of Notre Dame

ANTHONY HOUGHTON
U.S. Ambassador to France

JOHN H. HARRIS
President, Ice Capades, Inc.
o Honor Reek
(Continued from page 1)

Ron Skouras, William Michel, Rich-
Walsh, Alex Harrison, Charles-
del, Abe Goodman, Martin Quig-
Taylor Milh, Lowell Thomas,-
Fordham, John Oxtor, Jay-
er, Harold Spivack, Harold Chad-
s, Harry Brandt, Spencer Am-
ing, Alan Friedman, John Faber,-
bell Muth, Jerry Swinehart, Burt-
ins, Tom Mead, Caleb Stratton,
Ichon, Harold J. Bonafield, Abe-
ter, Dan Doherty, Irving Shieb,
Shelley, John H. Harris, Morton-
acchic and others.

Technicolor Net
(Continued from page 1)

ed net sales of $12,456,000 for the
responding six periods of 1958.
The consolidated net loss, after
es, for the first six periods of 1959,
$73,589. Earnings after taxes for
responding six periods of 1958
were $267,492.

It is too early to estimate what the
earnings for the year will be, but
are encouraged by the current
ward sales trend in all divisions,"-
Kalmus said.

Disciple’ Gross Big

United Artists’ “The Devil’s Dis-
run up big weekend grosses of
905 at the Astor Theatre and $7,-	 at the Trans-Lux Normandie.

Perakos Named
(Continued from page 1)
known as the Connecticut Drive-In
Theatres Assn.

Also serving are Franklin E. Fergu-
son, Bailey Theatres, vice-president;
William Daugherty, Lockwood &
Gordon Enterprises, secretary; Sam-
ue1 Rosen, Rosen’s Film Delivery
Service, treasurer; board of directors,
the officers and Bruce Weingarten, E.
M. Loew’s Norwich-New London
Drive-In, Montville, Bernard W.
Menschell, Manchester Drive-In, Bol-
ton Notch, and Pike Drive-In, New-
ington; Charles Lane, New Haven
Drive-In Theatres, North Haven;
Hector Fracaloro, E. M. Loew’s
Farmington Drive-In, Farmington;
and Sam Hadelman, Bowl Drive-In,
West Haven.

Permanent officers will be elected
and long-range plans formulated at a
meeting on Tuesday, Sept. 22, at
12:15 noon, in the Colonial House,
Hamden.

Kodak Names Wilson

ROCHESTER, N. Y., Aug. 24. —
Richard M. Wilson has been named
manager of film manufacturing, it was
announced by Ivar N. Hultman, East-
man Kodak vice-president and gen-
eral manager of the Kodak Park
Works here. John L. Patterson will
succeed Wilson as assistant manager
of film manufacturing. Wilson suc-
cedes Dr. A. J. Gould, who was
elected a Kodak vice-president at a
meeting of the board last week.

News is the most perishable
of all items! So—
SAS
is proud to be chosen
to speed
FOX MOVIETONE NEWS
of the world
to the four corners of the world.

It’s been a privilege and a pleasure
to be associated for so many years with

EDMUND REEK

Congratulations

Mel Allen

Joe King
RIGHT NOW

a sound and camera unit of

MOVIETONE NEWS

is travelling around the world to record the international activities of the

JUNIOR CHAMBER INTERNATIONAL

an organization of young business and cultural leaders promoting trade and friendship among the free nations

One typical example of public service, and the dedication with which THE MEN AND WOMEN OF MOVIETONE NEWS keep ahead of today's changing world!
U.A. Considering 3 More In Super Technirama 70

Three forthcoming productions to be distributed by United Artists are under consideration now for release in the Super Technirama 70 method, William J. Heineman, U.A. vice-president, said yesterday in announcing that "Solomon and Sheba" would play its opening engagements in the wide film process.

Heineman declined to identify the pictures, saying the decision remains to be made.

Marcus Seeks Backing of Sales and Chiefs for Regional Promotion Progr.

After giving enthusiastic approval of a merchandising program which has been successfully conducted by Wisconsin exhibitors, the COMPO merchandising committee started yesterday to arrange meetings with the general managers and advertising executives of the major film companies with a view to putting the program into effect.

The plan, explained in detail to the
(Continued on page 8)

National Theatres Now Is Officially NT&T

Los Angeles, Aug. 25. - National Theatres, Inc., will henceforth be known as National Theatres & Television, Inc., resulting from a vote

House Passes Bill to Limit Interstate Tax

From THE DAILY Bureau

WASHINGTON, Aug. 25. - The House passed a bill to limit the tax on interstate industries.

The bill is virtually identical to one already passed by the Senate and makes it almost certain that the legislation will be enacted to reverse at least in part the trend that has been set by recent Supreme Court decisions.
U.A. Considering 3 More

In Super Technirama 70

There are forthcoming productions to be distributed by United Artists under consideration now for release in the Super Technirama 70 method. William J. Heimann, U.A. vice-president, said yesterday that "Stolen and Stolen" would play its opening engagements in the wide lens process. Heimann declined to identify the pictures, saying the decisions remain to be made.

Marcus Seeks Backing of Sales and Ad Chiefs for Regional Program

After giving enthusiastic approval of a merchandising program which has been successfully conducted by Wisconsin exhibitors, the COMPO merchandising committee decided yesterday to promote meetings with the general sales managers and advertising executives of the major film companies with a view to putting the program into effect.

The plan, explained in detail in the following story...

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'Achieve a Major Goal'

ACE, MPA Devise Plan

For Small Theatre Aid

Involves More Use of Present Concentration

Machinery; Will Go Into Effect Right Away

A plan to bring relief to small theatres which will involve greater use of concentration machinery already set up by the industry has been worked out jointly by exhibitors and distributors and will be put into effect right away.

Announcement of the resolution to one of the problems facing the Motion Picture Assn.'s exhibitor relations committee and the American Council of Exhibitors executive committee was made here yesterday following a meeting of the two groups. The MPPA-ACE resolutions also brought a report from its subcommittees on increased production and industry advertising but both subjects were referred back for further study.

On aid to small theatres, however, MPAA and ACE have adopted a program which "achieved a major goal," said John Donelan, president of MPAA...
But she always came back... to remind him he wasn't man enough to break away!
could a man hav...
could a man have a better reason
ER, United in charge d Roca H. harge of ad.- returned to ood.

universal Inter- ill arrive in e Coast.

lent of B. S. New York.

president of Corp., has from South

president of pictures, has Hollywood.

it, returned n yesterday 

vice-presi-

eon, left the Coast.

represent- of the Ger- 

will return to ope.

teen, will a vacation 

has given boy. Father Theatres, of resident.

president of Atlanta, has for leg

nt distribu-

nt from a.

Row 

star with 

eholds in I t Started New Yorks of pro- 

half of the Capitol 

York ap- 

nt to Bos-

and S. H. Fabian, ACE executive committee chairman, told the trade press at a conference following the meeting that while conciliation has been in effect for some time use of it has been negligible. Fabian admitted that exhibitors were at fault for not taking fuller advantage of it. "With the new implementation by top officials of the film companies and with ACE pushing it, there will be a revitalization of conciliation," he declared.

Urges Large Theatres to Act

Fabian also expressed the hope that large theatres will in future resort more to conciliation in solving their problems.

The AMA-ACE committees yesterday also discussed various ideas proposed on how to secure more product by that subcommittee, but these "have not yet jelled," Johnston said. The subcommittee on advertising presented many suggestions, he reported. These included a recommendation that advertising budgets be extended to grass-roots theatre growth.

The product and advertising committees are to meet again in September and then make a new report to ACE-MPA later that month.

Research Talk Postponed

A discussion of research being reported on by the Como committee was deferred yesterday.

Those attending the meeting included company representatives Samuel Cowan and A. Montague, Columbia; John Byrne, Loew's; Barney Balaban, Paramount; Spyros Skouras, 20th Century-Fox; Robert Benjamin, United Artists; Adolph Schimel, Universal; Ben Kalminson and Max Greenberg, Warner Bros.; Edward G. Fries, Allied Artists; Irving Ludwig, Buena Vista.

Representing ACE were Si Fabian, Max Cohen, Irving Dollinger, George Kerasotes, Al Pickus, Emanuel Frisch, and Sol Schwartz. For MPAA, Johnston, Ralph Hethel, Kenneth Clark, and Sidney Schreiber.

Some TV Commercials

Transferred from W.B.

HOLLYWOOD, Aug. 25. - Increased studio activity combined with growth of Warner Bros. television commercial division has necessitated transfer from the Burbank studios of some film commercial production activities to General Service Studios, effective immediately.

Will Cowan, now at Warner studios as film vice-president, in charge of West Coast TV commercial production, will head up the television commercial operation at General Serv-

Senate Group Approves

Small Business Finance

WASHINGTON, Aug. 25. - The Senate banking committee approved legislation to make it easier for small business investment corporations to finance small businesses.

The corporations, authorized last year to help small firms get money, are now authorized to purchase only convertible debentures in small companies. The new bill, sought by the Small Business Administration, would permit the firms to buy other securities, such as common or preferred

Two Senate Units Start

Censor Hearings Friday

WASHINGTON, Aug. 25. - Two Senate judiciary subcommittees scheduled public hearings to start Friday on proposed constitutional amendments strengthening state censorship and police powers over objectionable films.

Obviously, the proposals won't go very far this late in the session. Nonetheless, the fact that hearings will be held at all indicates the interest in the problem.

Headed by Kefauver

The subcommittees -- on juvenile delinquency and constitutional amendments -- are headed by Senator Kefauver (D., Tenn.). One proposal is his own suggested Constitutional amendment to clarify the right of Congress and the states to enact legislation with respect to obscene material. This is the proposal Kefauver aides say is aimed at "hard-core pornography"; it would do nothing to help the states censor the type of films the Supreme Court has been sustaining in recent years.

Another proposal on which hearings will be held is one Kefauver says he fears is too broad. It would permit a state to enact legislation "on the basis of its own public policy on questions of decency and morality."

Lead-off witnesses will include Postmaster General Summnerfield and religious spokesmen.

Heiber Heads New A.I.P.

Phila. Sales Office

American International Pictures has established an Eastern district sales office in Philadelphia and appointed Edward Heiber to head operations there, it was announced by James H. Nicholson and Samuel Z. Arkoff.

Heiber will inaugurate the new AIP regional office Sept. 1 with screening for exhibitors of "Sign of the Gladiator," color special starring Anita Ekberg, which will be released Sept. 23. On that day it will have a 105-theatre saturation premiere in Boston and the surrounding area.

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AB-PT Confab

(Continued from page 1)

...circuits and distribution executives will attend the conference, which will last three days.

Two films, both selected for their exceptional entertainment value, have been designated as “project pictures” for discussion at the conference. These are Paramount’s “But Not for Me,” starring Clark Gable and Carroll Baker, and Warner’s “The F. B. I. Story,” starring James Stewart, Vera Miles and Nick Adams.

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Sidney M. Markley, AB-PT vice-president, author of the plan, reported that 35 of the group of 50 exploitation-advertising-publicity experts who will attend the sessions will go on the road to visit every city and theatre which will play the two “project” pictures, and will work with the individual theatre managers in preparing and executing the promotion campaigns. Each campaign will be specially tailored for the project pictures and the individual theatres.

Five Circuits Involved

The five Southern AB-PT circuits involved in the conferences are Interstate of Texas, Paramount Gulf, Florida State Theatres, Wilby-Kincey and Penn Paramount. Representatives of these circuits who will attend are: H. F. Kincey, Charlotte, N. C.; James H. Harrison, Atlanta; Lou Finske, Jacksonville; Kermit Carr, New Orleans; Robert J. O’Donnell, Dallas; Ben Rosenberg, Wilkes-Barre, Pa.

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Distributor Arrangements

Of Inter Continent Told

By SAMUEL D. BERNs

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13 Operators Named


MGM Field M

‘Ben-Hur’ P

Metro - Goldwyn completed a two- part group of key movies — recently to outline in detail advertising plans for “Ben-Hur” late in the year.

Participating in the national promotion were: Oscar Doob, Dan Emery Austin, Herschfeld, Harry Schwartz of MGM, president of MGM; George Kincaid, president of Loew’s Enterprises, and Ernie Emerling, head of Loew’s Theatres.

The field representatives were: Jack F. Normkinson, Chicago; Ed Cunningham, Kansas City; John L. John, Philadelphia; Max Rice, Los Angeles.

Total Weeks

Yesterday’s earnings of $501,343 ended on the last day of the year’s earnings. The earnings of the year ended last year after this period, the figures for the year ended were: 1958, $3,863,250; 1957, $3,867,450; 1956, $2,845,760;

Sunglasses for Needs

A field

Policy: Renew

Elected

...
**PERSONAL MENTION**

**ARNO LD M. PICKER, United Artists vice-president in charge of foreign distribution, and Howard Lewis, vice-president in charge of advertising and publicity, have returned to New York from Hollywood.**

Dwight A. Luton, Universal International vice-president, will arrive in New York today from the Coast.

**Charles B. Moore, president of B. S. Moss Theatres, returned to New York yesterday from Hollywood.**

**B. C. Kranzberg, new president of Stanley Warner Cinemas Corp., has returned to New York from South America.**

**James H. Pickles, president of American International Pictures, has arrived in New York from Hollywood.**

**Albert Katz, publicist, returned to New York from London yesterday via B.O.A.C.**

**Bruce Eills, executive vice-president of United Artists Television, left New York last night for the Coast.**

**Mundo Pimolizorh, U.S. representative of the Export Union of the German Film industry and president of Continental Film Europe, will return to New York from today.**

**Ralph Martin, of Setteventi, will leave here on Friday for a vacation in Europe.**

**Mr. Williams, Mr. Moss has given birth in Philadelphia to a boy. Father is associated with Midcity Theatres, of which Davy Muscarda is president.**

**Charles Simpson, vice-president of Capital Releasing Corp., arrived here yesterday for a hospital ton for leg surgery.**

**Jack Eallow, independent distributor in Philadelphia, is absent from his duties because of illness.**

**FUTURE HERE TOMORROW**

The Lincoln-Film, estimator with Glenn Ford and Dolly Read, is filming in Metro Goldwyn-Mayer's "The Toldt With a Kiss," arrives in New York tonorrow to begin two days of promotional appearances on behalf of the picture, current at the Capital Theaters. Following its New York appearance, the picture travels to Boston, Buffalo, Pittsburgh, Cleveland and Denver, to wind up its tour. It started from the MGM studios in Culver City on Aug. 8.

**Set Plan to Aid Small Theatres**

(Continued from page 1)

and S. H. Fabian, ACE executive committee chairman, told the trade press at an recent conference following the executive sessions.

Johntons read a statement prepared by him and Fabian as follows: "ACE pointed out that the most important problem facing our industry today is the life of the small theatre in distress. They further pointed out to representatives of distribution that the origin of the concept realized most effective means of solving this problem.

Called 'Community Asset' "In response it was the unanimous opinion of distribution that everything possible be done in the shortest time to make. mentioned in order to help the small theatre in distress. The small theatre is not only the center of entertainment but a genuine community asset and the community's life is centered around it. It provides an invaluable service to the public. It stimulates business in the community and stimulates attendance.

"The distributors further pledge their support in this belief that the grass-roots theatre represents the foundation of the industry and must be preserved, that they will all alert in their organizations from the home office to local salesman in the field to cooperate and participate to make conclusion effective for this purpose."

**Questioned Directly**

 Asked specifically how conclusion will be employed to aid the small theatre, Johnston said "almost any subject involving distribution and exhibition can be taken up under the rubric of small-town theatres, product and news and added that there will be to cooperation among competitors in the small community. A number of subcommittees to work with exhibitors on the local level and facilitate their use of the conclusion machinery.

Both Johnston and Fabian pointed out that while conclusion has been in effect for some time use of it has been limited. Fabian admitted that exhibitors were at fault for not taking fuller advantage of it. "With the new implementation by top officials of the film industry and with the word that it will be, there will be a revitalization of conclusion," he declared.

**Urges Large Theatres to Act**

Fabian also expressed the hope that large theatres will in future more to conclusion in solving their problems.

The ACE-MPA committees yesterday also discussed various ideas proposed on how to secure more product by that subcommittee, but these have not yet jelled," Johnston said. The subcommittee on advertising presented many suggestions, he reported. These included a recommendation that advertising budgets be extended to grass-roots campaigns more extensively and such other matters as ad credits and stills for theaters.

The product and advertising committee met this morning in September and then make a new report to ACE-MPA later that month.

**Research Talk Postponed**

A discussion of research being reported on by the Compo committee was deferred yesterday.

On attending the meeting included community representatives: A. Schneider and A. Montague, Columbia; John Byrne, Loew's; Barney Balahan, Paramount; Spyros Skouras, 20th Century-Fox; Robert Benabj, United Artists; Adolph Schimmel, Universal; Ben Kalman and Max Crenberg, Warners Bros.; Edward Teller, Associated Artists; Irving Ludwig, Buena Vista.

Representing ACE were Si Fabian, Max Cohen, Irving Dollinger, George Keretsonis, Al Pickens, Emanuel Frisch, and Sol Schwartz. For MPA, John- son, Ralph Hetzel, Kenneth Clark, and Sidney Schreier.

Some TV Commercials Transferred from W.B.

**HOLLYWOOD, Aug. 25.** Increased studio activity coupled with growth at Warner Bros. TV. designs, television commercial division has made possible a transfer from the Burbank studios of some film commercial production activities to the Service Studios, effective immediately.

Will Cowan, now at Warner studios as Filmways vice-president, in charge of West Coast TV, will head up new television commercial division, will head up the non-theatrical production in sale of small businesses.

The corporations, authorized last year to help small firms get money, have now authorized to purchase only the product reimbursed in small companies. The new bill, brought by the Small Business Administration, would permit the firms to buy other securities' companies, preferred stock, when approved by creditors.

The Senate committee also approved a $50,000,000 increase in SBA lending power, only enough to tide it over until next year when the committee wants to undertake a more extensive revision of the bill.

**Senate Group Approves Small Business Finance**

WASHINGTON, Aug. 25. The Senate banking committee approved legislation to make it easier for small business investment corporations to finance small businesses.

The House has approved a bill $200,000,000 increase it sought in its leading power.
**AB-PT Confab**

*(Continued from page 1)*

...and distribution executives will attend the conference, which will last three days.

Two films, both selected for their exceptional entertainment value, have been designated as "project pictures" for discussion at the conference. These are "Viva, USA" and "But Not for Me," starring Clark Cable and Carroll Baker, and Warner's The F. B. I. Story, starring James Stewart, Vera Miles and Nick Adams.

**One Producer Invited**

In keeping with AB-PT policy that has been established for these semi-annual promotion conferences, the producers and distributors of only one of the "project pictures" have been invited to join in the discussions and to familiarize themselves with the handling of the project. At the Winter Haven meeting, Paramount representatives will be AB-PT's guests.

Sidney M. Markley, AB-PT vice-president, author of the plan, reported that 35 of the group of 50 exploitation-advertising publicity experts who will attend the sessions will go on the road to visit every city and theatre which will play the two "project" pictures, and will work with the individual theatre managers in preparing and executing the promotion campaigns. Each campaign will be specially tailored for the project pictures and the individual theatres.

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The five Southern AB-PT circuits involved in the conferences are Interstate of Texas, Paramount Gulf, Florida State Theatres, Wilby-Kinery and Penn Paramount. Representatives of these circuits who will attend are: H. F. Kinery, Charlotte, N. C.; James H. Harrison, Atlanta; Lou Finkle, Jacksonville; Kermit Curr, New Orleans; Robert J. O'Donnell, Dallas; Ben Rosenberg, Wilkes-Barre, Pa.

Under the Plan, out of which the first of the semi-annual AB-PT promotional conferences arose in 1958, each of the circuits special team of promotional specialists sets up complete campaigns on each of the project pictures. The five campaigns will be presented to the AB-PT conference, at which Markley will preside, and during the three days of discussions campaigns comprised of the best features of each one presented will be selected by each circuit for its own special needs.

**Executives to Attend**

Guests at the conference will include Carroll Baker; William Perlberg, Paramount Pictures vice-president in charge of world sales; Jerry Pickman, Paramount vice-president in charge of advertising-publicity-exploitation; Hugh Owen, vice-president of Paramount Film Distributing Corp.; Gordon Bradley, Paramount Southeastern division manager, Fred Mathes, Paramount Jacksonville branch manager; Tom Bridge, Dallas branch manager, and Joseph Pfeilman, exploitation manager.

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**13 Operators Named**


**MGM Field Men Wind Up ‘Ben-Hur’ Planning Meet**

Metro-Goldwyn-Mayer yesterday completed a two-day conference for a group of key field representatives to outline in detail the promotion and advertising plans for the release of "Ben-Hur" late in the fall.

Participating in the meeting for the representatives were Robert Mochrie, Oscar Doole, Dan Terrell, St Sedar, Emery Austin, Bernie Selin, Bert Herschfield, Harry McWilliams, Bob Schwartz of MGM, Arnold Maxion, president of MGM Records; Arthur Puers of Loew's International, and Ernest Emefin, vice-president of Loew's Theatres.

The field representatives who attended were: Judson Moses, Atlanta; Norm Levinson, Dallas; Norma Pyle, Chicago; Ed Galler, Philadelphia; John L. John, Pittsburgh, and Hilda Cunningham, Toronto.

**20th-Fox Meet**

*(Continued from page 1)*

meeting of the company since the system of local autonomy was inaugurated, and will cover complete sales and merchandising plans for the upcoming product.

Loew's, Inc., Board Meet Is Postponed to Sept. 3

The meeting of the Loew's, Inc., board of directors which had been scheduled for yesterday was postponed to Sept. 3.

Considerable interest had centered on the meeting because of persistent Wall Street reports that the directors might act to restore payment of dividends on the common stock, discontinued about four years ago. Presumably, that action, if any, will be decided at the Sept. 3 meeting.
Set Plan to Aid Small Theatres

(Continued from page 1)

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Johnston read a statement prepared by
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problem facing our industry today is
the life of the small theatre in distress.
They further pointed out to represen-
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most effective means of solving this
problem.

Called ‘Community Asset’
‘In response it was the unanimous
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to make conciliation effective in order
to help the small theatre in distress.
The small theatre is not only the cen-
ter of entertainment but a genuine
Community asset and the community's
life is centered around it. It performs
an invaluable service to the public. It
stimulates business in the community
and serves to stimulate attendance.

The distributors further stated in
support of this belief that the grass-
roots theatre represents the founda-
tion of the industry and must be pre-
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Questioned Directly

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that ACE is to set up committees to
work with exhibitors on the local level
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Both Johnston and Fabian pointed
out that while conciliation has been
in effect for some time use of it has
been negligible. Fabian admitted that
exhibitors were at fault for not taking
fuller advantage of it. "With the new
implementation by top officials of the
film companies and with ACE pushing
it, there will be a revitalization of
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Fabian also expressed the hope that
large theatres will in future resort
more to conciliation in solving their
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The MPA-ACE committees yester-
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These included a recommendation
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Universal; Benj. Kalmenson and Max
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HOLLYWOOD, Aug. 25. — In-
creased studio activity combined with
growth of Warner Bros. television
commercial division has necessitated
transfer from the Burbank studies of
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tivities to General Service Studios,
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William Cowan, previously at Warner
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of West Coast TV commercial pro-
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Senate Group Approves
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WASHINGTON, Aug. 25. — The
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legislation to make it easier for small
business investment corporations to
finance small businesses.

The corporations, authorized last
year to help small firms get money,
are now authorized to purchase only
convertible debentures in small com-
panies. The new bill, sought by the
Small Business Administration, would
permit the firms to buy other securi-
ties, such as common or preferred

Two Senate Units Start
Censor Hearings Friday

WASHINGTON, Aug. 25. — Two
senate judiciary subcommitties sched-
uled public hearings to start Friday on
proposed constitutional amendments
strengthening state censorship and
police powers over questionable films.

Obviously, the proposals won't go
very far this late in the session. Non-
theless, the fact that hearings will be
held at all indicates the interest in
the problem.

Headed by Kefauver
The subcommittees—on juvenile de-
linquency and constitutional amend-
ments—are headed by Senator Kefau-
ver (D., Tenn.). One proposal is his
own suggested Constitutional amend-
ment to clarify the right of Congress
and the states to enact legislation with
respect to obscene material. This is
the proposal Kefauver aides say is aimed
at "hard-core pornography"; it would
do nothing to help the states censor
the type of films the Supreme Court
has been sustaining in recent years.

Another proposal on which hearings
will be held is one Kefauver says he
fears is too broad. It would permit a
state to enact legislation "on the basis
of its own public policy on questions
of decency and morality."

Lead-off witnesses will include
Postmaster General Summerfield and
religious spokesmen.

Heiber Heads New A.I.P.
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On that day it will have a 105-theatre
saturation premiere in Boston and the
surrounding area.

Define Biggest Problem
Of Small Exhibitor

Asked what the biggest problem of
small theatres is at the MPA-ACE
press conference yesterday, S. H.
Fabian exclaimed "lack of business!"
The solution, he said, lies in the exhib-
itor securing "breaks" from the dis-
tributor, landlord, and others to pre-
sure his existence.
AB-PT Confab

(Continued from page 1)

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‘Ben-Hur’ Pickets

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Motion Picture Daily

Wednesday, August 26, 1959

The Blue Angel (continued from page 1)

Jurgens, the international star who contributed so importantly to the success of "Me and The Colonel" and "The Inn of The Sixth Happiness." Here he has the kind of character role most actors would go hungry for. As a middle-aged professor who falls under the spell of a young dance hall trump, he declines dramatically from respectability and honor to gin-sodden destruction and near madness. It's a big, theatrical performance, carefully thought out and meticulously executed—the work of an actor of true stature. The essential honesty of the melodrama—and it is melodrama of an old-fashioned sort—largely reflects the honesty of this performance.

Although the picture is played completely straight, two songs, "Falling in Love Again" (introduced in the original film), and "Lola Lola," a sassy new song written by Jay Livingston and Bay Evans, are featured in several musical sequence numbers which have been staged by Hermes Pan with great style. Both songs are delivered by Miss Britt in an effectively throaty, sensuous manner. The "Lola Lola (is made for love)" number, with the star backed by an ensemble of five world-weary and hounded demimondaines, is funny as well as sophisticated.

The production also gains much from the fact that all the exterior scenes were filmed on location in present-day Germany, the locale of the story. The atmosphere of a small German town, its streets, facades, railroad stations, the surrounding picture-postcard countryside, all have the look of truth as caught in Cinemascope and DeLuxe color.

Nigel Balchin's screenplay, directed by Edward (The Young Lions) Dmytryk, recounts in straightforward fashion the decline and fall of Jurgens, an elderly and somewhat prissy bachelor, after he meets and falls in love with Miss Britt, the star of an itinerant nautical hall troupe. For a while she returns his love but she warns him, when he asks her to marry him, that her affections are likely to wander in the very near future. That's the way she is.

He takes the gamble, marries her, and quickly finds himself out of a job. Soon he is reduced to doing odd jobs for the troupe, takes to drink and encounters all sorts of degradation just to be near the girl who, of course, begins to find him an unshaven nuisance and a drag. Just when he submits to the ultimate degradation, playing a clown when the troupe returns to his old home town, the girl stages a love scene for his benefit that almost drives him out of his mind, but instead sends him away to rehabilitation and his old bachelor, but gentrified, way of life.

Because the screenplay is not heavy on motivation, the success of the film depends almost entirely on Jurgens' portrayal, and he has a field day. Miss Britt's role also is somewhat sketchily written, her characterizations of nuns more like that for lack of this dramatic substance. The supporting cast, headed by Theodore Bikel, as the head of the troupe, and John Haver, as Jurgens' former professor, is excellent.


Vincent Canby

House Group Rejects Film

Jury

War Claims Payments

From THE DAILY Mail

WASHINGTON, Aug. 25 - A House Commerce subcommittee turned down the bid of seven film companies that they be repaid for rental income realized by the Japanese government on their films, seized in the Philippines during World War II.

The subcommittee approved a war claims bill similar this hearing. Members of the subcommittee, committee members said the film industry's request had been considered and rejected.

Estimated at $2,000,000

House Passes Bill

(Continued from page 1)

both in effect deny the states power to tax out-of-state companies which merely sell licenses into a state to solicit business to be filled from outside the state. Both would sustain a state's power over firms that have sales offices, inventories, warehouses, or other branches of business within the state.

The House bill would apply only to 1959 and 1960, while the Senate bill is permanent legislation. The House bill provides for a Congressional study, while the Senate bill provides for a study by a commission consisting of Senate and House members, Presidential appointees and state officials.

Estimated at $2,000,000

Attorney Harold Leventhal, representing the seven companies, had estimated the claims at about $2,000,000, for Columbia, Loew's, Paramount, RKO, 20th-Century-Fox, United Artists and Universal. Committee members said their bill provides compensation only for licenses on tangible property and not for those on intangible properties such as rentals.

The Japanese seized the films, exhibited them while they occupied the Philippines, and retained the rental income. The film companies argue that there is no reason why compensation should not be paid for this type of loss.

Confident of Success

"By widespread use of this plan," Marcus asserted, "I firmly believe we could increase the national attendance at the house by fifteen to twenty million people a week."

Marcus also stressed that in putting the plan into effect care must be taken to keep the operation on an exchange area level.

"Enthusiastic as I am about this program," he said, "I think it would be most unwise to try to put it into effect on a national scale at once. On the contrary, I think we should take it up, step by step, in exchange territories, so that in each area the program would be adapted to local requirements. This, I believe, is most important, and I am prepared to make great personal sacrifice of time and effort to get it put into operation in this manner."

The response to Marcus' outline, on the part of the COMPO merchandising committee members, was most enthusiastic. Various aspects of the plan were thoroughly explored in a long discussion and suggestions put forth as a plan for procedure in getting the plan ready for exchange activity.

Before returning to Milwaukee later in the week Marcus hopes to arrange for viewings for the general sales managers and advertising heads.

Harry O. Gordon, formerly with the television division of Canadian Broadcasting Corp., has joined TeleVision Productions in Toronto as general superintendent of laboratory operations. Alan B. Callum, English-born short-circuitman-director, has been transferred from TeleVision to act as film editor, as has Finkler Hagen, who has been named assistant to the vice-president in charge of production.

Joe Solomon, who held the Philadelphia local area franchise for American International Pictures, is continuing to operate his organization as an independent distributor. Bob Shuler, who was associated with him as a salesman, has joined the staff of Columbia Pictures there.

Harry Durham, formerly a district manager of the U. S. Signal Corps in Europe, has been named sales manager of Southeaster Airlines, Atlanta, producer of films and film series.

Frank Morris, formerly film editor of the Winnipeg Free Press, has joined the Toronto Globe and Mail. He succeeds Stan Helleur, who is now associated with the Diners' Club.

Mike Felt, former exhibitor in Philadelphia and chief banker of Variety Club, Tent No. 13, has been named chairman of the Heart Fund Drive in that city.

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National Theatres

(Continued from page 1)

John B. Bertero stated the new name reflects additional activities in which NT&T is now engaged. Questioned by Jerry Harrington, a stockholder present at the meeting on what percentage of business NT&T will represent in the company's overall operation, Bertero repeated treasurer Alan May's estimate of an anticipated gross revenue of 50 per cent from the combination of the telephone, radio and television operations and income from distribution of product acquired and planned in its recent merger with National Telephone InFilms Associates.

"Pacific" Hits $603,377

"South Pacific," currently playing in 67 neighborhood theatres in the metropolitan New York area, rolled up the record gross of $603,377 during the first five days and looks certain to gross over $1,000,000 at the conclusion of these engagements, according to Joseph M. Sugar, vice-president and general sales manager of Magna Theatre Corporation, the producers of this picture.
**70mm. 'Sheba'**

(Continued from page 1)

**AROUND THE . . . TV CIRCUIT**

with PINKY HERMAN

**STARTING:** Sept. 12 over NBC-TV, Henry Fonda adds another facet to his acting career when he appears as star of a new series, "The Debut," in which he plays "Chief Manny," of City, Ariz. Program, financed by Revue Productions, is scripted by Roland Kibbee and produced by Melvyn Leider, executive producer. Kellogg's thru Leo Burnett, Inc., will sponsor it on alternate weeks. . . Had occasion to listen to William B. Williams' chatter-chatter over WNEW past few weeks. . . We know howl this life's daily program has Smooth delivery. . . In reporting the pending acquisition (upon FCC approval) by the Richmond Brothers of station KBUX in Las Vegas, we inadvertently had it WBUG. So, to place Bob Richmond, who looks like, and possesses the krew wit and elersness, of Carl Reiner, we hasten to make this correction. Incidentally, Bob, is one of the cleverest ventriloquists around, is likewise quite a magician, having studied under the Great Blackstone. (Oh yeah! then howcome he couldn't have used his talents to have changed the "W" in a "K" in the first place so that this paragraph might have been unnecessary?)

**Charles Sanford,** whose brilliant work as music conductor of the (Max Liebman) "Your Show of Shows" was often credited by Max himself as having had "much to do with the program's great success," will again join forces with the honoree, having just signed to conduct a full orchestra for several forthcoming "CBS-ids Caesar Shows" this Fall. New program will be produced by Lee Morgan who produced "The Caesar Hour" for three seasons and also the "Danny Thomas-Marthw Kaye" (All-star revues sponsored by NBC and produced for the "Milton Berle Show") which will be seen over NBC Sept. 11. . . Playwrite-Novelist Harold Flender, whose "Paris Blues" was recently purchased by Marlon Brando to be filmed in Paris next spring, has just been awarded the Fulbright Grant for acting in a series of Slovak Commercials. His partner Gene Deitch is on route to Czechoslovakia to supervise production of yet another foreign language animated telescines.

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**Urges Government Refuse Aid to Filming "Ugly"**

From LIFE DAILY Report

WASHINGTON, Aug. 25—Senate Foreign Relations Committee chairman Fulbright (D., Ark.) urged the State Department and other government agencies to refuse to help in the filming of "The Ugly Americans" in which he feels the Government could not prevent the film from being made, "no matter how scandalous or obscene our major foreign government may be." However, he continued, "it seems to me wrong to lend name and support of the government to these people and to consider it to be a vastly exaggerated and fictitious account of how an government is conducted.

There have been reports that producers of the film, which are being produced in Italy, have been offered $10,000 by a Paris producer to permit the use of the English Embassy for location shooting.
THE FABULOUS FABIAN is now at the 20th Century-Fox studios recording the title song of his first motion picture* THE HOUND DOG MAN.
40th Anniversary Tributes to Reek
Are Paid by Skouras, Industry Leaders

Sypros P. Skouras, 20th Century-Fox president, paid tribute last evening along with more than 125 industryites to Edmund Reek, who celebrated 40 years in the motion picture industry at a dinner in his honor at the Waldorf-Astoria Hotel here.

Skouras led a number of speakers in praise of the Movietone's vice-president and producer. Toastmaster for the evening was Joe Wills, Movietone commentator and script writer. Jack Gordon of Movietone was chairman of the dinner committee.

Among the speakers, in addition to the president, paid tribute last evening along with more than 125 industryites to Edmund Reek, who celebrated 40 years in the motion picture industry at a dinner in his honor at the Waldorf-Astoria Hotel here.

Skouras led a number of speakers in praise of the Movietone's vice-president and producer. Toastmaster for the evening was Joe Wills, Movietone commentator and script writer. Jack Gordon of Movietone was chairman of the dinner committee.

Among the speakers, in addition to
(Continued on page 2)

Richard Yates joins
MGM-TV Sales Division

Richard G. Yates has joined M-G-M-TV's syndicated and feature sales department as a sales executive, it was announced by Richard R. Harper, director of syndicated and feature sales for M-G-M-TV.

For the past 11 years, Yates has been Eastern sales manager for Hol-wood TV Service, a subsidiary of Republic Pictures. Prior to that, he was assistant sales manager for Republic's theatrical film division. At M-G-M TV, he will make his office in New York.

(Continued on page 2)

At Convention
Legion Lauds Industry
for Barring Reds

Would Continue Policy; 
Cites Some Exceptions

Special to THE DAILY

MINNEAPOLIS, Aug. 26. — A resolution commending "producers and other members of the industry" who have adhered to the industry's declared policy of 1947 not to employ known communists or other subversives was adopted by the national convention of the American Legion here today.

The resolution urged that the industry continue its efforts to rid itself of such individuals and called upon producers, guilds and unions "to maintain forthrightly their solemn promise to bar the employment of those who would bring discredit on the industry, such as identified communists and those with a record of writing communist propaganda and such individuals who have by deceit and trickery reentered the industry."

The resolution names several pro-
(Continued on page 3)

20th-Fox Earnings Total
$1,770,870, 26 Weeks

Twentieth Century-Fox yesterday reported consolidated earnings of $1,770,870 for the 26 weeks ended June 27. This compares with earnings of $5,332,009 for the same period last year.

Earnings for the second quarter this year were $840,809 and for the first quarter, $929,076.

The current 26-week earnings amounted to 76 cents per share on
(Continued on page 2)

Arthur Miller Elected
DuArt V-P, Manager

Arthur Miller has been elected vice-president and general manager of DuArt Film Laboratories, Inc., and Tri Art Color Corp., motion picture film processors.

Miller, a veteran of 40 years in the
(Continued on page 3)
THE FABULOUS FABIAN

is now at the 20th Century-Fox studios recording the title song of his first motion picture*

THE HOUND DOG MAN

*FABULOUS FABIAN joins the 20th tradition of introducing PAT BOONE and ELVIS PRESLEY in their first motion pictures!

The hottest story in the industry today is the 20th success story!
PERSONAL MENTION

RICHARD L. PATTERSON, head of Paramount’s production staff in Britain, returned to London yesterday from New York.

E. P. SYCALS, Trans-Lux District Manager, is in charge of sales, left New York yesterday for Europe.

A. E. BULDER, division sales manager for M-G-M in Cincinnati, has left there for Chicago.

JAMES GILLESPIE, advertising-publicity head at the 20th Century-Fox branch in Dallas, and Mrs. GILLESPIE, recently celebrated their 40th wedding anniversary.

RAY STARK, producer, and JOHN PATRICK, writer, for Paramount’s “The World of Suzie Wong,” have returned to Hollywood from the Far East.

DR. HUGH M. FLICK, executive assistant to the N.J., State Commissioner of Education, will return to Albany from a vacation on Sept. 1.

DOUG AMOS, general manager of Lockwood & Gordon Enterprises, Hartford, has returned there from Boston.

ROLF TIELE, European director, has arrived in New York from Germany.

JOHN L. JOHN, publicity representative for M-G-M in Cincinnati, has returned there from New York.

MILTON BROCKETT and W. C. “Pat” PATTERSON, bookers for Crescent Amusement Co., Nashville, have returned there from Atlanta.

Goldwyn Meeting Press

HOLLYWOOD, Aug. 26. — Samuel Goldwyn will hold an informal press conference tomorrow morning at his studio office on the 77th of his birthday.

Three State Governors To Attend ‘Porgy’ Bow

The governors of Indiana, Indiana, and Kentucky have accepted invitations to the tri-state premiere of Samuel Goldwyn’s “Porgy and Bess” at Cincinnati’s Valley Theatre on Oct. 1. And they expect to be on hand to greet the chief executives of the three states, as well as the city’s business, art and society leaders, are Goldwyn and Mrs. Goldwyn, whose plans to be in the East at that time.

Add Speakers (Continued from page 1)

fair being sponsored by Allied units of Indiana, Kentucky, and West Virginia.

Additional speakers will include Senator Jennings Randolph of West Virginia; Abram F. Myers, National Allied board member and general counsel; and Allied leaders Al Myr- ick, Jack Whittle and Charles Niles. Already announced to speak are Hon. Harrison York of New York; and James Nixon, president of American-International Pictures.

Myers will give Report

Myers will report to the convention on Allied’s “white paper” campaign and the American Congress of Ex- hibitors’ plans call for the “Porgy” premiere at the “Virginia House” of Representatives and James Nicholson, president of American-International Pictures.

Texas Drive-ins (Continued from page 1)

Throughout the state have made announcements of tobacco alerts on many occasions that exhibitors feel have been exaggerated and over-covered. In addition, the stations often fail to announce the “call” signal. Alarmed by the effect on businesses, the Texas Drive-in Owners Association, its general counsel, Edwin Tobolowsky, to file a complaint with the Federal Communications Commission. The FCC advised that it does not supervise nor is responsible for the context of weather warning messages.

Tobolowsky then contacted the regional office of the Weather Bureau at Fort Worth, which reported that if the Association’s members can furnish specific instances of radio or TV stations’ failure to properly define the area of the alert or to announce the alert, the Bureau will endeavor to correct the situation as far as possible. The Association is urging its members to provide the required data.

Church Group to Fostering Clean Film

The Rev. Dr. S. Franklin Moore executive director of the National Council of the Churches of Christ the U.S.A., yesterday said his group would urge moviegoers to write letters to ministers of morality if films.

D. Mack said the Council will resort to censorship in its campaign to promote the public of films if they do not stress sex and violence.

D. Mack’s statement was made at a meeting here of the National Council of the Churches of Christ on Film and Broadcasting. It followed a statement made in the Coast earlier in the week by George A. Heimlich, director the Hollywood branch of the Council who contended that there has been an increase currently in the number of films which emphasize sex and violence.

Heimlich’s statement seemed to have come from Hollywood—a reply of Samuel J. Briskin, head of product at Columbia Pictures, who defends the industry by saying, “For a mistake we have made we have done a hundred good things.” The paper his said, “will soon enough tell what it wants or what it doesn’t want.”

Censor Bill (Continued from page 1)

concern by industry legislative leaders who feel that it could be responsible for censorship of films. It will permit the state board of censors to ask for prints of any picture for peculation after the picture has open-collared for release.

The board would have the power to cut the film, but ban, it or rate it as it sees fit. In this manner the burden of proof that a picture is not obscene will be upon exhibitors.

Compiled Warning

In an analysis of the bill last month Compo warned that its passage would confront Pennsylvania exhibitors with the danger of having to close their theatres for censorship of films. This result from a censor board ban on a picture after its theatre opening after advertising and publicity material would have been put into existence. The censorship board would be able to fine $500,000 and 60 days jail for each offense.

For box office news, try Advertisers: for ad rates call 307-00, replies.

Reek Dinner

(Continued from page 1)

the 20th-Fox president, were W. C. Michel, 20th executive vice-president; Charles Einfeld, 20th vice-president; Alex Harrison, 20th general sales manager; Richard Walsh, president, IATSE; Martin Quigley, C. E. Mc- Cartney, 20th comptroller; Russell Falk, general manager of Movietone; Al Gold, generally regarded as the industry’s top veteran cameraman; Caleb Stratton, general manager of Disc of the same period in 1928; Tom Meade, Universal News; Tom Con- nors, former 20th general sales manager; Alan Freedman, president De Luxe Laboratories; Fred Fordham, president of the cameramen’s union, and Earl Sopable, 20th-Fox director of research development.

The da included, in addition to Reek, Skouras, Michel, Einfeld, Har- rison, Freedman, Quigley, Muth, Gold, Walsh, George Skouras and 20th-Fox board member Thomas Pappas. Reek was hailed by the speakers variously as “a noted director” and “a dynamic and potent factor in the development of pictorial journalism.”

20th-Fox Earnings

(Continued from page 1)

2,338,536 shares of common stock in the hands of the public as compared with $2.29 per share on 2,280,386 for the same period in 1938.

Film rentals for the six-month period this year, including television, to- tallled $50,606,873. For the equivalent period last year they were $46,154,803.

Total operating income was report- ed as $35,103,921 for the 1959 period as compared to $66,078,014 for the previous year.

Israei Show for M. H.

Thirty-three performers of Israel will be flown to New York to take part in an all-Israeli stage spectacle to be presented at the Radio City Music Hall here as its next stage at- traction, it was announced by Leon Leondidoff, senior producer at the theatre.

The stage feature will open in late September and will be presented with the Music Hall’s next film attraction, the "FBI Story."
Legion Lauds Film Industry

(Continued from page 1)

So many announcements of home products want to have a tie-in with MGM’s forthcoming “Ben-Hur” that now looks as if there will be something for every room in the house, a film company said yesterday.

The boom in royalty items and reports that they now have closed arrangements all kinds of by-products for the film.

"Ben-Hur Cookies’ Examples: In the kitchen and dining room will be found “Ben-Hur” cookbooks, manufactured and distributed worldwide by the Victoria Ltd. Company of Holland.

In the living room will be “Ben-Hur” draperies and “Ben-Hur” phonograph records, not to mention a “Ben-Hur” wall paper and carpet design. In the babies' room will be "Ben-Hur" plastic tiles that attach to the wall as ornaments and “Ben-Hur” by sun suits, and diaper sets.

Atlantic Pictures
(Continued from page 1)
at and secretary, Esther Schwartz, Will Brewer, and Jean Sokone, assistant secretary.

The new film has come into being as a result of the final dissolution of former AB-PT Pictures Co., a subsidiary of the American Broadcasting-Paramount Theatres Corp. Resigning from the board of AB-PT Pictures, it will be Leonard H. Goldenson, president of the parent company; Sid M. Markey, vice-president, and Son B. Siegel, vice-president and treasurer.

Three Elected to Board

The new board, as announced by vice-president, will include Joseph O. Bari, senior partner of the Los Angeles law firm of Barlow & Bari, and Aaron Arthur Levine, Los Angeles automotive magnate, and a motion picture producer Collier Young. The resigning of Levin and Mandell Young marks the joining of the trio with, Ida Lucas, made up Filmscomaker, a few weeks ago.

Atlantic Pictures acquires four estates and nine literary properties in AB-PT. Levin states that he expects to go into production in the near future. Plans for distribution are being discussed presently with Warner Brothers and Paramount.

'Disciple' 1st Week

"United Artists’ "The Devil's Disciple", scored powerfully in its first week at the Astor and the Trans-Lux Nor- mehead theatre here, UA reports, though that the film grossed $42,463 at the Astor and $14,200 at the Nor- mehead.

Dancers who it says are "currently utilizing in their productions talent of persons contrary to the industry’s declared policy on the question."

The report says that MGM has set up a special department to handle commercial tie-ins as part of the picture promotion. The Stooge Association has been adding royalty items and reports that they now have closed arrangements all kinds of by-products for the film.

1947 Declaration Recalled

The resolution cites the Hollywood producers’ so-called “Waldorf Declaration” of 1947 as a “forthright policy” and the major companies—Allied Artists, Columbia, Walt Disney, Loew’s, Paramount, 20th Century-Fox, Universal and Warners—for "having reaffirmed this declaration” and because they "still adhere to (its) principles.” Resolution is regarded as the best the industry could hope for from the national convention after the strong action taken earlier by the California American Legion at its state convention, and which was carried to the national convention here in the expectation that the national body would adopt a strongly-worded resolution of censure.

Plea by Kahane

However, B. B. Kahane of Columbia Pictures, representing the Association of M. P. Producers, Hollywood, appeared here to point out the unfairness of any all-inclusive resolution critical of the industry in view of the records and continuing efforts of the major studios to bar the employment of known communists. The result was the more much restricted criticism of the exceptions and the outright condemnation for the major companies.

Sack Signs to Show Smell-O-Vision Film

The first contract for the showing of Michael Todd’s "Scent of Mystery," filmed in Smell-O-Vision, was signed here by Benjamin Sack of Boston this week. An agreement was made reserving the Cary Theatre, in Boston, for a one year minimum engagement of the picture after it premieres in Chicago and New York.

Smell-O-Vision has already been installed in Todd’s Cinestage Theatre in Chicago. Installation of the "Smell Brain" in the Cary Theatre will begin in the next month.

Danny Host to Newsmen

Members of the New York press yesterday received invitations in the form of an old-fashioned railroad ticket to a party to be given by Danny Stradella at his Manhattan steakhouse—Danny’s Hideaway—on Sunday night by way of observing his film debut in Hal Wallis’ “Last Train from Gun Hill” and his newest vehicle, John Wayne’s “Alamo.”

The guests, who are asked to appear in Western garb, received tickets good for a trip to The Hideaway’s barroom and chuck wagons, in addition to a drawing for a door prize.

Maraham Heads Drive

Joseph Maharam has been appointed chairman of Cinema Lodge’s annual sale of $85 contribution share certificates, it was announced by Alfred F. Schwalberg, the organization’s president. This is the principal fund-raising function on behalf of the B’nai B’rith agencies. Assisting Maharam on various committees are Sid Weisman, Martin Levine, Jack Hoffberg, and Noel Meadow.

PEOPLE

Rodney Toups, manager of Loew’s State Theatre, New Orleans, and his wife, Jewel, recently visited the Louisiana on an air-born trade mission to Central and South America in order to boost International Week festivities to be held in N. O. Oct. 24-31.

W. E. Limmott, owner of the Downtown Theatre in Mobile, Ala., recently enrolled his theatre in Theatre Owners of America and in the Alabama Theatres Association, a TOA affiliate.

Sanford Beldon, formerly of the public relations department of Prelat-Hall, Inc., has been named publicity director of the Fawcett World Library.

Barney Sackett, who has been active in the management of legitimate theatres in Philadelphia, has acquired the interest of Mrs. Joseph Conway in the Wayne Avenue Playhouse, which operates as an art film theatre. Mrs. Conway is the widow of the former owner of the house.

John Roberts, a booker for Comerford Theatres, Scranton, Pa., for more than 40 years, has retired and will live in Hollywood, Pa.

George Oshinaga, columnist for the Japanese Daily of California has been engaged by Samuel Fuller to handle special exploitation for Columbia Pictures’ “The Crimson Kimono” and other enterprises production. The film will have a press preview in Hollywood today.

Ruth Vetleth Lyons, one of the group which financed and built the Motion Picture Center, Hollywood, now Desilo Studio, has been elected to the board of directors of Desilo Studios, Searle, Brewer, Inc., industrial public relations and management organization of New York, Washington and Los Angeles.

Baronet Books Two

The Baronet Theatre here has booked reissues of two pictures, “Tillie’s Punctured Romance,” starring Charlie Chaplin, and “My Uncle,” starring Jacques Tati. The films will open tomorrow. Both are being released through Continental Distributing, Inc.

Tel-Amatic Installed

S.O.S. Cinema Supply Corporation has installed a Tel-Amatic 18/35mm film cleaning machine at Eastern Electric in New York City.

The TEL-AMATIC cleans high-contrast negative and positive stock.
Universal Proudly Announces

RADIO CITY MUSIC HAS SELECTED FOR CHRISTMAS ATTRACTION

The Granart Prod

CARY GRANT • TO

"OPERATION PETT"
HALL
ITS
TION
CURTIS
DAT”

CARY GRANT · TONY CURTIS
“OPERATION PETTICOAT”
Co-starring
JOAN O’BRIEN · DINA MERRILL · GENE EVANS
with DICK SARGENT · ROBERT F. SIMON
and ARTHUR O’CONNELL

Directed by Blake Edwards · Screenplay by Stanley Shapiro and Maurice Richlin
Produced by Robert Arthur · A Universal-International Release · A Granart Production

in Eastman COLOR
MAYBE they are "just kids" but they know what they want when it comes to pictures. And millions of them talk it over weekly, select the best bets and take in a show. In fact, they and their parents constitute living, breathing proof of the time-tested observation... the better the picture, the better the box office.

So it really does pay to cater to the six-gill set—pick the best in story and talent—use the latest, most advanced technics.

That's why close co-operation with the Eastman Technical Service for Motion Picture Film...

It's what's on the screen... and what people say...
HEY WANT... Just listen to them!

With its long background of experience in every phase of film selection, production, processing and exhibition, can be so helpful... why it pays to take full advantage of the many special services offered! Offices located at strategic points. Inquiries invited.

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

East Coast Division: 342 Madison Ave., New York 17, N.Y. Midwest Division: 130 East Randolph Dr., Chicago 1, III. West Coast Division: 6706 Santa Monica Blvd., Hollywood 38, Cal.

about it... that counts
National
Pre-Selling

N a style of its own "Esquire" has interested many of the readers of the September issue the U.S. film "Solomon and Sheba," spotlighting Gina Lollobrigida who plays Magda, Queen of Sheba.

"Esquire" sent photographer Saul Leiter to Madrid where this Biblical drama was being filmed. He brought back some eye-dulling pictures of Gina in scantily back costumes. These photos are reproduced on full pages in four-colors by Yul Brynner, who portrays King Solomon, is given editorial recognition.

"Blue Denim," the film about two nice, likeable high school youngsters from good homes who fall in love and, in their way to their feelings, is reviewed in the August 24 issue of "Life."

The acting careers of Brandon de Wilde and Carol Lynley, the two leading players in this film, the parts in this new film, are shown in a series of photos from the time they were of grammar school age. "Life" reviewer gave Brandon and Carol good marks for fine performances in difficult roles.

Richard Marek tells the readers of "McCall's" September issue that in 1957, a young, Yale-educated business man turned director named Lionel Rogosin, took his camera and crew to South Africa, where, under the pretense he was shooting a musical travelogue, he obtained permission to film portions of Johannesburg hitherto prohibited to the eye of a movie camera. The result of this labor, literally secreted out of the country, is "Come Back, Africa." In Marek's opinion, "It is one of the greatest--most tragic--social dramas of our time."

Laura Berquist was assigned by "Look" to do a profile on Cary Grant for the September 1 issue. His most recent film, "North by Northwest," is breaking long established box office records at Radio City Music Hall.

It was a happy choice to select a woman writer for the job, because while men like Cary women really appreciate him. Suzy Parker sees him as "the most beautiful male animal in the world, very natural but bigger than life."

Cary says "I'm finding courage to live in the truth, as I want to live, not to impress other people. Possessions don't make you happy. I take my sunny and foggy days with me."

"The Devil's Disciple" starring Burt Lancaster, Kirk Douglas and Lawrence Olivier, has been selected as the picture of the month for October by "Seventeen."

"The Devil's Disciple" starring Burt Lancaster, Kirk Douglas and Lawrence Olivier, has been selected as the picture of the month for October by "Seventeen."

Erin O'Brien, who was voted a most promising star in Fane's 1956 poll and now starred in "John Paul Jones" was the cover girl on the Code Editorial

(Continued from page 1)

and children alike for a generation."

But somebody slipped a fast one past Jimmy," he said. "This managers in the TFL success stories take their baton and lead their team to a victory, but they never forget that Hollywood has a responsibility to the nation's youth as well as its literary fans. It transposes the theory and dialogue of the book so faithfully that all I seem to be able to recall at the moment is a succession of such unusual movie house words as: 'damn, hell, rape, bitch, virgin.'" Various other lurid terms involving the sexual intimacies of a rape and murder case.

Audience Mostly Teen-Agers

"What triggered this tirade on my part," Rogers concluded, "is that those few adults who were present for 'Anatomy of a Murder' were outnumbered by far by teen-agers on Friday night dates, young people whose parents have been conditioned to the fact that the Friday and Saturday movies are a pretty wholesome form of entertainment. They may have been while old Will Hays was guarding our morals...but now, watch out!"

"Even Jimmy Stewart has entered the four-letter word derby."

Soviet Pact Films

(Continued from page 1)

in Moscow on the same date. "The Cranes Are Flying," to be distributed here by Warners, is the lead-off Soviet picture. Ours in Moscow will be "Marty."

It has been indicated that the premiere will have the cooperation of the State Department and that numerous government and diplomatic officials will be in attendance. The film exchange agreement with Moscow was initiated by the State Department and carried out through it.

Present indications are that all technical and other details will have been completed in time for the Oct. 20 premiere. However, the arrangements have been complicated by delays in the past that additional, however unexpected, still might arise and necessitate another postponement.

Each of the major American distribution companies will distribute one of the Soviet films in the agreement. Their release is expected to follow the premiere at intervals.

August 23 issue of "The American Weekly."

A cover story on this Irish colleen, who is the oldest of 14 children and has two children of her own appears in the same issue.

"That Kind of Woman," a Paramount film made in a New York studio and on location sites in this busy city, is reviewed in the September issue of "Redbook."

Sophia Loren, Tab Hunter, George Sanders and Kernan Wynn are starred in this romantic drama that takes place on Sutton Place and on railroad trains approaching Manhattan Island.

WALTER HAAS

National

Motion Picture Daily

Thursday, August 27

Television Today

Col. Formally Asks
Station Buy Approval

From THE DAILY BUREAU
WASHINGTON, Aug. 26. - Col-
olumbia Pictures Electronics Co., Inc., formally asked the Federal Commu-
nications Commission to approve its purchase of Seattle television and radio
stations.

Columbia has agreed to pay $3,100,000 to TFL Broadcasters and Time, Inc., for television station
KSDY and radio station KDFL and
KDFL-FM.

NBC Gets TV Rights
To 8 Selznick Films

The rights to create and pre-
new television productions of eight motion pictures owned by Selznick Company, Inc., was
nounced by the National Broadca-
tion Commission.

The motion pictures are: "It's
mezzo," "Rebecca," "Spellbound"
"Portrait of Jennie," "The Para-
chute Man," "The Farmer's Daugh-
ter," "The Spiral Staircase," and
"Nora."

From Three Producers

The first five of the films listed
were produced by David O. Selznick;
the next two by Dore Schary and
the last by Alfred Hitchcock;
the Selznick enterprises.

Hotel Paree Series

Bows on CBS Oct. 2

"Hotel de Paree," a new weekly-
dramatic series set against the Colorado gold fields in the fars.

Radio City Musical, with David Rogosin in the starring role, will have its premiere on the CBS Tele-
vision Network Friday, Oct. 2 (8
9.00 P.M., EDT.), it was announ-
ced by Oscar Katz, vice-president
charge of network programs.

The series will be sponsored by
Kellogg Company, represented by Leo Burnett Co., Inc., and Ligg.
Meyers, represented by Dance-Film-
ald-Sample, Inc.

Independent Televi-

sion Promotes

Walter Ung

Alvin E. Unger has been pro-
to general manager of the special-
project division of Independent Tele-
sion Corporation, Walter Kings-
ponsored by ITT, announced. Unger was previously administrative man-
ram in the starting role, will have
its premiere on the CBS Televis-
ion Network, October 2 (8
9:00 P.M., EDT.), the announced by Oscar Katz, vice-president
charge of network programs.

In new position Unger will continue with the administrative supervision of row Productions. He will also supervise the "Jeff's Collie" division which handles the re-runs of the "Last Program."

Gottlieb in New Post

With CBS-TV Network

The appointment of Lester Gottli-
be director of program development
and planning, New York, for the C
Business Network was announced
by Oscar Katz, vice-president
charge of network programs. In
new post, Gottlieb, a program exe-
utive with the CBS Television Net-
work since 1955, will report directly
Michael H. Dunn, vice-president,
ork programs, New York.
Goldwyn, 77 Years Young, Retains Great Enthusiasm for Future of Films

By SAMUEL D. BERNs

HOLLYWOOD, Aug. 27.—Samuel Goldwyn is 77 years young today, and told the press at an informal interview in his studio office. His next project, perhaps two years away, will be an original story to be written with a Middle East background.

The industry veteran, the picture of health and vitality on his birthday with no thoughts of retirement, was joined by Mrs. Goldwyn at the interview. Plans for a world tour starting next month in behalf of "Porgy and Bess" openings were disclosed by the producer. Goldwyn expressed great enthusiasm for the future of motion pictures, with fewer but better films on the horizon.

Belafonte Signs for Six Films with UA

Harry Belafonte, singer, actor and now motion picture producer, has signed a contract with United Artists to turn out six pictures through his own company, Harbel Productions, Inc. The agreement, extending a period of nine years and leaves Belafonte free to make other deals also.

First of the films is already completed and ready to open in Chicago (Continued on page 6)

Mirisch, Seven Arts

To Film 'West Side' Story

The motion picture version of "West Side Story," hit Broadway musical, will be produced by the Mirisch Company and producer-director Robert Wise in association with Seven Arts Productions, it was announced yesterday by Harold Mirisch, president of the Mirisch Company, and Wise. The film will be released by United Artists.

Slated to be one of the highest-budgeted productions ever made un (Continued on page 6)

Houston Writer Backs 'Anatomy' for Adults

Special to THE DAILY

HOUSTON, Aug. 27.—Paul Hochuli, amusement editor of the Houston Press, championed the right of adults to seek their own film entertainment after City Councilman George Montgomery urged the city to censor "Anatomy of a Murder," current at the Majestic Theatre here, an Inter (Continued on page 6)

'M. P. Herald' to Sponsor Third Series Of Merchandising Conferences in New York

Motion Picture Herald will sponsor a third series of Merchandising Conferences, to be held in conjunction with major distributors, and scheduled for September 23, 24 and 25. As in the case of the past two highly successful conferences, each company will screen a top film from its coming release schedule, and the film will be the subject of subsequent and exhaustive discussion by company representatives and the theatre advertising and publicity men present.

Attesting to the value of the Merchandising Conferences, the Schine Circuit intends using attendance at the Conferences as a prize in a current showmanship contest. According to Seymour L. Morris, circuit promotional chief, the contest will end right after Labor Day, and a manager from each of the five divisions will be selected to accompany his division manager to New York. The circuit expects to have about 15 men in attendance, headed by Morris and his assistant, Sy Evans. The schedule of films and specific dates will be announced shortly.

Since First of Year ‘Family’ Film Output Seen On Increase

FEBNO Scans 99; Calls 49 Suitable for All Ages

Since the first of the year the Hollywood film industry, in the opinion of the Film Estimate Board of National Organizations, has turned out a greater proportion of family films, entertainment and pictures suitable for young people than at any time in the past decade, the Motion Picture Association of America reported yesterday.

The Film Estimate Board prepares and circulates reviews of practically all films released theatrically in the United States. Some forty million women throughout the country are represented through the 11 national organizations participating in FEBNO. In their reviews, published monthly, they recommend a classification for each film, denoting its suitability for children, family, young (Continued on page 6)

10 More Theatres Join New Maryland T.O.A.

Theatre Owners of America reported yesterday that 10 more theatres have become members of its recently formed Maryland Theatre Owners Assn.

Early this month, Meyer Leventhal, president of Allied Theatre Owners of Maryland, termed the formation of the rival TOA unit in Maryland a "dis-service" and suggested in a letter to George Kerakotes, TOA president, that the new organization be disbanded.

Leventhal's letter was followed by (Continued on page 2)

Pa. Censor Bill Sent To Appropriations Unit

Special to THE DAILY

HARRISBURG, Pa., Aug. 27.—Senate-approved legislation setting up a system of listing the first showing of a motion picture for censorship purposes was recommitted yesterday to the House appropriations committee (Continued on page 6)
Goldwyn Fete

(Continued from page 1)
and everyone in Hollywood trying to do better things.

Goldwyn said he hoped "Porgy and Bess" would inspire producers to bring better music to the screen instead of "Rock and Roll." The producer expressed concern over "runaway production," when all that might be necessary would be the filming of some location shots abroad. If more films are made out of the country, studios will have to rely on television production, he added.

Goldwyn stated he was opposed to censorship, placing the duty on producers to see good taste in telling a story, as well as honesty in advertising media. He called attention to the fact he has never had a film turned down by censors.

Other than his "Porgy and Bess" production, Goldwyn considered "The Best Years of Our Lives" and "Wuthering Heights" as his most outstanding efforts.

He reported many offers for his pre-'48 films for television, involving approximately 52 films, but no deals signed.

Concluding the interview Goldwyn said "God has been good to me, pictures have been good to me, and the people have been good to me."

NAC-Allied '60 Meeting Contracts Are Signed

Special to THE DAILY

CHICAGO, Aug. 27—Jack Kirsch, president of Allied Theatres of Illinois, and 1960 national Allied general convention chairman, announced today that contractual arrangements for the joint NAC-National Allied convention and trade show in 1960 have been completed.

Active preparations for this joint convention and trade show scheduled to be held at the Conrad Hilton Hotel here, Nov. 6-10, 1960, will begin following the 1959 conventions of the National Association of Concessionaires and National Allied, according to Kirsch.

Theophilos Basil Dies

(Continued from page 1)
brothers who became leaders in the motion picture theatre field in western New York. After first operating a cur-

dency business, they founded a theatre circuit which pioneered construction of neighborhood film houses here.

Basil is survived by his wife, Angelo; five sons, two grandchil-
dren and two brothers. The funeral will be Saturday with prayers at 1 o'clock in St. Mary's Church, 3077 6th Ave., Kenmore, and a service will be held in the Helenic Church of the Annunciation at 2. Burial will be in Elmhaven Ceme-
tary.

Ten More Jobs

(Continued from page 1)

Dr. Baker's "long career in electronics, which actu-
ally started before the field was recognized as electronics," and praised "the achievements of the National Television System Committee which worked out the technical standards which have since been accepted by the FCC as the basis of the commercial television system of the United States.

Presentation of the Sarnoff medal will take place during the 56th semi-
annual SMPTE convention, Oct. 3-9 at the Statler Hilton Hotel here.

Dr. Baker recently retired from the General Electric Company where he had been a vice-president in charge of all electronic activity and a member of the company's executive office.

Dr. Baker is a member of the National Research Council, the Army Scientific Advisory Panel, the Electronics Division, American Ordnance Association, and Chairman of the Signal Corps Research and Development Advisory Council. Also, he is chairman of the National Tele-
vision Stereophonic Committee's Administrative

Committee.

Baker is also a Fellow Member of the Standards Engineering Society, the American Institute of Electrical Engineers and the Institute of Radio Engineers.

Elect 3 to I.F.I.D.A. Executive Committee

The board of directors of the recently formed Independent Film
Importers and Distributors of America has elected Richard Bemis of Trans-
Lux Distributing Corp., Daniel Frankel, Zenith International Film Corp. and Jack Ellis, Ellis Films, Inc., to the executive committee, which will be the steering group.

The executive committee announced that the first action of the Executive Committee, will be to appoint a paid executive director and then appoint committees for the work that faces the organization in the near future.
Chermertz to Hold Ohio Clinic on ‘Blue’ Films

Special to THE DAILY

CLEVELAND, O., Aug. 27.—Intractions to a special merchandising clinic have been extended to theatre managers in the northern Ohio area by Ray Chermertz, branch manager of 20th Century-Fox Cleveland exchange. The showmanship seminar will be held here on Aug. 31 and center on the merchandising campaigns for “Blue Denim” and “The Blue Angel.”

Trailers to Be Screened

The program will include the re-Talk of the films’ personalities, trailers, featuring Carl Lynleay and Joy Britt; and outlining of the film company’s complete plans on each new television, regional and theatre theatres. In addition, several of the merchandising campaigns for “A Private’s Affair” will be discussed.

Chermertz’s exploration of new merchandising methods will be conducted with merchandising specialists of newspapers, radio and television. While verbal emphasis will be given to new techniques, the films themselves will be screened, time has been allotted for a roundtable discussion on methods to stimulate interest in local motion picture houses.

Pledges from 14 Circuits

Circuits which have indicated their support and who will send representatives to this seminar are: Carlin & Chermertz, Jamestown Amusement, Stanley, Varner Theatres, Schine Theatres, Fastner Circuit, Selected Theatres, Associated Theatres, West Virginia Theatres, North Carolina Theatres, Skirball Theatres, General Theatres of Washington, WOMPI, and Modern Theatres.

U’ Tro' Escape Serious Injury in O. Car Crash

Special to THE DAILY

CLEVELAND, Aug. 27.—Michael Ion, director of Universal’s “Pill,” and Peter Rosin, Universal regional division manager here, and Luke Hickey, Universal publicity representative, narrowly escaped severe injury in an automobile accident in a week which had included a round trip from London & Hickey, Universal publicity representative, narrowly escaped severe injury in an automobile accident in a week which had included a round trip from London.

The car in which they were riding was completely demolished in a three-car collision, precipitated when the left car's men's car was struck from the rear as they halted the car for a traffic signal.

Rosin and Rosin suffered neck and back strain and Hickey a minor head injury. None was hospitalized.

Prospect Buys Company

Prospect Press, well known producer of many motion picture press books of other promotional material, has acquired the services of Data Corp. He plans to buy all combined in one company in the near future.

To promote “The Blue Angel,” which opens at the Paramount Theatre here Sept. 4, 20th Century-Fox yesterday erected what it called the largest outdoor sign in company history atop the theatre marquee. Featured are nine 19-foot figures of May Britt, star of the film. The already celebrated cut-out of Miss Britt as the dance-hall girl from the Jack Cummings production attracted onlookers for the better part of the morning as workmen put up the sign. As an additional inducement to passers-by, the red-garter worn prominently by the girl has been painted in the da-glo process so that it will give the effect of glowing in the dark.

Dallas WOMPI Donates to Will Rogers Hospital

Special to THE DAILY

DALLAS, Aug. 27.—The Dallas chapter of Women of the Motion Picture Industry observed Will Rogers Memorial Hospital Month at their luncheon meeting at the White Plaza Hotel today. R. J. O’Donnell, vice-president of Interstate Theatres, addressed the group as chairman of the board of the Will Rogers Hospital at Saranac, N. Y.

Miss Edta Sims, Warner Brothers, who is chairman of the local drive, estimated that $200 was contributed. Mrs. Lorena Cullmore, Columbia, who is a national associate chairman of the drive, will send a check for the amount collected to the WOMPI convention in Jacksonville, Fla., Sept. 11-13, to be added to the national contributions.

A part of today’s program was given over to a taped recording round table discussion between doctors and patients in the Will Rogers Hospital. Special guests introduced were Danny Costello, leading man of the current State Fair musical, “Bells Are Ringing,” and Mrs. Kimeshe Cohn, patient of the Will Rogers Hospital. WOMPI president Miss Thelma Jo Bailey, Allied Artists, presided.

Cinerama Tie (Continued from page 1)

no further interest in the Cinerama exhibition and production operations of S.W., not in the five Cinerama films already produced.

Cinerama Prods. has no intention of remaining in the motion picture business. Wilo J. Sulliff, president told the stockholders yesterday. “Under our deal with Stanley Warner,” he said, “Cinerama Prods. had no chance of surviving. Now we have $500,000 in cash and several thousand stockholders. We have an opportunity to diversify, to get into a growth business.”

Several Moves Weighed

Sulliff said the company is considering several possibilities of diversification and has had offers to buy firms in the radio and electronic fields. “While we have no definite plans at the moment, we will make a decision soon,” he added.

In addition to the action earlier yesterday, stockholders re-elected the present board members. They are Leonard E. Edelman, Theodore R. Kupferman, Irving N. Margolin, Charles B. Riven, Joseph S. Skor, and Wilo J. Sulliff.

The directors, who were re-elected, convened immediately following the stockholders meeting.

$2,568,000 for ‘North’

In First 139 Bookings

“North by Northwest” has already grossed $2,568,000 at the box-office in its first 139 engagements, according to reports compiled this week by M-G-M. The picture has amassed $1,270,000 in its first weeks, $616,000 in second weeks in 68 situations and $400,000 in 27 third weeks.

The United Artists Theatre in Chicago is now in its ninth week, to lead the holdovers. At Radio City Music Hall, it set all-time records in its first two weeks and is continuing to pile up large grosses as it started its fourth week yesterday.

Nationally, “North by Northwest” is showing greater holdover power than last year’s box-office champion, “C’et on a Hot Tin Roof,” M-G-M said.

Add Hoff to N.E. Allied Convention Speakers

Special to THE DAILY

BOSTON, Aug. 27.—Robert Hoff, president of Ballantyne Equipment Co. and head of Motion Picture Investors, Inc. has been added to the list of speakers at the two-day convention of Independent Exhibitors, Inc. and Drive-in Theatres of New England at the Hotel Mayflower, Plymouth, Mass., on September 16-17.

Hoff is expected to address the group on the second afternoon session with Joseph E. Levine of Embassy Films, and Irving Dillinger of National Allied. All indications point to a record attendance at this annual convention, according to Carl Goldman, convention coordinator.

Cinemas Tie (Continued from page 1)

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IS NOW THE BIG TALK OF THE ENTIRE INDUSTRY!

"Preview patrons literally rocked with laughter for 105 minutes!... Indications couldn't be stronger that exhibitors themselves will be laughing ALL THE WAY TO THE BANK!..."

Doris Day delivers a sparkling performance in one of the best romantic comedy roles tackled by a female!"

-MOTION PICTURE DAILY

"'Pillow Talk' is U-I's hilarious moonshot for top boxoffice grosses... it is sure to hit the target! Rock Hudson becomes one of the best light comedians in the business. He has acquired a playfulness reminiscent of Cary Grant, with ability to handle droll double entendre gags equal to Gable's!"

-HOLLYWOOD REPORTER

*For once, two reviewers agree—to the very word!
A comedy to be laughed at... by the adults, the juniors and the exhibitor ON HIS WAY TO THE BANK!...* a money attraction in every sense of the term!"

—FILM DAILY

Universal has a sock boxoffice comedy in Pillow Talk'!”

—DAILY VARIETY

ROCK HUDSON DORIS DAY

...THE PERFECT PAIR FOR...

"PILLOW TALK"

...IT'S WHAT GOES ON...WHEN THE LIGHTS GO OFF!

CO-STARRING
TONY RANDALL • THELMA RITTER

WITH NICK ADAMS • MARCEL DALIO • JULIA MEADE Directed by MICHAEL GORDON
Screenplay by STANLEY SHAPIRO and MAURICE RICHLIN • Produced by ROSS HUNTER and MARTIN MELCHER
AN ARWIN PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE IN EASTMAN COLOR • CINEMASCOPE
Television Today

'Three Man Sub' Set By Steffe, Screen Gems
From THE DAILY Bureau
HOLLYWOOD, Aug. 27.—Herbert B. Steffe's Steffe Productions will produce "Three Man Sub," of new television series of 39 films in partnership with Screen Gems. Leonard will personally produce and has set Jerry Thomas to direct in charge of production as soon as Thomas completes his assignment as assistant producer of Leonard's "Rescue 8" series. Stirling Silliphant will write the first two segments.

Leonard plans to Nassau this week from Florida to work out underwater filming arrangements for a Dec, 1 shooting date. He then planes to England and Italy to scout location sites for "Three Man Sub," portions of which will be filmed in those countries.

Disney 'Babes' to Be TV Live-Action Musical
From THE DAILY Bureau
HOLLYWOOD, Aug. 27.—A new version of Victor Herbert's "Babes in Toyland" is being created by Walt Disney, his first live-action musical. New lyrics by Mel Leven integrated to the original score. Herbert's original title characters have been set to Victor Herbert's original music. Human characters will appear in cartoon-like settings, sharing Toyland adventures with animated toys. The program is being produced and directed by Ward Kimball.

Houston Writer
(Continued from page 1)
state circuit house. Montgomery said the picture has "filthy words and a filthy plot.

Hochhalt wrote: "I admit there are words and phrases used I hadn't heard before coming from a movie screen. However, there's nothing lewd or nasty about the picture. In addition, Al Lever and the rest of his Interstate Theatres still have gone all out to keep the picture on the adult plane. It's plainly stated in all advertising, and those cut-rate cards for teens-agers and younger have been suspended.

"Allah knows, I suffered through those rock 'n roll and so-called horror double features that cater to the kids. Certainly, as an adult I am entitled to see adult pictures that fit my entertainment mentality, to the exclusion of the younger set. Movie-makers have just as much an obligation to me as it has to the young. Just because the type of pictures we want to see and we'll go to the theatre, too.

"Here of late the movie industry has tried to do just that. And with considerable success. The box office has reflected that."

Pa. Censor Bill
(Continued from page 1)
for further study, after having been reported out by the roles committee earlier.

The bill, which provides for disapproval of films by a Pennsylvania State Board of Motion Picture Control considered obscene or unsuitable for children, and of advertising matter used in connection therewith, is expected to be re-reported within the next week or two with amendments, after which it will go to the House for a vote. Its passage is regarded as certain.

The measure would set up a system of registration of exhibitors, sellers, lessors, and users.

The bill had to be reconciled to the appropriations committee because it provides for expenditures for setting up the new censor board and for payment of salaries to members.

In other developments, the Senate by a vote of 50-0 approved two measures which would increase penalties for distributing or showing obscene matter and define present laws to overcome legal objections. The measures were returned to the House for concurrence in Senate amendments which reduced a proposed increased in the present penalty of $500 and one year in jail for showing an adult play or movie, to $3,000 and three years in prison, instead of a maximum of $1,500 and two years imprisonment.

The U.S. Supreme Court recently ruled that the state's obscenity laws were unconstitutional because there was no definition of the term "obscene," which the pending legislation is designed to remedy.

The Senate also made violations a misdemeanor instead of a felony.

Keel to Head Cast of 'Jerome Kern Toast'
From THE DAILY Bureau
HOLLYWOOD, Aug. 27.—Howard Keel will head the all-star cast which will appear in "A Toast to Jerome Kern," a home talent extravaganza to be telecast over NBC-TV, Tuesday, Sept. 22.

The special, one-time-only production, live and in color, will bring to television viewers, for the first time, some of the music of Jerome Kern, whose melodies have been favorites for three generations. The United States Brewers Foundation is sponsor of the show, which will be produced by Robert Wells and directed by Greg Garrison. Musical director will be Paul Weston.

Fellow Producer of CBS Drama Workshop
Norman Felton has been appointed executive producer of the CBS Television Network Drama Workshop, it was announced by William Dorier, vice-president in charge of programs, Hollywood, for the network. Felton will be assisted by Sherman Marks and Joseph Cantor, who will function as co-producers of a group of the workshop projects.

Felton has worked in theatre, television and radio, and has been associated with such top TV series as "Studio One," "The United States Steel Hour," and "Robert Montgomery Presents." He is currently executive producer with the CBS network in Hollywood.

'Hymn' Film
(Continued from page 1)
people, mature young people and adults.

Of some 99 films reviewed in the first six months of 1959, 49 were classified as suitable for children, families, or adults.

Mrs. Dean Gray Edwards, national motion picture chairman, General Federation of Women's Clubs, said: "Our members look for and enjoy good family entertainment in their local theatres, and we would encourage the Hollywood producers to give us more of them. People of all ages will enjoy and appreciate pictures like 'It Happened to Jane,' 'Tom Thumb,' 'The Big Circus' and 'The Shaggy Dog.' Such movies mean fun for everyone!"

Cites Four for Praise
Mrs. Alfonso Calmari, state pre-

view chairman, American Association of University Women, remarked: 'In my opinion we are most fortunate to have a movie industry which is responding to the expressed need for more mature film entertainment. We believe that movies may be a great influence, and music, must be selected with care and discrimination. The recent unfortu-

nate emphasis on some weaker pictures falls to give due praise to the remarkably well-presented theatre exemplified by such pictures as 'This Earth Is Mine,' 'A Hole in the Head,' 'North by Northwest,' and 'Porgy and Bess.'

Mrs. Jesse Bader, national motion picture chairman, Protestant Motion Picture Council, commented: 'We admire the sincere and talented Holly-

wood producers who provide us with entertainment which also enables the mind and spirit. We believe there will always be a need for recreation in our lives, yet we also know that entertainment can be enlightening and uplifting. Such courage and beauty of the human spirit as one can behold in pictures like 'The Big Fisherman,' 'The Five Pennies,' 'The Nun's Story' and 'The Diary of Anne Frank' represent an earnest effort on the part of Hollywood to satisfy the most morally discriminating audiences.'

Mirsch, Seven Arts
(Continued from page 1)
der the Mirisch company banner, "West Side Story" will go before the cameras in the early fall of next year. The film will be filmed in color in wide-screen cameras and will be dis-

tributed by UA on a road show basis.

Belafonte Sign
(Continued from page 1) in mid-October. It is called "O, Against Tomorrow," and Belafonte told the newspaper he is interested in adapting the story for the screen.

UA's plans promoting a conference here yester-

day are in line with the new company's policy. Belafonte said, whether this be done exactly and how it is to be determined after the first two we of the picture's run in Chicago.

Roger Lewis, UA vice-president in charge of advertising, publicity, and exploitation, explained, at the conference that inter-continental premieres would necessarily be selected.

Mr. Felton pointed out that policy is in contrast to the former of releasing here and then abroad.

Tour Planned
Continental premiers of "O, Against Tomorrow" are expected to coincide with a singing tour by Harry Bela-

fonte will make while filming the picture at the same time. He leaves Wednesday for London to do two broadcasts for the B.B.C., and English premiere will then be the time to take advantage of that public.

Belafonte expects also to go to Paris and Rome, and openings there will be similarly scheduled.

The star-producer will return this country in time for the Chicago opening and will also visit five or other key cities to promote film.

Plans for music promotion tie-in were outlined by Fred Goldberg, national director of advertising, publicity and exploitation. Goldberg said that a tour by John Lewis, writer of the jazz score for the film, and the record albums to be released by Columbia Records, One will be a sound track album; the other the score as played by the Modern Jazz Quartet.

Compares 'Singles,' Albums
Lewis pointed out here that the will also be several single records as observed that "while single record sales help a picture, the picture turns help long-playing albums."

Of the other five films Belafonte will make for UA only one product has been definitely chosen. It is "Life of Alexander Pushkin," a biographical picture he has wanted to do for a long time. He said that UA was the first film company he had been able to interest in this story, and he commented that in general for their "organization and economic support."

Pre-production work on "Pushkin" is now underway, but no shooting date has been set up as yet.
Two Senate Groups Open Hearings On New Anti-Obscenity Legislation

By J. A. OTTEN

WASHINGTON, Aug. 30.—Two Senate judiciary subcommittees have opened joint hearings on anti-pornography and anti-obscenity legislation.

Led by Postmaster General Arthur E. Summerfield, some half dozen witnesses asked for legislation which would strengthen both the Federal government and the states in their right to prohibit obscene material and would increase the criminal penalties for distributing obscene matter.

The hearings were held before the subcommittees on constitutional (Continued on page 4)

Skourasto Address

Fox Sales Meeting

President Spyros P. Skouras will deliver an opening address to the 20th-Century-Fox national sales meeting at the convention's first session here tomorrow morning.

Skouras' remarks will keynote the two-day convention, which is the first such gathering since the inauguration of the company's local autonomy system.

In addition, the meeting marks the first joint meeting of the organization's (Continued on page 5)

TOA Ass't. Presidents To Address Regionals

Two assistant presidents of Theatre Owners of America will address the Fall meetings of two of TOA's regional units, TOA's New York headquarters announced.

Roy Cooper of West Side Theatres, San Francisco, will address the Mountain States Theatres Association, Tuesday, Sept. 22, in Salt Lake City. He will be introduced by president John Krier. The Mountain States unit will hold its business sessions on Tuesday, and the following day will stage its annual golf tournament.

J. J. Rosenfield of Favorite Theatres (Continued on page 4)

Funeral Rites for Louis Phillips Today

Funeral services will be held here today for Louis Phillips, 66, vice-president and general counsel of Paramount Pictures, who died early Saturday of a heart attack at the North Shore Hospital in Manhattnet, L. I. Services will be at 11 A.M. at the Riverside Memorial Chapel, Amsterdam Avenue, and 76th Street, Burial will be at Mount Lebanon Cemetery in Brooklyn.

Phillips was also senior partner and founder of the industry law firm of Phillips, Nixon, Benjamin, Krim and Ballon. He was the uncle of Robert S. Benjamin, chairman of the board of United Artists.

A graduate of New York University Law School, Phillips was attorney and executive secretary for the New York Film Board of Trade from 1923 to 1928. He joined Paramount in 1932.

Survivors include his widow, Helen; two sons, Gerald K. and Howard W.; a brother, Abraham, and a granddaughter. The family has requested that instead of flowers contributions be made to the Louis Phillips Scholarship Fund of the N.Y.U. Law School.
Personal Mention

JERRY PICKMAN, Paramount vice-president and Martin Davis, assistant director of advertising, will return to New York today from the Coast.

LINDA BARBARA GOODMAN, daughter of Bernard Goodman, vice-president of Warner Brothers, will be married tomorrow in Atlanta to William Moel, Hollywood, to Steven S. Lauff.

James Bello, sales manager of Capital Releasing Corp., Atlanta, has returned there from his vacation.

Peter Angelil left New York at the weekend via B.O.A.C. for London.

Richard Kennedy, president of Alabama Theatre Owners, Birmingham, has returned there from Atlanta.


John Sturges, director, left Hollywood last week on a combined business-and-pleasure trip to Europe.

Steven John Fellman, son of Nat D. Fellman, Stanley Warner Corp. executive, was married in Mt. Vernon yesterday to Linda Kay Prevish of that city.

Everett Olsen, Paramount publisher in Chicago, was married in Charlotte to Lillian Marcace. They will reside in Chicago.

'Blue Law' Hearing Set

COLUMBIA, S. C., Aug. 30 — A three-judge federal court will meet here Tuesday, Sept. 8, to hear arguments brought by the validity of South Carolina's 'blue laws' against Sunday amusements.

The Buzz that
Builds Biz!

MR. HOLLYWOOD
MOIVE BEE TRAILER

Contact your local
NATIONAL SCREEN SERVICE EXCHANGE

Interest High in Marcus Plan

(Continued from page 1)

of the Motion Picture Association's sales managers' committee. Marcus was prevented from discussing the program with Weide and seeking his conclusions; evidence of his statements because Weide was presiding at U.A. sales conferences in Atlanta up to late last week. In the meantime, Marcus was obliged to return to Milwaukee after conferring informally on his plan with sales and advertising executives.

Indications are he will discuss the plan and the possibilities of expanded use of it, with Weide by telephone after Weide's return from another sales meeting in Toronto—later this week.

The plan basically provides for special exploitation of specific pictures at the local level. Radio and television are used where possible in addition to newspaper advertising, and in such instances includes the use of the institutional radio record of jingles distributed by Compo, tying the record's message directly up to radio plugs for specific pictures at local theatres.

An actual box office figures recorded during the operation of the program in the Wisconsin area showing marked increases in receipts for many types of pictures and many classes of theatres, some well into the two-weeks.

He told the Compo merchandising committee here that he believes the plan, if used, could increase national attendance by 15 to 20 per cent on certain people a week. However, it is not designed for national operation. Marcus advises that it be operated within a single exchange area in order to insure its being effectively adapted to the requirements of an individual territory.

Continental, Bryanston Co-Produce "Catbird"

James Thurber's "The Catbird Seat" has been adapted for the screen and is currently being filmed as a Continental Distributing, Inc., and Bryanston Film Co-production. It was announced by Irving Wormser and Sir Michael Balcon. Peter Sellers, Robert Morley and Constance Cummings are starred in the motion picture.

"The Catbird Seat" was originally scheduled to be a Hecht-Hill-Lancaster production. Danischewsky, who wrote the screen play, was able to acquire the "Catbird Seat" from them and proceed to produce it independently through his own company, Prunettehs Films.

H-Man' Trailer Here

"The H-Man Trailer," Columbia's touring horror show on wheels" which has already visited over 100 cities to promote the color science-fiction release, "The H-Man," will be a two-week series of appearances today throughout the New York City area. The tour is being conducted in connection with the saturation bookings of "The H-Man" and "Woman Eater" on all the major circuits in the city.

Now Cardinal Theatre

BOSTON, Aug. 30—Loew's State Theatre, recently purchased by the Archdiocese of Boston will be renamed The Cardinal Theatre in honor of His Eminence Richard Cardinal Cushing when it reopen its doors on Oct. 15. Now with the religious film, "The Fifteen Mysteries of the Rosary," Rev. John M. Quirk will be the managing director, presumably working from the offices formerly used by Loew's Theatres Northeast division.

SBA Approves Loan to Kansas City Drive-In

Wichita, Aug. 30 — Small Business Administration nounced a $65,000 loan to the No Town Theatre Corp., operator of Kansas City, Mo.-based "Dutch." This was S.B.A.'s second drive-in loan, and its second in two months at that. The loan was announced a participation loan, meaning that additional sum has been advanced a bank or other private lender.

Walter Reade Manage Will Meet Tomorrow

More than 50 theatre managers will assist at a home of convention at the Walter Reade M-Fair House headquarters in Oaklyn N. J., on Tuesday, with an item on agenda will be announcement of annual's program showmanship dir starting Sept. 15. Top prize this year will be an all expense paid trip two to the next American convention being held Chicago, starting Nov. 8.

Guest speaker this year will be Sandler, N.C.-based director of advertising. The all-day session will include screenings of fortieths of fortieth product and everyone will receive a kit of advertising-exposure accessories and product supply by all the film companies.

Jesse Goldberg Dies; Was Pioneer Producer

Hollywood, Aug. 30—Former services here, Jesse Gold blur, 77, pioneer producer, has died. He is survived by two daugh ters, Mrs. Allan Warshawer and Mrs. Fred Formiller.

Goldblum entered the industry in 1911 as secretary and general manager of Life Photo Film Corp., later becoming vice-president and general manager Amusement Co. Corp. At the time of his death he was president of United Screen Association of California.

Minsky's Aides Drive

Howard Minsky, assistant to George W elder, Paramount Pictures vice-president in charge of world sales, has been appointed Borough of Manhattan co-chairman of the 1950 fund drive the B'nai B'rith Foundation. Announcement of Minsky's appointment was made at the weekend by Jack J. Levin, chairman The drive will culminate in a $100-per-plate dinner in honor of Gen. David Sarnoff the Waldorf Astoria Hotel on Nov. 17.
Once in a great while a work so catches the temper of its time that it gives a name and a voice to a whole generation. Such a work defined the raging spirit of those who are now called The Angry Young Men. That work, a prize play in New York and London, is now a motion picture to shock the whole conventional world. It is called...

A BOLD ONE! A BIG ONE!
JUAL NEW YORK PREMIERE! FORUM AND BARONET STARTING SEPT. 15!
TENT TALK

Variety Club News

LONDON—Variety Club of Great Britain has launched a new project, the raising of £6,500 a year to assist in the maintenance of a cancer research unit for children. The decision followed representations made by Dr. Arthur Dickson Wright, vice-president of the Royal College of Surgeons and honorary treasurer of the Imperial Cancer Research Fund.

PHILADELPHIA—The 25th annual bouquet of Tent No. 13 has been scheduled for Jan. 11 at the Bellevue-Stratford Hotel, at which time officers for the coming year will be installed.

MILWAUKEE—Tent No. 14 today will hold its 10th annual Golf Outing at the North Hills Country Club, Hugo Vogel, executive secretary, stated that the dividend prizes for the divot-diggers total to a greater number this year than ever before.

Senate Groups

(Continued from page 1)

amendments and juvenile delinquency to consider two proposed constitutional amendments and one bill. One amendment, introduced by Senator Eastland (D., Miss.) deals with the rights of a state to enact legislation 'on the basis of its own public policy on questions of morality and decency.' The second, and broader, amendment, introduced by Sen. Kefauver (D., Tenn.) relates to the "right of Congress and the states to enact legislation with respect to obscene material." The bill also introduced by Kefauver, stiffens penalties for mailing, importing or transporting obscene matter.

The hearings were held before Kefauver's majority of the committee on constitutional amendments, and Sen. Philip Hart (D., Mich.). In opening the hearings, Kefauver said he hoped the joint hearing would "make a frontal attack on the serious and growing problem of control of traffic in obscene and pornographic material of all kinds."

Warning by Kefauver

Kefauver warned that in this field of legislation "we are treading very close to censorship," but maintained that "we can curb the publications and dissemination of obscene material without engaging in censorship in its normal sense.

Despite the fact that Eastland's resolution was introduced as a direct result of the Supreme Court decision on the motion picture "Lady Chatterley's Lover" there was no mention of motion pictures or the book during hearings. Summerfield asked that loopholes be closed and legislation strengthened to stamp out mailers of obscene materials, to children. Subsequent witnesses supported him.

Those testifying included Dr. Daniel A. Poling, editor of the Christian Herald; Dr. Julius Mark, Senior Rabbi

REVIEW:

Tamango

Hal Roach Dist. Corp.—CinemaScope

The ill-fated voyage of a slave ship en route from the African Gold Coast to Cuba in 1830 is background for this handsomely produced and often suspenseful film adventure that stars Dorothy ("Porgy and Bess") Dandridge and Curt ("I'm of The Sixth Happiness") Jurgens. This fairly off-beat casting may well excite above average interest in the production among general audiences. The film was made in France, in the English language, by Les Films du Cyclope and is being distributed here by Hal Roach Distributing Corp.

Adapted from a novel by Prosper Merimee, "Tamango" is full of the same kind of larger-than-life emotions which made another Merimee piece so effective when adapted as the romantic and melodramatic opera, "Carmen." The Tamango of the title is a proud young African hunter who, sold into slavery and shipped aboard Jurgens' ship for sale in Havana, organizes a heroics but doomed rebellion among the other slaves. Newcomer Alex Gressan gives a strong, honest performance in this key role.

Beautiful Dorothy Dandridge is seen as a half-caste slave and mistress to Jurgens, more or less resigned to her fate until Tamango comes aboard. At first out of spite against Jurgens, who, she thinks, is tiring of her, Miss Dandridge gives help to the slaves planning rebellion. Later she tries to stop it and then, when she finds she cannot, she elects to die with her people in a last desperate affirmation of the rights of human freedom.

Jurgens gives a smooth, mellow performance as the skipper, a hard-minded realist who, in the course of this voyage, loses not only his cargo but his one true love. Seen in principal support is French actor Jean Servais, as the ship's doctor.

John Berry has directed with emphasis on the action and rising suspense which eventually is climaxed by the rebellion itself. The concluding sequence, in which Miss Dandridge makes her fatal decision, is particularly well staged for mood and drama. The CinemaScope photography in Eastman color is excellent. The adaptation was done by Lee Gold, Tamara Hovey and director Berry.


VINCENT CANYB

TOA Officials

(Continued from page 1)

tries in Spokane, Wash., will be the main speaker at the Fall convention of the Montana Theatre Association at the Place Hotel in Helena, Mont., on Tuesday and Wednesday, Sept. 29 and 30.

George Roscoe, director of exhibitor relations for TOA, will attend both conventions.

Pioneer Lensman Dies

HOLLYWOOD, Aug. 30. — Fred W. Jackman, 78, pioneer cameraman, died here on Thursday. In retirement since 1939. Jackman began his career in 1913 working with Mack Sennett, Hal Roach and Harold Lloyd, and was one of Cecil B. DeMille's cameramen on "The King of Kings."

Survivors include his widow, two sons, Fred, Screen Gems director, and Joe, 20th-Century Fox cameraman.

Velle and Cohen

(Continued from page 1)

since Canada was put under Cohen's divisional supervision, and is the latest of a series of continental sales sessions held by Velle on forthcoming UA product.

Among those attending the Toronto gathering are Charles S. Chaplin, district manager for Canada, and the following branch managers: Robert Rafts, Calgary; Sam Kaminetzky, Montreal; Isadore J. Davis, St.John; George Heiber, Toronto; Harry Wolfle, Vancouver; and Abe Fein- stein, Winnipeg, Selwyn Gimler, in charge of 18th firm for Canada, will also participate.

Hunter Leaves Fox

HOLLYWOOD, Aug. 30. — Jeffrey Hunter, who has been under contract to 20th-Century Fox for the past nine years, has asked for and obtained release from his current deal which had three more years to go. Hunter is presently starring in John Ford's "Captain Buffalo," on loanout to Warners. The star will freelance and is looking independently through his recently formed Hunter Enterprises, in which J. William Hayes, his business manager, is associated.

Appeals Court

(Continued from page 1)

hibited by the anti-trust laws." It held: That the great weight of cri-

evable evidence clearly shows that film companies often stand as a result of substantial losses in the accessory business, decided to let an outsider to perform that phase of their business. They contract out, the court stated. National Screen because no comparable firm was available to take the task."

"Nothing More Than Jobber?"

Holding that the post-remter "nothing more than a (jobber) in field of standard accessories," Court of Appeals, citing prior deci-

sions, approved the legal prin-

tive that: "One who desires to becom-

e jobber has no right to complain because the manufacturer chooses other to do this work."

Among additional reasons for the decision, the Court of Appeals sustains the trial court's view that Lawlor and Panzer made "no evident claim to sufficient to sustain" their claim National Screen had deliberately slow in deliveries to the picture "Mr.

referring to the trial court's finding that Lawlor and Panzer had then other sources for standard accessory some like it and at least one like it."

Six Other Cases Affected

Affirmance of the dismissal of Lawlor-Panzer action similarly filed was not upset. The court was consti-

tuted by the same attorneys, which order of the court was attor-
ged, by the decree in the Lawlor-Panzer case.

National Screen Service Corp., represented by Phillips, Nizer, Ber-

min, Krin & Ballon; and the motion picture distributors (except Warn- er's) were represented by Schneider, Huy-

son, Segal & Lewis of Philadelphia. Warnor's was represented by the Phil-

adelphia firm of Wolf, Block, Sch and Solis-Cohen.

Ascap Decree

(Continued from page 1)

president Stanley Adams opened a meeting to questions and discuss-

which revealed a wide range of view of the document among the East members.

West Coast members of Ascap an earlier meeting voted approval the new consent order. No express in the decree a vote was required at the meeting here last Thursday despite the fact that the session was protracted one.

However, although no resolution concerning this action was achieved, those desirous of expressing either a pro or disapproval of it will have the opportunity to do so when comes before Federal Judge Sylvia Ryan in U.S. District Court here Oct. 19.

The amended decree was the result of negotiations between Ascap a the Department of Justice over past several years. The original Ascap decree was entered in 1950.

Motion Picture Daily

Monday, August 31, 1950
**Slate Skouras**  
*(Continued from page 1)*

branch and regional advertising-publicity managers.

Along with a speech by Skouras, top 20th executives will address the meeting. General sales manager Alex Harrison will greet the managers and other speakers will include: executive vice president Walter Rees, vice-president and Eastern studio representative Joseph Moskowitz, and treasurer-secretary Donald Henderson.

Tuesday afternoon's session will be devoted to a briefing of the managers by vice-president Charles Einfeld and members of the advertising, exploitation and publicity departments.

Moskowitz, Norris to Speak

Wednesday will be devoted to a report on the success of 20th's local autonomy system as well as other subjects on the sales agenda. In addition to a speech by Harrison, assistant sales managers Martin Moskowitz and C. Glenn Norris will speak at the meeting.

**FIDO Celebrates** *(Continued from page 1)*

consequences of unrestricted competition from films on TV.

Up to Aug. 1, FIDO had collected £38,733 ($1,117,423) from exhibitors and expended £4,584 ($185,912) in operating expenses and the net-against-covenants covering 57 feature films.

Active negotiations are now underway to acquire covenants for 88 additional pictures.

In addition FIDO claims the responsibility for many thousands of films not being offered to TV and for the B.B.C. reducing its televising of cinema films to one every two weeks.

The FIDO statement today concludes with a reminder that "if a producer sells his television rights to a third party, who in turn sells it to British TV, he will not thereby escape the consequences."

**Mardi Gras to Make Two More Pictures**

*Special to THE DAILY*

NEW ORLEANS, Aug. 30.—Mardi Gras Productions, local film company, whose first project "Face of Fire," opened at the Panorama Theatre here Friday, has announced plans for two more features, one of which will be produced here.

The company commenced operations in mid-summer in 1958, offering 200,000 shares of common stock to residences of the state of Louisiana only at $2.50 per share.

Mardi Gras also will produce and distribute series for national release. "Wild Cargo," their first, is being presented locally on WWL-TV nightly.

President of Mardi Gras is Label A. Katz. Frank Shea is first vice-president; Louis Garfinkle, second vice-president; Max Zelden, secretary-treasurer.

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**Television Today**

**Removal of Restrictions Placed on Radio, TV News Reporting Is Urged**

*Special to THE DAILY*

WHITE SULPHUR SPRINGS, Va., Aug. 30.—An official of the National Association of Broadcasters said here that the American public "all too often is fed lies and propaganda" because of the barriers faced by radio and television in the coverage of public proceedings.

Howard B. Bell, assistant to the relations, who was present in a prepared for delivery yesterday before the Summer convention of the West Virginia Broadcasters Association at the Greenbrier Hotel, said: "In our rapidly changing and complex system it is becoming increasingly difficult for the public to obtain all the facts needed to make informed judgments on critical issues of the day."

Points to 'Prepared Statements'

Bell declared that the enormous growth of government has resulted in the "all too frequent use of the prepared statement and the news release as a means of keeping the public informed of governmental matters" and said this trend is "taking place at a time when the necessity of being well informed is greater than ever before in our history."

He called for a modification of restrictions and conditions upon the reporting of news and cited barriers faced by radio and television in the coverage of public proceedings from local council meetings to committees of the U.S. House of Representatives.

**Who's Where**

MGM-TV has named Sheldon Nemeyer as director of industrial sales, it was announced by Bill Gibbs, who heads MGM-TV's commercial and industrial films division.

George F. Hover has been promoted to ABC trade press editor, effective Sept. 14, it was announced by Stephen Strassberg, director of press information for ABC. He replaces Art Foley, who is joining Biderman, Tolks & Associates as an account executive.

Stanley Levey has been named general sales manager of Arrow Productions, Alvin E. Unger, general manager of the special projects division of Independent Television Corporation, announced. Arrow Productions is the ITT division devoted to sales and program counseling on re-run products. Levey will headquarter in Chicago.

Bruce Colen has joined Hubbell Robinson Productions, Inc., as a general executive. His first assignment will be in the literary department of the organization.

**NTA to Release 160 Films in Three Periods**

Distribution plans for the 160 Twentieth-Century-Fox feature motion pictures recently acquired for TV distribution by National Telefilm Associates, Inc., call for the release of the films during three six-month intervals, Harold Goldman, NTA international president, announced.

The first films will be released next month, with others being made available periodically. They will be known as the Sunset, Santa Monica and Wilshire features.

The Sunset features, numbering 54 films, are scheduled for the initial release. They will be followed by the 54 Santa Monica and 52 Wilshire films.

Selected talent will be signed to exclusive NTC contracts and made immediately available for performances on network programs.

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**Cooper Aids WOMPI**

DENVER, Aug. 30.—Cooper Fountain Theatres, through Kenneth An- son, general manager, has made generous donation to the Charity fund of the Denver chapter of the Motion Picture Industry. The nation will help to maintain the Holy Ghost Youth Center, operated WOMPI near Film Row.
An Announcement Of Major Importance
To The Entertainment Industry
Throughout The World

The Mirisch Company, and producer-director Robert Wise
take pride in announcing the production of

WEST SIDE STORY

in association with Seven Arts Productions.

The film will be made on a scale in keeping with
its stature as one of the most important properties
of the decade and will involve some of the world’s
greatest creative talents. It will be filmed in
color in one of the leading large screen processes
on a multi-million dollar budget. Shooting will
begin in the summer of 1960. The film will be
released by United Artists on a road show basis.

WEST SIDE STORY
is based on the stage play
Music by Leonard Bernstein; Lyrics by Stephen Sondheim;
Produced by Robert H. Griffith and Harold S. Prince
by arrangement with Roger L. Stevens; Book by Arthur Laurents;
Conceived, Directed and Choreographed by Jerome Robbins.
The hottest company in the industry today starts the greatest showmanship effort in its history . . . the

SPYROS P. SKOURAS DRIVE
August 31—December 26

The advertising and publicity campaign for 20th Century-Fox's releases between now and the end of the year will be revealed to the company's national sales meeting today at the afternoon session at the home office here. Branch managers and regional advertising and publicity men.

(Continued on page 5)

Step Up Anti-Pay-TV Campaign in Canada; Say Families Must Pay $750 Per Year Each

MONTREAL, Aug. 31—Canadian residents are told they will pay as much as $750 a year for the "privilege of looking at your (television) set" if toll-TV is established in that country in a fact sheet being distributed by the Citizens Committee for Free TV, of Montreal, Quebec, to Canadian residents and legislators. A test of Cable-TV, to be conducted by Famous Players Canadian Corp., is scheduled of Etobicoke, a suburb of Toronto, late this Fall.

Joseph Strauss, president of the Theatre Owners of Canada, an affiliate of Theatre Owners of America, said the citizens committee is making heralds available to theatres for mailing with their-programs and distribution to patrons, as part of a campaign to alert Canadians to the costs of toll-TV. The herald charges that toll-TV, if successful, would kill free television. It cites the pay-TV test conducted in Bartlesville, Okla., which it says "failed miserably."

Fox Meet to Hear Ad Drive Today

The advertising and publicity campaign for 20th Century-Fox's releases between now and the end of the year will be revealed to the company's national sales meeting today at the afternoon session at the home office here. Branch managers and regional advertising and publicity men.

(Continued on page 5)

Phillips Is Eulogized At Services Here

Hundreds of leaders of the motion picture industry, other branches of the entertainment field, the legal profession and other walk of life yesterday heard the late Louis Phillips eulogized for his "great and kind heart" and his dedication to the highest principles of the legal profession, of which he was a member.

The eulogy to Phillips, 66, vice-

(Continued on page 5)

Johnston Delays His Departure for Europe

Eric Johnston, Motion Picture Assn. president, who had planned to leave here for Europe next week has postponed his departure indefinitely, it was learned yesterday.

The Motion Picture Assn. office here had no explanation for the change of plans and was unable to say whether or not it was due to the scheduled American visit of Nikita

(Continued on page 6)

Code Review Board Members Being Named

Reappointment of most of the 10 outside members of the Production Code Review Board, whose second one year terms will expire on Sept. 17, is in process of being made by Eric Johnston, Motion Picture Assn. president.

The 10 were first named two years

(Continued on page 6)
Set Cost Plan for Red Films

(Continued from page 1)

explaining that each Soviet film presented is a part of the U.S.-Soviet cultural exchange, sponsored by the U.S. State Department, will be used ahead of the main title on each print. The commitments are from a contractual agreement, that of "The Cranes Are Flying," which went to Warner Bros. for distribution in the drawing conducted by MPEA earlier, has been set for October in the Dupont Theatre, Wash- ington, D.C. At approximately the

same time, the premiere of the first of American films with the agreement will be held in Moscow. The premiere picture is "Marty," dis tributed by United Artists. The latter will be following up to five American stars to go to Moscow for the pre miere.

Both Washington and Moscow premi eres are expected to be attended by an official and diplomatic de legations.

JACKER SET TO ATTEND

Allied 3-State Meeting

Special to THE DAILY

CINCINNATI, O., Aug. 31. — Rubie Jacker, vice-president and general sales manager of Columbia Pictures, will attend the Allied Ohio Valley Convention here Sept. 15 and 16 at the Sheraton-Carilton Hotel, sponsored by Allied units of Indiana, Kentucky and West Virginia. Jacker plans to meet and talk with attending exhibitors with the future plans and upcoming releases.

Nicholson to Attend

It has also been confirmed that James Nicholson, president of American-International Pictures, will attend the meeting. Nicholson will be accompanied by his executive, Anita Sands and Chris Robinson.

Ben Berger, former North Central Allied and National Allied president, is coming out of retirement to deliver the closing address. Reservations have also been accepted from Abe Beren son, president of Gulf States Allied and Jack Kirsch, president of ATO of Illinois.

'U' Schedules 30 Film Shorts; All in Color

Universal Pictures will release 30 one and two-reel shorts subjects—all in color—during 1959-1960, it was announced by F. J. A. McCarthy, Uni versal assistant general sales manager, at the National Allied Exhibition in New York: Highlighting the program will be the release of a special 26-minute subject "The Boy Who Owned an Elephant" in color featuring Tallulah Bankhead as the narrator, shot in Florida with the Cristianii Circus as a background.

The program will also include two new short specials in color—"Magica Island" dealing with Taiwan and "Pacific Paradise" featuring the new 50th State of the Union. There will be eight new Color Parades, and 13 new Walter Lantz color cartoons, eight of them being new Woody Woodpecker. Finally there will be six Woody Wood pecker Walter Lantz Technicolor cartoon reissues.

NATKE Sees Higher Pay, Longer Holiday

By PETER BURNUP

LONDON, Aug. 29 (By Air Mail) The National Association of Theatres and Kinematograph Employes lodged a claim for higher pay and longer holidays for several thousand employees in the distribution side of industry here.

For NATKE members in industry grades the union asks for a pay of £1 ($2.80) a week with 10 weeks' holiday and instead of present two. A pay increase only asked for clerical workers.

Negotiations have opened between the NATKE and the union. Another meeting will be held in the next two weeks.

The union claims that basic in the existing agreement are certain behind rates and conditions in film industry generally. No claim made for a shorter working week Union workers concerned are already working 51-hour week.

With the proposed £1 a week a dispatcher's basic wage would be just over £13 ($36.40 a week), he would receive just over £10 ($28) a week.

Lionel Clyne Named Regent Man. Director

From THE DAILY Bureau

LONDON, Aug. 31. — Follows changes in the top of Regent soleted Film Companies, Mr. Clyne, formerly with Republic, is appointed managing director.

Clyne's immediate plans are for strengthening the group's position in the fields of cinema screen advertising and television commercials. A long-term policy he also plans development of TV, as well as features and production. Regent also retains its interest in exhibition through 42 eas in the provinces.

Schacker Acquires 2

Marshall Schacker, producers a new member of the group of Premi- fion, has acquired two new ro-teen feature film stories for distribution here. One is "The Volga Boatman" filmed in Yugoslavia in English by Italian company. The other is "Days of the Zulu."

Earl Elkin Dies

MEMPHIS, Tenn., Aug. 31. — Elkin, owner of the Earl theatre in Aberdeen, Mississippi, and an exhibitor since 1919, died of a heart attack while attending the American Legion convention in Minneapolis Saturday.
If I have to decorate you one day and slap you in a stockade the next, I damn well will!”

GARY COOPER
as Major Thorn
THEY made this year’s big picture!

COLUMBIA PICTURES presents
GARY COOPER • RITA HAYWORTH
VAN HEFLIN • TAB HUNTER
in the WILLIAM GOETZ Production of
THEY CAME TO CORDURA
co-starring RICHARD CONTE • MICHAEL CALLAN
DICK YORK
Directed by ROBERT ROSSEN
A GOETZ-BARODA PRODUCTION
From the Novel by GLENDON SWARTHOUT
Screenplay by IVAN MOFFAT, ROBERT ROSSEN
CINEMASCOPE
in EASTMAN COLOR
Louis Phillips Eulogized by Industry Leaders

Columbia Film

Dismissal Sought of ‘Blue Law’ Hearing

Reach Agreement on State Taxing Bill

Fox Meeting

strike by SWG-W Put
Hands of the Board

From THE DAILY Bureau

HOLLYWOOD, Aug. 31.—Members of the screen branch of the fingers Guild of America-West has honored the guild’s board to issue strike order if and when it determines a satisfactory deal cannot be made with certain independent companies and persons with whom the film has been negotiating a new contract for the past several months. Some 55 companies are involved, all controlled by the same nominal unit.

Authorization for the strike was made at a WGAW membership meeting late last week through unanimous vote in secret ballot, with Richard Shepley named to head the strike committee to carry on organizational matters if a strike order becomes necessary.

hilmont Village Seeks
Acquire Theatre

Special to THE DAILY

PHILMONT, N.Y., Aug. 31.—The village of Philmont is about to ac-
quire, convert and outfit the 35-year-
old hotel on the Black Street Theatre, long avail-
able for $3,000 from its owner, Fred Hirst. If the voters give final ap-
proval—possibly during the first two
weeks in September—the center of the village will be transferred to the
ancient, frame village hall to a former motion picture house.

About 35 residents who attended the Aug. 11 meeting tentatively ap-
proved acquisition and refurbishing of the theatre. An architect was engaged
draw plans, which will be ready pt. 1.

Tins Music Hall Award

Johnny Daenic, a 17-year-old tap
corer from Port Arthur, Tex., has
come to the national notice of the
d M Mine Amateur Hour division show to win a Radio City Music Hall award of merit, recogni-
ting the winner to a profes-
sional appearance on the Music Hall.

watches to Todd-AO

CLEVELAND, Aug. 31.—The Pe-
ple Theatre will close for six weeks at
the conclusion of the present repeat
gig of “Cinerama Holiday” to con-
tinue installation to Todd-AO equip-
ment. Managing director Max Wink is
tently in New York to complete
arrangements for the change-
over.

Chicago Likes ‘Denim’

Twentieth Century-Fox’s “Blue
Denim” opened in good business
over the weekend at the State-
de theater in Chicago. The attraction
assured $28,459 for the three-day
weekend, ahead of most of the top
tractions of recent months.

(Continued from page 1)

Louis Phillips, former religious leader, was dueling at a WGAW membership meeting late last week through unanimous vote in secret ballot, with Richard Shepley named to head the strike committee to carry on organizational matters if a strike order becomes necessary.

Columbia Film

Dismissal Sought of ‘Blue Law’ Hearing

Reach Agreement on State Taxing Bill

Fox Meeting

(Continued from page 1)

Columbia Pictures vice-president and
general sales manager.

He said that the 20-minute East-

man Color production would be given
the same sales and bookkeeping
handling as a full-length feature.

“The Golden Fish’ is a block-
buster in the short subjects field,”
the general sales manager declared, “and we’re going to treat it as such. At
present Columbia will consider only
extended run playdates for this film.”

“The Golden Fish’ captured the
International Critics Prize at this year’s Cannes Film Festival.

WASHINGTON, Aug. 31.—Sen-
ate-House leaders have reached quick
agreement on a bill to limit states’
powers to tax the income of out-of-

state companies.

The House and Senate are expected to
ratify the bill promptly and the President is expected to approve it.

It is aimed at restricting somewhat a broad grant of power given the states
in a pair of recent Supreme Court decisions.

The compromise bill provides a state cannot tax an out-of-state firm if its
only activity in the state was the solicitation of orders for filling from
outside the state. The Senate
finance and House judiciary commis-
sion approves are also subject to the bill.

The bill, which the Senate has passed, is expected to be approved by both
recent Supreme Court decisions.

The compromise bill provides a state cannot tax an out-of-state firm if its
only activity in the state was the solicitation of orders for filling from
outside the state. The Senate
finance and House judiciary commit-
tees were also ordered to study the
problem and give their recommendations for any additional legis-
lations to Congress by July 1962.

SPARTANBURG, S.C., Aug. 31.—
Attorney general Van McLeod has
filed a motion to dismiss a “blue law”
hearing scheduled for Federal Court
hearing. A three-judge Federal tribunal
will meet in Spartanburg Sept. 8 to
hear arguments questioning the valid-
ity of South Carolina’s laws against
Sunday observances.

The attorney-general listed eight
reasons in filing his motion for
dismissal, including the view that
neither the First Amendment to the
U.S. Constitution nor the 14th Amend-
ment are violated by section 4-1 of the
so-called “blue laws.”

“Operating in Six Counties

By virtue of a restraining order
issued by Federal Judge C. C.
Weychopping and movies are operating in six counties of the state
without interference from law enforce-
ment authorities.

McLeod, in his motion for dismissal,
also contended that “a corporation,
such as the movie companies, does not legally have a religious status.”

Mrs. Greenblatt Dies

Funeral services will be held today at
2 p.m. at Society’s B’nai B’rith Main
Chapel, Far Rockaway.

1959 motion tower former religious Mack expedted September— satisfactory to 17-year-old its motion of C. Lazarus, P.M. Committee PHILMONT, N.Y., Aug. 31.—The village of Philmont is about to acquire, convert and outfit the 35-year-old hotel on the Black Street Theatre, long available for $3,000 from its owner, Fred Hirst. If the voters give final approval — possibly during the first two weeks in September — the center of the village will be transferred to the ancient, frame village hall to a former motion picture house.

About 35 residents who attended the Aug. 11 meeting tentatively approved acquisition and refurbishing of the theatre. An architect was engaged to draw plans, which will be ready pt. 1.

Tins Music Hall Award

Johnny Daenic, a 17-year-old tap dancer from Port Arthur, Tex., has come to the national notice of the ABC Amateur Hour division show to win a Radio City Music Hall award of merit, recognizing the winner to a professional appearance on the Music Hall.

watches to Todd-AO

CLEVELAND, Aug. 31.—The People Theatre will close for six weeks at the conclusion of the present repeat gig of “Cinerama Holiday” to continue installation to Todd-AO equipment. Managing director Max Wink is tentatively in New York to complete arrangements for the changeover.

Chicago Likes ‘Denim’

Twentieth Century-Fox’s “Blue
Denim” opened in good business over the weekend at the State Theatre in Chicago, according to theatre reports. The attraction assured $28,459 for the three-day weekend, ahead of most of the top tractions of recent months.
Lawrence Film Centre
To Open in Toronto
Special to THE DAILY
TORONTO, Aug. 31.—Canada's newest motion picture studios will be opened for full-scale production on Tuesday, October 6, it was announced by Edwin T. Ross of Robert Lawrence Productions here. With the installation of videotape equipment before the end of the year, the new film-sound-and-television centre in downtown Toronto will represent a total investment of over $1,000,000.

The new studios are designed to extend the company's realms beyond the television commercial field, to television programs and theatrical features. They contain three stages in 23,000 square feet of space, with videotape facilities located between the two main stages. An independent sound company, Eastern Sound Company Ltd., headed by Harold Clark, will be established for recording facilities on the premises.

Belafonte to Star in
Revol Dec. Special
Harry Belafonte has been signed to star in the first of five hour-long Revlon specials on the CBS Television Network Thursday, Dec. 10 (8:30-9:30 P.M., EST). Revlon also sponsors fifteen 90-minute specials on the network, the first of which will be presented on Thursday, Oct. 8 (9:30-11:00 P.M., EDT).

Phil Stein, who will produce the Harry Belafonte program, produced the two most recent television programs in which Belafonte appeared. In the forthcoming Revlon special, Belafonte will sing folk songs from all over the world.

The first 90-minute Revlon special, Oct. 8, features Rock Hudson as host, with guest stars Tallulah Bankhead, Sammy Davis, Jr., Mort Sahl and Esther Williams. The hour-and-one-half Revlon specials will alternate with "Playhouse 90" in the Thursday, 9:30-11:00 P.M. time period.

Nat'l Videotape Service
Opens on West Coast
From THE DAILY Bureau
HOLLYWOOD, Aug. 31. - The West Coast's first independent company with both pioneer and remote facilities devoted solely to the production of video-tape commercials and programs officially opened its doors here today. A new firm incorporated under the name of National Videotape Service and is being helmed by Harold S. Marienthal, for years the Western head of the Television Division of Allied Artists. NVS is organized to provide a complete videotape commercial service.

Hamrick Back with New Theatre in Portland
Special to THE DAILY
PORTLAND, Ore., Aug. 31.—The Hamrick circuit, which has not been represented by a theatre here since its old Liberty was sold last spring, this year, is scheduled to open its new Music Box early next year.

Work is well along on the $300,000 modern, 650-set box which will be located on a site formerly occupied by a picture theatre that was transferred by a local firm to a producer in an attempt to raise a needed capital, but was not successful, and was not a member of the MPAA.

Under the so-called liberal appeal to the Code Administration in Hollywood last recent years, there has been the threat of the new 20-man board being called upon to declare a picture to be immoral, if it does not meet the House of the Production Code Administration's requirements.

Hamrick, who operates the Hamrick Theatre in Portland, was involved in a controversy with the code over the ownership of a former music box. He then decided to go into the Portland market with a new theatre.

He also announced the completion of a deal to buy the local shares of the Portland Press Theatre Co. and it will be operated as a limited engagement, while he has plans for a new theatre here next spring.

Capra Hits Censorship
(Continued from page 1)
the current controversy over sex in films has been stirred up by the screen appearance of Brigitte Bardot -"she has a hell of a lot to do with this thing. But I don't think you need that kind of startling sex to make people go to theatres. That's the easy way. After all, sex has always been the greatest commodity in the world."

Points to 'Nun's Story'
Pointing to the current success of "The Nun's Story" and his own "A Hole in the Head,"Capra said "I depend on people's respect for sex.

When it comes to presenting controversial subjects such as homosexuality and dope addiction on the screen, Capra said he has no objection to them, "as long as they are shown for what they are." Since motion pictures influence people of all ages over the world, it is their job to show good and moral standards on the right side, the producer-director stated.

It is Capra's strong conviction that the function of the motion picture is to entertain, and he admits that "the corollary is, that films can tackle many problems."

Capra has just returned from a nine-day visit to Brazil, where he served as a good-will ambassador for the Motion Picture Association.

In that country, which he says is as big as the United States, "one cannot call another Texas," Capra says that for the U.S. winning the battle for the hearts of the people there, American culture spreading everywhere, he continued, and our films are enormously popular with Brazilians.

Says Brazil Looks Abroad
The producer-director found Brazilians extremely anxious to find greater foreign markets for their own films, especially in the British speaking nations. It was Capra's conviction that Brazil's industry should be developed best by co-production deals with U.S. producers. There are many incentives, he said, including the willingness of old Liberty was sold for help in financing co-productions, and the very nature of the "amazing country" itself, which is "just exploding with energy."

Mike Newman Dies
LOS ANGELES, Aug. 31. - Mike Newman, veteran exploiter, who represented Columbia Pictures in this territory since 1921, died here on Sunday.

Code Board
(Continued from page 1)
ago to supplement the 10 member of the MPAA board of directors, represented the Code review board as a result of the statements that non-theatrical representation was desirable of board, particularly in view of the fact that was up to now up to review a spectacular denial from a picture that was transferred to a producer in an attempt to raise capital, but was not successful, and was not a member of the MPAA.

Ten Terms Expires
The 10 outside board members whose terms are expiring in Leonard Goldenson, American Broadcasting-Paramount Theatres president; Russell V. Dowling, president of Loew's, Inc., and Samuel Schwartz, president, RKO Pictures, Leoland Friedman, chairman of board, Loew's Theatres; Ben M. Kerasotes, Theatres Management, Inc., chairman of the board, United States Theatre Co., who is representative on the board of the Kerasotes Theatres; George Kerasotes, Kerasotes Theatres Co., Springfield, Ill., and president of the Theaters Owners of America. Also: producers John Ford, Dwan Goetz, George Sidney and Ray Kramer.

New Code
It was reported but could not be confirmed that Eugene Ficker, a former vice-president of Loew's Theatres, may be named in place of Friedman, and that the new Code administration will be in operation under a new law passed by the states this year.

Khrushchev has announced the formation of a new Code which will go into effect on January 1, and it is expected that the new Code will be in operation by January 1.

The new Code will be in effect on January 1, and it is expected that the new Code will be in operation by January 1.

Indications are a new date for departure will be set for late in.

Burton Stone in New C.F.I. 'Lab' Post
Burton "Bill" Stone has been named sales manager of the C.F.I. laboratories at the Consolidated Film Industries, Ted Hirach, general manager, announced yesterday.

Stone was recently with a local advertising agency, and previously was associated with C.F.I. for a number of years in various phases of laboratory operation.
**Quality Slate for Year-End**

(Continued from page 1)

Hyman has been encouraging large numbers of exhibitors in all parts of the country to expend extra promotional and merchandising efforts on the quality releases spotted in the lean periods. Currently, he is sponsoring a four-month drive period in exhibitor relations. His new release schedule is devised so as to suggest flexibility and adaptability in bookings to get the most out of the quality releases available.

He has done this in part by listing the last quarter releases from Artists, Buena Vista, Columbia, M-G-M, Paramount, 20th Century-Fox, United Artists, Universal and Warners by month rather than by company.

In this way, Hyman notes, "you will be in a position to practice flexibility and adaptability by making every attempt to move some releases forward or backward from periods of abundance to periods of scarcity."

**Favors September 'Pre-Releases'**

Illustrating, he calls attention to the possibility, depending on availability, of delaying some of the relatively plentiful and strong August releases in early September, a month in which his studio is not expecting much.

Also, noting that there is an increase in release of quality product in October, Hyman makes the further suggestion that where possible exhibitors endeavor to delay releases some of these in late September, thus "immeasurably strengthening the weaker month."

In the same way and for the same reasons, he suggests trying to "move some of the October pictures back into early November," another period of product scarcity.

"We capture October," he says, "to assure the distributors of—and deliver—the greatest advertising and exploitation campaigns possible for any picture so entrusted to you."

**Hopes for Yule Agreement**

Despite his more than two years of effort in direct appeals to distributors for "orderly distribution," and in enlisting nationwide exhibitor support for quality pictures released during "orphan" periods, Hyman notes in his current schedule that "Once more (it reveals) a tremendous number of attractions competing for year-end holiday playing time. But he adds, "We believe that some of the distributors will permit opening the release in New York."

Once again, the company announced, he be out of school in the pre-Christmas weeks.

The spring and summer seasons this year brought us a momentum in business that continues to mount," he concludes, "and the trend of decreasing attendance has been reversed. It is vital that we keep this momentum alive through the last four months of the year by doing everything we can to bolster our attractions."

**Revived Scheme Outlined**

His revised release schedule shows Fox, two; United Artists, three; Universal, Buena Vista, none; Columbia, two; M-G-M, three; Paramount, one; 20th-Fox, two; United Artists, three; Universal, none, and Warner Bros., two, for a total of 15 releases for the month. October: Allied Artists, none; Universal, one special ("Big Fisherman"); Columbia, two; M-G-M, Paramount, one; 20th-Fox, two; U.A., two; Universal, one, and Warners one, for a month's total of 13 releases. November: Allied Artists, none; Universal, Buena Vista, Columbia, four; M-G-M, Paramount, two; 20th-Fox, two; U.A., two; Universal, one, and Warners, one for a total of 11 and one special for the month.

The total for the last quarter thus is 62, including five specials.

**Drive-In Halts 'World' When Citizens Object**

_Special to THE DAILY_

ATLANTA, Ga., Aug. 31—The owner of the 85-Drive-In Theatre in Peach County stopped a showing of "The World, the Flesh and the Devil" Friday night after a group of citizens objected to it. Oscar Kilgo, the owner, said the group protested the film on the grounds that it showed one Negro and two whites working toward a common goal.

Kilgo said he complied readily with the request and that he suggested that the county set up a censor board to determine what could be shown. He said the group was not belligerent.

**People**

Mrs. Trudy Weiss, widow of Jack Weiss, independent distributor in the Philadelphia area who died earlier this month, announced that she would continue to operate the business from offices at Camden, N. J.

Fred M. Farwell will assume the newly created corporate staff position of vice-president, marketing, RKO Radio Corporation of America, on Sept. 8. RCA president John L. Burns announced.

Rube Shapiro has announced the sale of his Rialto Theatre in the Germantown section of Philadelphia to a church.

A. M. Ellis, head of the Ellis Theatre in the Philadelphia area, was re-elected president of the Beth Jacobs Schools, religious day schools, in that city.

**Eastman, Bell & Howell Sign Two Patent Deals**

_Special to THE DAILY_

CHICAGO, Aug. 31—Two patent license agreements have been signed by Eastman Kodak Company and Bell & Howell Company, it was announced today by William E. Roberts, executive vice-president of Bell & Howell.

In accordance with one agreement, there is a limited exchange of non-exclusive licenses and options to license under patents relating to automatic exposure control systems, including systems used on Bell & Howell and Eastman Kodak electric eye cameras.

Under the other agreement Bell & Howell acquires a non-exclusive license on a double exposure prevention device patented by Eastman Kodak. The various royalty rates were not reported.

**WB Signs Bellamy**

HOLLYWOOD, Aug. 31—Ralph Bellamy has been signed to portray Franklin Delano Roosevelt in the motion picture version of "Sunrise at Campobello," recreating the role he originated in the prize-winning stage play, it was announced by Jack L. Warner, president of Warner Bros., and Don Schary, the film's writer-producer. The Technicolor film will be a Schary Production to be released by Warner Bros. Schary wrote the screenplay from his own stage work.
The Inquiring Photographer

THE QUESTION:
Everyone wants “The Best of Everything”—but everyone differs as to what it is.

What’s your idea of “The Best of Everything”?

THE ANSWERS:

Caroline, just graduated from Radcliffe, played by Hope Lange:
“I can’t answer that till I’ve tried everything. I may not wind up with the best, but I’ll sure as Satan have the most!”

Mike, Executive, played by Stephen Boyd:
“Escape. In a bottle, or maybe in a girl, provided you don’t get too involved. There’s always the danger of committing yourself in that weak moment.”

Barbara, secretary, played by Martha Hyer:
“Just one man to whom a divorcée isn’t a blank check to quickie Heaven—who won’t think that because I once said ‘I do’ it means that I always will.”

Mr. Shalimar, publisher, played by Brian Aherne:
“To have the office harem I’ve got, with after-hours dictation privileges. A man in my position isn’t easily satisfied with under-the-table-pinching.”

April, secretary, played by Diane Baker:
“A wedding—any kind, any place, just so long as it’s quick and legal. If only I’d gotten by that first date without giving myself away.”

Gregg, young actress, played by Suzy Parker:
“Last year I’d have said to be a part of the theatre. But now it’s to be part of the producer—that he’d as soon stop breathing as let me go!”

Dexter, man-about-town, played by Robert Evans:
“Girls! Is there anything else?”

David Savage, producer, played by Louis Jourdan: “Creating for the theatre. I’d use anything, anybody, to stimulate my creative juices. I’ll give them everything in return, short of myself.”

Amanda Farrow, editor, played by Joan Crawford: “Success in business—the feeling of power that comes with it. It makes up for the bit I have to play at night to keep what I’ve got in the daytime.”

This message goes to the 267 million readers of Life Look Saturday Evening Post Redbook Photoplay Good Housekeeping McCall’s Motion Picture Ladies Home Journal Ebony Silver Screen Seventeen Charm Mademoiselle Glamour Screen Life Esquire Screen Stars Group Playboy Dell Screen Unit Cosmopolitan Ideal Movie Group Argosy Sterling Movie Group Sports Illustrated Vogue Harper’s Bazaar
Rank's Annual Profits Show Large Increase
By PETER BURNUP

LONDON, Sept. 1.—The Rank Organisation, Ltd., today reported annual gross trading profits of £5,634,989 ($15,777,996) for the period ended June 27, 1959. This compares with £4,615,706 ($12,924,228) for the previous fiscal year.
The dividend on ordinary stock was 10 per cent, comparing with five per cent for 1958.
All the Rank subsidiary companies, (Continued on page 2)

Col. Plans Big Drive On Behalf of 'Warrior'

Columbia Pictures is planning a huge campaign to promote "The Warrior and the Slave Girl," the largest of its type ever undertaken by the company. In announcing the promotional drive yesterday, Jonas Rosenfield, Jr., Columbia executive in charge of advertising and publicity, (Continued on page 2)

Ben-Hur' Booked at Capitol in Cincinnati

Cincinnati joins the list of key cities that will be among the first to play Metro-Goldwyn-Mayer's "Ben-Hur" with the announcement yesterday that the Capitol Theatre has signed a contract awarding the theatre the exclusive reserved seat engagement in the (Continued on page 5)

Exhibitors Prepare to Give Conciliation Trial

Indications are that exhibitors, organized and individually, are intent upon giving the industry's conciliation machinery a fair trial under the impetus of the recent agreement between the American Congress of Exhibitors and the Motion Picture Association of America to have it employed as a means of extending merited relief to hard-pressed theatre owners.

Text of the original conciliation rules is published in this issue on page 4.

Sees Sincere Industry 'Policing'

State Dept. Endorses Overseas-Films Policy

Urges Increased Self-controlled Effort To Govern Product Via Trade Codes

By J. A. OTTEN

WASHINGTON, Sept. 1.—The State Department has refused to endorse a Congressional resolution calling on the motion picture industry to do a better job of policing the films it sends abroad. The department said it feels the industry is doing its best to deal with the problem and that any such resolution might smack of censorship.

The department's stand, outlined in a letter to the House Foreign Affairs Committee, apparently killed any chance of Congressional action this year on the resolution, introduced by Rep. H. Allen Smith (R., Calif.), Rep. Morgan (D., Pa.), chairman of (Continued on page 2)

Hyams Named G. M. Of Screen Gems

Jerome Hyams has been named vice-president and general manager of Screen Gems, Inc., and will function as administrative head of the Columbia Pictures television subsidiary, it was announced yesterday by A. Schneider, president of Columbia Pictures, following a meeting of the Screen Gems board of directors.

Manulis Returning to Feature Film-Making

From THE DAILY BUREAU

HOLLYWOOD, Sept. 1.—Martin Manulis, who successfully launched Twentieth Century-Fox's television film production unit, has elected to return to feature film-making. He will (Continued on page 5)

infield Says: 'Fox Product Loaded with Showmanship'

Twentieth Century-Fox currently's product "more loaded with showmanship" than at any time in its history, Charles Elfinfield, vice-president, said yesterday at the return session of the company's national sales meeting in Beverly Hills, Calif., and are designed to pinpoint NTA's sales efforts to permit maximum concentration in the three key sales areas—national network, regional sponsors and market-by-market syndication.

Under the new organizational structure, sales responsibilities are assigned as follows:
Feature film sales, market-by-market (Continued on page 5)

Youngstein, Levine Will Address TOA Meeting

Max E. Youngstein, vice-president of United Artists and Joseph E. Levine, president of Embassy Pictures, will address the "show in showmanship" business building session of the 12th annual convention of Theatre Owners of America, at the Hotel Sherman in Chicago, III., Sunday (Continued on page 2)

Franke Leaving Para.; joins ABC Publicity

Charles Franke has resigned as publicist for Paramount Pictures here to join the publicity department of the American Broadcasting Company as New York press contact under Steve Trassberg, publicity manager. The appointment is effective Sept. 14.
Franke, who has been copy chief (Continued on page 2)
**Columbia Plan**

(Continued from page 1)

said it would be coordinated by a special unit headed by Steve Ed- wood.

Heaviest concentration of the promotion will be focused on the local- level, with record-breaking budgets set for individual cities and whole states. A group of a half-dozen key cities will receive a special reporter. The current plans call for a promotion budget of $45,000.00 and above the normal advertising and exploita- tion expenditures in that city. The pat- tern will be repeated in scores of other cities across the country.

Highlight of a giant exploitation campaign will be a touring float, vis- iting cities of all sizes in advance of local playdates. In keeping with the action of the film, the float will feature live ferocious beasts, mighty war- riors and scantily clad slave girls. Other ballyhoo will include live ani- mal stunts, gladiator contests and Roman feasts, all conducted locally on a national basis.

**Heavy Broadcasting Schedule**

The TV and radio campaigns will feature the largest number of spots for a film ever released by Colum- bia. The spots are being designed to appeal to all age groups and types of moviegoers. Different spots will be used for different shows, so that each spot will have a specialized appeal for the audience it is trying to reach.

The advertising phase of the pro- motion will embrace all media. News- paper advertising will include heavy use of color and full-page spreads. A wide variety of different ads will be prepared to cover all situations.

In addition to the regular theatre trailer, special color trailers are being made available to exhibitors through the Columbia exchanges. A full-color tabletoid herald will be used as a mass giver. A "Warrior and the Slave- Girl" comic book is also being prepared.

**Rank’s Profits**

(Continued from page 1)

with the exception of Rank Television, reported increased profits. However, Rank TV has declared an ordinary dividend of 12 1/2 per cent against 7 1/2 in 1956.

Other ordinary dividends were up, too. Gaumont British, for example, was 12 1/2 per cent as compared with 7 1/2 for the year before.

**Reopen Georgia House**

GAINESVILLE, Ga., Sept. 1.—The Ritz Theatre here, formerly owned by Georgia Theatres, has been reopened by R. C. Wilson, a merchant of Gainesville. Buying and booking will be handled by Tom Jones Booking Service.

**One Picture Starts on**

Coast; 29 Now in Work

(Continued from page 1)

THE DAILY BUREAU

HOLLYWOOD, Sept. 1.—Only one picture started this week, that an inde- pendent, "Southern 500," (Derby Day Pictures), which four pictures were completed, bringing the total number shooting to 29. Sev- eral others have postponed start until after Labor Day festivities.

Completed were: "Suddenly, Last Summer" (Sam Spiegel production for Columbia release); "The Gagebo" (Avon productions for Metro-Gold- wyn-Mayer); and two more television productions, "Tormented" (Cheviot Production), and "Kirby’s Gander" (Tiger Production).

**Cabaret Tax Cut 50%**

In House-Passed Bill

(Continued from page 1)

WASHINGTON, Sept. 1.—The House today passed senate amendments to a Federal cabaret tax bill cutting the 20 per cent rate to 10 per cent.

The House has passed similar bills in previous sessions, but the measure has always failed to get Senate action.

**Youngstein, Levine**

(Continued from page 1)

through Thursday, Nov. 8-12, TOA president George G. Keratos an- nounced.

Keratos said Youngstein was in- vited to talk about UA's aggressive and encompassing advertising, pub- licity and exploitation policy. Levine was asked to talk about his campaign for "Hobo nickel," an eft-nicked, dubbed film which will be one of the year's big grossers.

Both men will speak on Tuesday morning, Nov. 10, at a session to be chaired by Robert W. Selig, president of Fox Intermountain Theatres, which will stress business stimulation and ticket selling.

**Franke Leaving**

(Continued from page 1)

and press contact at Paramount, joined that company in 1932. Prior to that he was with Motion Picture Daily in New York for seven years as staff re- porter and film reviewer.

To Build New Drive-In

ASHLAND, Ky., Sept. 1.—A 500- car outdoor theatre will be built im- mediately on a site near the entrance to Carter Caves State Park in Carter county. Dr. W. E. Day of Lawton, who formerly owned and operated a drive-in theatre at South Point, Ohio, near Ashland, said he has bought an 8-acre tract fronting U.S. 60, 2.5 miles west of the main entrance to Carter Caves Park, as the site for the new theatre, a 20-unit motel and a swimming pool.

**Overseas Film**

(Continued from page 1)

the committee, which has control of the resolution, said he did not expect the bill to go forward.

The Smith resolution, introduced early last month, declared that the film going overseas would not depress American life by per- current crime and similar subjects. It proposed that Congress go on record as an industry to end the Motion Pictures Code more vigorously and take other steps to prevent shipment abroad of films that portray immorality or violent acts that amounts to U.S. conditions.

The State Department’s commit- ment was submitted by Assistant Secretary William M. McOmber, Jr., said the department believes completely in ren- dating the U.S. a "principled, cooperative in harmony with our national foreign policy objectives." It also noted that in many cases, the foreign government does not control the information media, and it is grave possibility that some of the worst and well-intentioned dis- traction of various aspects of American life will be misinterpreted as defilement.

**Calls Industry ‘Alert’**

However, the department warned in its dealings with the picture industry, the department has become aware that as a new group of Americans, the indus- try is still a "relatively new" and has taken measures to observe such misunderstandings. The depart- ment is confident that with a good understanding of the current picture industry of the importance of the U.S. plays in world affairs, it will increase its efforts to approp- riately control its output throughout the world.

"The department does not, for- evere the decision. Instead, it does not wish in any way to inter- or censure the free expression of ideas. Freedom of expression is one of the basic components of the image of the United States in the world.”

**Our JOURNAL**

If you are experienced, efficient in ed- cational background and seek interest- ing job with a busy motion picture ad- vance executive, there’s a good spot open for you. Let me hear from you.

Sun. 52, Motion Picture Daily, 1270 8th Ave., New York 20, N. Y.

THE NEW PETITE ROOM WITH COLOR AVAILABLE FOR "SUMMIT SESSIONS" THE LITTLE CLUB LUNCHONEN COCKTAILS DINNER AFTER-THEATER

70 Cents 55c St.
Patrons' Requests
Guide Art Bookings

Special to THE DAILY
TORONTO, Sept. 1.—Listening to his patrons and booking only films they ask for has made the basis for Curley Posen's Kent Theatre in that city. The 520-seat house across the street from two first-run houses, is run by Mr. Posen, who is known by the comments of his patrons.

The policy was initiated by Curley following receipt of a letter from one of his patrons guaranteeing him an audience for a particular film. The letter-writer, a woman, told him she had a lot of friends who liked to go to the Kent. They liked its theatre-like atmosphere—its child-like attend and rowsies are barred—but the films played, and because they were missed on other runs or wanted to see repeats of the films, Curley's has a thermometer to test the temperature of patrons' interest in any program.

Drew First-Run Overflow

Dream of his business was the overflow from the first-run houses, the Hollywood and the Hyland. But Curley warned a few select audiences as well as his policy means clearing steep admission pictures and spectacle films, juggling close to an art theatre policy.

The Kent Theatre Club was formed to provide Curley with a forum on films he should run. They suggested titles that should be shown and occasionally are entertained by Curley parties. They use the work of calling out circulars themselves, with Curley supplying the materials. They'll club member what's coming up, and then advise the members of Curley's reactions.

They Bring 'Business'

"So what if the group is artistic taste—they bring in business—I entreat the theatre to make a profit and cater to the public," says Curley.

Head Tops $300,000 in 7 Weeks at State

United Artists' "A Hole in the Wall" has rolled up a huge $300,000 for its first seven weeks at Locust Street Theatre here, it was announced by William J. Heimann, UA vice-president. The SinCap Production is holding over for an eighth week start-out.

Annoting the total figure, Heimann declared that the film is continuing its top-business performance in steady situations across the country.

two More for Martin

HOLLYWOOD, Sept. 1.—Dean Martin will star in two major productions for Columbia Pictures during the next three years, it has been announced by Joseph L. Biskind, Columbia vice-president in charge of domestic operations.

Martin, who has just completed a supporting role in "Who Was That Lady?" will be featured in two additional properties to be selected shortly.

SMpte to Sponsor Fifth International Congress of High-Speed Photography

The Society of Motion Picture and Television Engineers will sponsor the Fifth International Congress on High-Speed Photography including the 88th Oct. 16-22, 1986 at the Sheraton Park Hotel in Los Angeles, with the cooperation of the government and governmental agencies.

Simultaneous interpretation of the three official languages—English, French and German—will be provided through individual headsets to audience members.

The organization of sessions is now in progress and the topic chairmen are presently being appointed. D. Max Beard, Silver Spring, Md., is general chairman of the Congress. J. S. Courtney Pratt, Bell Telephone Labs., Inc., Murray Hill, N. J., will coordinate the papers solicited and forwarded by national delegates.

Dr. Schardin to Serve

Dr. Hubert Schardin, Weil am Rhein, Germany, who was chairman of the Fourth Congress, is deputy chairman of the fifth. He will assist in the work of coordinating the Conferences.

Sessions will open with short films related to photographic instrumentation subjects. Contributions to this part of the program are expected from all parts of the world.

New R&B Art Theatre To Open Here Oct. 9

Rugoff and Becker has set Oct. 9 as the opening date for its new first-run art theatre here, the Murray Hill. The theatre, located on East 34th St. between Lexington and Third Avenues, is a complete overhaul of the old 34th St. Theatre, only the walls and roof of which remain unaltered.

Renovations and refurbishing, including new seats, floors, projection room, sound equipment, screen, lobby, lounge and marquee represent a total investment of $850,000.

The Murray Hill will seat 570 persons in a stadium layout. Free coffee will be served in the lounge.

Theatre was designed by architect Ben Schlanger, who is a consultant on the Lincoln Square project. Schlanger also designed the well-known theatre in Williamsburg, Va. for the Rockefeller brothers.

Set 'Beach' Screenings A series of special screenings for Stanley Kramer's "On the Beach" has been set as part of an extensive promotion campaign to generate advance word-of-mouth interest in the United Artists release, with opinion-making and organizations.

Newman in 'Exodus'

Paul Newman was signed yesterday by Otto Preminger for the part of Ari Ben-Ganaan in the producer-director's forthcoming film version of "Exodus." The film will be released by United Artists.

PEOPLE

William Yuraso, who was chief film buyer and booker for Stanley Warner Theatres in Philadelphia and associated with that circuit for many years in several capacities, is leaving the company to join Somerford Theatres, Scranton, Pa., on Sept. 8, succeeding John Roberts, who has retired.

Richard Neilson, owner of the Kigalie Drive-In and Frontier theatres in Billerica, Mass., has joined the Mountain States Theatres Association also the Theatre Owners of America.

Alexander "Sandy" Cameron has been named manager of the motion picture advertising department for McCaig's Magazine.

William A. Hatkoff, for many years in Connecticut exhibition, now secretary-treasurer of Business Activators, Inc., Norwalk, Conn., advertising-sales promotion agency, has been named publicity chairman, Norwalk United Fund Campaign.

"Porgy" D. C. Opening To Benefit Two Groups

WASHINGTON, D. C., Sept. 1.—Samuel Goldwyn's "Porgy and Bess" will premiere here Wednesday, Oct. 14, at the Uptown Theatre before an audience of society and political personalities. The formal opening will be a benefit on behalf of two organizations, International Student House, and Foreign Students Service Council. The two groups are expected to realize about $10,000.

An invitation to attend has been forwarded to producer Goldwyn and Mrs. Goldwyn, who are expected to be in the East at that time, before leaving on a tour abroad.

"Kimono" Record Tie-In

HOLLYWOOD, Sept. 1.—A promotional tie-up has been effectuated between Harry Sabin and Samuel Fuller, whose "The Crimson Kimono," Glove Enterprises production for Columbia, goes into its pre-release engagements this month. Tie-up will have 1,000 copies of Harry Seidman's "Crimson Kimono" theme music 45-RPM record distributed to key newspaper contacts as well as disc jockeys during the next few weeks.
Conciliation Not Used, Study Shows

Official Rules of Conciliation

Since exhibitors in all parts of the country beginning at once will be encouraged by national and regional organizations of theatre owners to make the fullest possible use of the existing industry conciliation machinery, Motion Picture Daily is printing the official rules of conciliation as adopted and put into effect Nov. 1, 1957.

The conciliation machinery was accepted by the American Congress of Exhibitors and the Motion Picture Association of America recently as the best available means of hearing the complaints of small theatres and affording all merited relief. In so doing, the exhibitor or any party to the exhibit-ant conciliation proceedings. The proper procedure for doing so follows, Ed. Sec. 3. Controversies which an exhibitor has not been able to settle with a particular distributor, may be litigated out of an existing or a proposed relationship between such exhibitor and distributor, including (but without limitation) exhibitor grievances which are subject to arbitration under a pro-posed arbitration agreement, shall, if the exhibitor so desires, be submitted to conciliation in an endeavor to dispose of such controversies amicably, informally and quickly, and thereby to avoid arbitration or litigation wherever possible.

Procedure Outline

Sec. 3. Conciliation shall be con-ducted as follows: (a) An exhibitor desiring conciliation for any exhibitor or individual exhibitor shall send to the branch manager of the distributor at the Exchange, from which the exhibitor's theatre is served, a written request for such a meeting, and shall state in such request the controversy or controversies with such distributor to be con-ciliated, and may name therein one person not an attorney who will ac-company him and assist in the efforts of conciliation.

Third Parties Welcomed

By mutual agreement of the exhibitor requesting conciliation and the distributor, third parties who may be affected by the matter to be conciliated may be invited to attend the conciliation meetings. The failure of either party to agree to the invitation of such third parties shall not reflect on the conciliation agreement. If such party and the conciliation meet-ing shall proceed without such third party or parties.

The exhibitor, in his request for conciliation, may name third parties (had it been set up) or to litiga-tion.

Recommending the system is its time-saving simplicity and informality, the fact that it requires no formal ma-chinery to support and entails a mini-mum of cost.

However, at its outset many exhibitors belittled it as adding nothing to the time-honored custom of arguing things out with the salesmen or the branch manager, and writing a letter to the home office if satisfaction was not forthcoming. This attitude on the part of organization officials, ad-mittely discouraged good faith rank and file from making use of conciliation when they did have a problem.

Many are now hopeful that a change of attitude on conciliation and distribution will make the system not only more inviting but also more effective.

Other person (who may be an a-ney, and the general sales man or a sales manager designated by and not more than one other person his selection (who may be an an-ney.

Third parties who were invited and did attend the conciliation meet-ings, and third parties who attended the distributor's Home-office aforesaid. Each such third party or anyone designated by such party and not more than one other person (who may be an an-ney) may attend such meeting.

With Branch or Head Office

(e) The exhibitor and the distributor may arrange the conciliation meeting with the branch manager or general sales manager, respectively, at any time or place and with such addi-tional person mutually satisfactory. No regard to subdivisions (a) to inclusive of this Section.

Section 3. The function of the societies of the exhibitor or third parties shall be limited to the endeavor to assist in the conclusion of the controversy not being conciliated. Neither the exhibitor nor the distributor shall be used to demand any obligation to dispose of the controversy under conciliation in the manner proposed by the other party, the judgment and good faith of party shall not be questioned by the branch manager or any of the parties involved in the conclusion reached by him on the exhibitor's request.

Confidence Assured

Sec. 4. (a) The discussion in regard to conciliation shall be con-idential and without prejudice, and exhibitor and the distributor and third parties invited and who attend, at the discretion of the parties participating in the conclusion meetings agree that nothing said, written done by any party in or in connection with the conclusion shall constitute to such other interest, or be used as such.

(b) Conciliation hereunder is intended to change, interfere, w or delay the usual negotiations between an exhibitor and a distributor for the licensing of pictures.

(c) Conciliation hereunder shall bar an exhibitor from resorting arbitration or to litigation.

Dated, Sept. 17, 1957

3 Awarded Judgment

Three publisher members of American Society of Composers, Au-thors and Publishers have been awar ded judgment for $750 against Robert Yanick, proprietor of 3-J's Bar, Dete in a copyright infringement ac-tion charging the defendant with the publication of a copyrighted composition. The judgment also awarded costs of $109.40. The ASCAP members who were awarded judgment are William Bernstein & Co., Inc., Music, Inc., and De Sylva, Brown Henderson, Inc.

MOTION PICTURE DAILY
Wednesday, September 2, 1957

SURVEYS OF THE OPERATION OF THE Industry conciliation machinery were made by Motion Picture Daily at six month intervals after conciliation was officially declared in effect Nov. 1, 1957.

On May 1, 1958, results of the first survey were published, showing pro-nounced evidences of a decided lack of exhibitor interest in the new method established for the handling of exhibitor grievances and extending relief to deserving complainants.

Used by Fewer Than 50

No official records of conciliation cases were kept by any single industry office. As a result, only informed esti-mates could be obtained of the number of proceedings instituted. The best guess, arrived at by averaging esti-mates of informed distribution and ex-hibition figures, was that fewer than 50 exhibitors had avoided themselves of the conciliation procedure in the first six months of existence.

The result of the survey at the end of the first six month period indicated little or no pronounced exhibitor disinterest in conciliation. An even broader inquiry among exhibition leaders and distribu tion officials close to the situation brought an estimate of from less than 50 to a maximum of 75 cases request ing conciliation in the 12-month peri od. Of these, it was estimated, fewer than 10 had been taken from the branch manager level to the home office and the general manager for a final solution.

Stemmed from 1957 Move

The conciliation plan was an out growth of the exhibitor-distributor arbitration conferences of 1956-57. While the conferences were unable to agree on a formal industry arbitration plan, agreement was reached on conciliation. In the somewhat strained exhibitor-distributor atmosphere which followed collapse of the arbitration conferences, little effort was made by either side to encourage the use of the conciliation machinery which had been made available.

Essentially, it was designed as a preliminary step which, if successful, would eliminate the need for recourse to the more formal and time-consuming arbitration procedure, or even to litigation. It was a quick, inexpensive method of attempting to resolve a difference on as informal a plan as possible.

General Sales Head Available

In essence, it permitted an exhibitor with a problem to attempt to have it resolved in conference with a branch manager, in the company of others or not, as decided. If the problem could not be resolved at the branch level, the complainant was at liberty to appeal to the general sales manager in volved. If this would not solve the problem, it would be arranged, again either in the company of others or not. If an agreement was the result, the complainant was free to resort to arbitration or to litigation.
conciliation
(Continued from page 1)

ally to the fact that the two nacial exhibitor organizations, the Motion and Theatre Owners of America, were so intent in 1956-57 on obtaining an industry arbitration tribuness in their protracted negotiations with the motion picture distributors. However, not one of the accounts mentioned the heroism of a fellow-ASCAP member, Vic Mizzy, who lives on the same floor at the Shoreham, who risked his life in a vain attempt to save George. . . . Charles Norton and James Hammerstrom have formed a new motion picture production firm, Rampart Productions, Inc. which will start filming Norman Brooks' (his recent Bicker, "Attack," was a Venice Film Festival Award Winner) "Fatal Encounter," in November with David Miller, megging. To date only one set for the film is John Kerr with the rest of the cast to be selected by Norton when he gets to the coast late next week. . . . Bill Shipley is rounding out his ninth consecutive year as the "Voice of Prudential." Series started out on Max Liebman's "Your Show of Shows" (NBC-TV) then went on "You Are There," "Air Power" and now "Twentieth Century" (latter on CBS-TV) . . . Added another longevity item: Jerry Roberts took "temporary" announcer job at WAAT (now WNTA) Newark, N.J. 19 years ago. You thought he'd left there, is Dave Bortch. Who anchored the yacht, the "Fritzi B," at the Lido Hotel (Long Beach, L.I.) this summer and discovered that the Seiden Hostelry is so immense that there are two of everything; kosher and non-kosher dining rooms—indoor and outdoor swimming pools, two night clubs, two dance halls. "Some place," said the millionaire Bookbinding king to Mort Sunshine, "but where are the two oceans?" . . . 19-year-old Janie Ried, a product of the Dunbar High School in Washington, D.C., has the poise and lyric soprano pipes to be the world's most beautiful opera singer. While sojourning recently around the Potomac last weekend we also learned that WWDC engineer John Yareld also rates a regular turn on the front end of the mike. John is baritone soloist at the St. Matthews Cathedral there and is studying under Hazel Arth, who was first Atwater-Kent National Award Winner . . .

** **

Himself one of Philadelphia's most famous radio-TV personalities, Red Benson brought us home to the house of Glenn and Brenda Deringer where the brother-sister act thrilled us with a two-hour impromptu twing-door organ musicale. We've been on Broadway for 30 years and never have heard nor seen such talent. Later we learned that four years ago, when Glenn was 12, he appeared in the "Jackie Gleason Show," "The Paul Whiteman Show" and more recently on the "Ferry Como" and "Himself and Friends" show. He's also been a regular on a weekly network program that is a certainty to thrill and delight Mr. and Mrs. America AND the youngsters. . . . Al Martino had a chance to whip the title of his current hit record of "Darling I Love You" to Marian Gwen Wenzel last Saturday, when they were married by Mayor Ralph James at Wildwood, N.J. . . . Michael Zarin and his orchestra return to the Peacock Room of the Waldorf-Astoria Sept. 17, making it a quarter century booking for the group. Clive Harris also re-engaged Kimon Kolev and his trio for the 24th consecutive year . . . J. Burgi Contner has been named director of photography for Robert Lawrence Productions.

Ben-Hur Booked
(Continued from page 1)

Cincinnati area. The Cincinnati premiere will take place early in 1960, just after the world premiere in November at Loew's State Theatre in New York.

Moe Silver, zone manager and member of the board of Stanley Warner Theatres, predicted a run of more than two weeks for "Maria and Anderson Finals." Goldwyn-Mayer's central division manager, represented the film company at the contract signing.

Previously, "M-G-M" announced bookings for the Egyptian Theatre, Los Angeles; Saxon, Boston; Boyd, Philadelphia; Alouette, Montreal; University Theatre, Toronto; Roxy, Atlanta; Tower, Dallas; United Artists, Manulis Returning
(Continued from page 1)

produce three top budget films within three years.

Manulis was originally signed by executive producer Buddy Adler to produce feature films under an independent unit set up for Manulis' company, MM Productions, Inc. Between now and March 1, 1960, when his current pictures will be released, Manulis will create and prepare 20th-Fox's television film program for the 1960-61 season.

Dwight - Capitol, Vancouver; Warner, Pittsburgh, and the Academy Theatre, Minneapolis, all on a reserved seat basis.
Fox Product

(Continued from page 1)

were present. The afternoon session was devoted to a comprehensive detailing of advertising, publicity and exploitation plans for the company's nine releases between now and the end of the year.

The morning session consisted of opening remarks by welcome by president Sypros P. Skouras and general sales manager Alex Harrison, as well as other top 20th executives. After an invocation by assistant general sales manager C. Glenn Norris and short speeches of welcome by Stimson of Harrison, the assemblage heard from company executives: executive vice-president W. C. Michel; vice-president and eastern studio representative Joseph Moskowitz; treasurer-secretary Donald Henderson; 20th International vice-president Emanuel Silverstone; De Luxe Labor president Allan Freedman; and Movietonews vice-president and producer Edmond Reek.

To Conclude Today

The meeting will be concluded today, during which time Skouras will make a major address to the managers.

Highlight of yesterday afternoon's presentation was an address by Einfeld in which he pointed out the production values and high potential of the product to be released in the next third of 1959.

"One of the most impressive arguments for this schedule," the vice-president noted, "is the fact that not one of the subjects could be treated on television. Only the motion picture medium can provide the scope for the subject matter contained in these attractions. Each of these attractions has already been packaged and slanted so that the exhibitor will be provided with a particular aid in each situation."

Stress 'Best of Everything'

Foremost in the varied presentations of slant, format and approach on each of the pictures was the outline of the merchandising and pre-selling campaign of Jerry Wald's "The Best of Everything," slated for release in October.

Among the announcements made to the meeting concerning the "Best of Everything" campaign were:

Confirmation of Johnny Mathis, top recording star, as the title song both under the main titles and via a Columbia recording.

Big Space in Harper's

Development of the biggest department store tie-in in 20th history with Allied Stores, the results of which will be reported in the wrap-up of the week.

Coordination of an extensive window promotion with Harper's Bazaar, culminating in an entire section of the October issue of the nationally prominent magazine.

In addition to these announcements the managers were briefed on upcoming publicity breaks in national magazines, as well as national magazine advertising and newspaper advertising.

Another of the top campaigns revealed at the session was the approach to "The Hound Dog Man," which stars Fabian, Carol Lynley and Stuart Whitman. The new target build-up on Fabian was gone into in detail and a rough-cut of the new star trailer (third in a series which has featured Carol Lynley and May Britt) was shown. In the latest new star trailer, Pat Boone introduces Fabian.

"Journey to the Center of the Earth," Charles Brackett's production starring Boone, James Mason and Arlene Dahl, was also the subject of extensive treatment. Promotions involving a specialty window display on "Journey" as well as details of an elaborate Pocket Books promotion for the paperback edition of the Jules Verne tome and a television send-off via the Boone TV show were discussed.

The success of such specialty-market oriented campaigns was attributed to a 20th-Fox's "Blue Denim" and "The Blue Angel," as well as an appearance by "The Blue Angel" merchandising team, featuring representatives of Life and Look, who were also on hand.

In each picture, slated for release between now and January, individual aspects of the campaign and kits, complete with past publicity breaks, advertising samples and merchandising slants, were gone into.

REVIEWS

Look in Anger

Woodfall—Warner Bros.


Highly successful when performed on the stage in London and New York a few years ago, "Look in Anger" has now been brought to the screen in as faithful an adaptation as its ardent admirer could demand. This means that theatre exhibitors have here an offset drama for their patrons to which strong reactions can be expected, both pro and con.

In addition to the considerable reputation of the play, showmen have other elements to sell. Foremost are the talents of Richard Burton and Claire Bloom in leading roles. There is an exciting "new face" for the screen in Mary Ure, repeating her stage performance. And the drama, of course, is from the pen of John Osborne, of Britain's "angry young men" school of writing, which is still much in the news these days.

"Look in Anger" is primarily a character study, a portrait of a malcontent young Englishman of today trying to find himself. He has a university education but prefers to earn his livelihood by running a candy stall. He seems to love his wife, but he insults and abuses her until she can't take it any more and leaves. He then makes her best friend, a woman he has despised, his mistress until his wife comes back and the other woman nobly bows out.

On the stage audiences found this character alternately abominable, pathetic, exasperating, and sad. Above all they found him articulate, for he has some pithy things to say. (Sample: "It's no fun living in the American age—unless, of course, you're an American.")

On the screen he retains these qualities but something new has been added. He is, in a word, more humane. Osborne, who collaborated on the screen play with Nigel Kneale has inserted some new material that makes the fellow more sympathetic. This is all to the good for motion picture audience response.

And Burton plays the difficult role vigorously and well. Occasionally he may seem a shade theatrical—especially when he rants. But that's the part. Miss Ure is even more affecting on the screen than on the stage, as his wife, and Miss Bloom, as the mistress, attracts a good deal of audience sympathy to what is essentially also an unsympathetic part. Gary Raymond does not bring out all of Burton's best friend, but Edith Evans stands out in a new role written especially for her—"the kind of the elderly woman who helps the hero set up his candy business.

To the credit of director Tony Richardson and the writers, "Look Back in Anger" is no photographed stage play, It moves steadily and at a quick pace. Chris Barber and his band supply jazz music as a background.

This Woodfall film was produced by Harry Saltzman in England. Running time, 100 minutes. General classification. Release, in September.

RICHARD GERTNER

Fox Street-Scene Sets

Are Destroyed by Fire

From THE DAILY BUREAU

HOLLYWOOD, Sept. 1. — A 20th-Fox studio backlot fire last night destroyed most of the New England street sets used in the filming of "Feyton Place," "Blue Denim" and "Rally Round the Flag, Boys," as well as some 100 other films made during the past 25 years. Damage is estimated at $100,000.

The fire, which started in a large street-scene set in the 20th-Fox "Blue Denim," spread to an adjacent "Blue Angel" set. A procession of "Blue Angel" merchandise made an appearance, as well as an appearance by "The Blue Angel" merchandising team, featuring representatives of Life and Look, who were also on hand.

In each picture, slated for release between now and January, individual aspects of the campaign and kits, complete with past publicity breaks, advertising samples and merchandising slants, were gone into.

Screenings Included

The Merchandising Clinic included screenings of 20th-Fox's "Blue Denim" and "The Blue Angel." Exhibitors got Awan a vote of approval and agreed they would like more of the same. Awan said it was a treat that all of the distributors join in all-industry clinics be held at local levels with each distributor participating in the exchange of ideas.

J. B. FILLIAGER DIES

CLEVELAND, Tenn., Sept. 1 John B. Filliager, 77, formerly an owner of the Moneta Theatre, died yesterday of a heart attack at his local hospital. He is survived by two nephews.
New Pa. Censorship Measure Passed By House By 163-1

The genuine concern with which the industry regards passage of the new Pennsylvania censorship law was underlined yesterday with the issuance of statements by the Council of Motion Picture Organizations and the Motion Picture Association of America, immediately that word of the Pennsylvania House action reached New York. The measure, previously passed by the senate, passed the house by a vote of 163 to 1.

Both Compo and MPAA were active (Continued on page 3)

To Discuss Community Film Groups’ Help

Plans for making the most effective use possible of all existing community film groups in the promotion of specific pictures will be discussed at the regular monthly meeting today of the Motion Picture Ass’n of America advertising-publicity directors committee. With most of the community film groups (Continued on page 6)

JATSE Local Calls Off ‘Unauthorized’ Strike in Cleveland; Resumes Negotiations with Theatres

Cleveland, O., Sept. 2.—A strike here of members of Local 160, JATSE, which closed five downtown first-run theatres for five hours yesterday afternoon, ended in time for the resumption of performances in the evening. The strike, called when a new contract was not agreed upon to supplant the one that expired Monday midnight, had not been authorized by Richard Walsh, JATSE president, who ordered the projectionists and stagehands to return. Theatres shuttered briefly in the dispute were Loew’s State, Stillman and Ohio; Stanley Warner’s Allen and the Hippodrome, an independent operation. Unaffected was the Palace, a Cinarama house, which has a different contract with the union under its roadshow policy. The five theatres were all picketed temporarily.

The local union committee said theatre negotiators walked out of a meeting when the union insisted upon a ten per cent wage increase and a reduction from the current 36-hour work week to 30 hours. Negotiations have now been resumed.

The present base operator’s salary is $134.55 for 36 hours. Most operators, however, receive $10 weekly overtime.

40 Pictures

Fox to Have $60,000,000 ’60 Program

Skouras Tells Sales Meet Of Schedule into 1961

Harrison Tells Plans For Skouras Sales Drive

Plans for the Skouras P. Skouras sales drive, scheduled to run from Aug. 31 to Dec. 26, were announced yesterday by Alex Harrison, 20th Century-Fox general sales manager, at the climax of the company’s national sales convention here since inaugurating its local autonomy policy. Harrison said (Continued on page 1)

Michael Mayer IFIDA Executive Director

Michael Mayer has been selected as executive director for the Independent Film Importers & Distributors of America, Inc., it was announced yesterday by the group’s executive committee, Richard Brand, Jack Ellis and Daniel Frankel.

Under the set-up the organization’s offices will be located at Mayer’s press (Continued on page 2)

TELEVISION TODAY—page 6
**PERSONAL MENTION**

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by Bernard Levy and Al Sicignano, are in Buffalo from New York.

JAMES HUDGENS, office manager for Columbia Pictures in Atlanta, has returned from his duties there for a vacation.

JOSHUA LOGAN, producer-director, will arrive in New York tomorrow from Hollywood.

JAMES CAMPBELL, special sales representative for Allied Artists in Atlanta, has left there for a vacation.

DANNY KAYE returned to Hollywood yesterday from Australia.

MRS. ROSA L. LANHUM, of Capital Releasing Corp., Atlanta, has left there for a holiday in Florida.

MRS. C. E. NEWM, of the Allied Artists office in Atlanta, has left there with her husband for Florida.

J. STANLEY BAKER, head of Hicks-Baker Theatres, Baltimore, has left there with Mrs. Baker for a vacation at Ocean City, Md.

BETH ELAINE ROBINSON, daughter of Thomas Robinson, office manager for Columbia Pictures in Denver, was married in North Presbyterian Church there to Donald Paul Erickson.

CHARLES KARR, manager of Martin Theatres booking office, Atlanta, has returned there from St. Petersburg, Fla.

JACK SASSON, of the Stanley Warner Strand Theatre, Hartford, has returned there from Moodus, Conn.

MARTHA CHANDLER, United Artists booker in Atlanta has returned there from Palos Verdes Estates, Cal.

**Name Mayer**

(Continued from page 1)

ent law offices. The over-all deal with Mayer must still be ratified by the board of directors of IFIDA, which will hold its meeting the 15th. Mayer has been an attorney and legal advisor in the film business for many years and is well acquainted with problems of independent distributors and importers. He is a partner in the law firm of Spring & Mayer of this city.

**Carroll Baker a Guest At AB-PT Conference**

SPECIAL TO THE DAILY

WINTER HAVEN, Fla., Sept. 2.—William Perlberg and Carroll Baker, the co-producer and star, respectively, of Paramount’s “But Not for Me,” were two of the featured attractions yesterday and today at American Broadcasting - Paramount Theatres’ fourth semi-annual promotion conference at the Langford Hotel here.

Also on hand for the conference, besides the stars, were the managers and the promotion and exploitation of selected films by specially trained theatre exploitation teams, were Jerry Pickman, Paramount Pictures vice-president in charge of advertising, publicizing and exploitation; Hugh Owen, vice-president of Paramount Film Distributing Corp.; Sidney Markley, AB-PT vice-president; and 50 of marketing-exploitation experts and executives of five of AB-PT’s southern affiliates from 12 states.

Paramount Theatres, which operates 60 theatres, 12 in the greater Miami area, was host organization. Miss Baker and Perlberg were on hand for the screening of “But Not for Me,” at the conference dedication day, and the extensive promotion discussion which followed the screening.

**3rd ‘Tingler’ Record**

Columbia’s “The Tingler” broke its third consecutive house record in its first three engagements when it piled up an all-time high gross of $5,100 in its initial day at the Pilgrim Theatre in Boston Tuesday, the company reported here yesterday. The William Castle Production previously established opening day marks at the Broadway Capitol in Detroit and the Hippodrome in Baltimore.

**Will Install Todd-AO**

PITTSBURGH, Sept. 2.—The Warner Theatre, formerly an exclusive Cinerama house, but now showing the Three Penny. will begin a Labor Day to install Todd-AO equipment. Its reopening date will be Oct. 1 with “The Big Fisherman,” with “Ben-Hur” tentatively set to begin on Oct. 8.

**15 to Receive SMTE Fellow Memberships**

The Society of Motion Picture and Television Engineers will honor 15 men this year with Fellow Memberships in the Society. A Fellow of the SMTE is one “who by his proficiency in the motion picture industry, has contributed in an outstanding rank among engineers or executives of the motion picture or television industries.”

The new SMTE Fellow’s are: C. Loren Greaves, motion picture motion picture section supervisor, Color Technology Division, Eastman Kodak Company, concerned with product development and manufacturing in color motion picture films.

James W. Taylor, chief engineer, Movielab Film Laboratories, Inc. Harry Paul Bregmann, research specialist, The Marquardt Corp., Pomona, Calif., concerned with mathematical research on data recording on color films and the development of the film data recording techniques.

Paul W. Vittum, associate head of the Color Photography Division, Eastman Kodak Co., Rochester, N. Y. He has directed extensive research and development of color photography which resulted in approximately 75 United States patents.

Walter Beyer, staff engineer, Motion Picture Research Council, Hollywood. As a special projects engineer for mechanical and optical work on problems of film production and exhibition.

Baker also acts as a special consultant to MFRC president William F. Kelly.

Robert E. Birn, product planning engineer, General Electric Co., Cleveland, concerned with incandescent lamps.

John M. Colbourn, assistant director, Manufacturing Experiments Division, Eastman Kodak Co., Rochester, N. Y., supervising experimental work to improve the physical characteristics, quality, and performance of photographic film and film base.


Hans-Christoph Wohlhite, director of Technicolor Production, Chicago, Ill., engaged in the development of equipment for the motion picture industry.

Julian Hale Webb, head, physics division, research laboratories, Eastman Kodak Company, Rochester, N. Y.

Philip E. Smith, assistant manager, Eastman Kodak Processing Laboratory, Chicago, Ill., supervisor of production activities in the largest of the Eastman Kodak Company’s color film processing establishments.


G. Don Malkames, Don Malkames.

**'Hole' at $2,403,353 In First Seven Weeks**

United Artists’ “A Hole in the Head” has registered a $2,403,353 total gross for 385 domestic engagements in its first seven weeks, it was announced by William J. Heineman, A. vice-president.

Heineman said that the Sinupac production has shown “extraordinary growth” in the past three weeks grosses equaling and in some cases exceeding the totals of earlier weeks.” He added that the film is currently booking into various top playdate situation throughout the country, some as long as eight weeks.

**Radio Spots for ‘Cry’**

A national radio campaign aimed at promoting the feature "Cry," has been put into local openings of Canon Production’s “Cry Tough,” a United Artists release. The radio saturation campaign, carried on major network and local stations, consists of three 60-second spots which introduce John Saxon, star of the film, who talks to teenagers about himself and the picture. There are also three 30-second spots, three 20-second spots and one 10-second station break.

Inc. A member of the SMTE since 1931, he is the curator of a private museum of early motion picture apparatus.

Albert Gillet, general manager, Brockett Simplex Co., Paris, France, which manufactures the Simplex Projector.

Leon Shelly, president, Shelly Films, Ltd., Toronto, Canada

Presentation of the Fellow Membership Awards will take place during the 86th semi-annual convention Oct. 5-9 at the Statler Hilton Hotel here.

**GIRL FRIDAY** SECRETARY

If you are experienced, efficient with good educational background and seek interesting job with a busy motion picture advertising executive, there’s a good spot open. Let me hear from you.

Charles M. Mott, Motion Picture Daily, 1270 6th Ave., New York 20, N. Y.
posing the measure. They warned that the bill may serve as a pattern other states may follow. The passage of a censorship bill by Pennsylvania Legislature means nothing, that the motion picture industry is once more the victim of an "iniquitous" group," said Henry E. McCarthy, information director of COMPO.

Backed by Church Groups

Organized "strenuously by church w's," McCarthy said, "the bill was passed through both Houses of the Legislature without the face of statements from all known law that it was an unconstitutional and that it unjustly inflicted serious damage innocent theatre operators throughout the state, with the exception of one in Philadelphia, the only area in the state where during the evil it was aimed at.

The measure's greatest however, is that it unquestionably will give encouragement to censors in other states. The motion picture industry should have been prepared to meet such legislation as it is in serious legal trouble next year when the nature of most of the country's censorship, whether institutional or unscrupulous, is likely to be a major problem. Exhibitors, as well as distributors, should be prepared to face adverse legislation with every weapon at their command.

Now in New York and Pennsylvania, the WP will do its utmost, working with the MPAA, to defeat such iniquitous legislation."

Johnston Issues Statement

In his statement issued by motion-picture leader, the Pennsylvania has won another battle.

Jack in 1911 it was the first bill which he Union to adopt censorship. It "represents the will of the people of the state. They had no chance to vote on it. The people of Pennsylvania have been put over on this time, I predict an outrage on the part of the Press." From the Schuykill to the Songhele.

Sees Freedom Sacrificed

What does the new bill do? It affirms freedom. It extinguishes the virtue's liberty to judge for himself. It turns over to a political board power to approve or disapprove what millions of people may be allowed to see on their theatre screens.

What a sad day for Benjamin Franklin's Pennsylvania when individuals can be deprived of liberty because of a "little censor! Let's hope it takes less time this year to rescue freedom from the dark spot where political pressures have again landed it."

immediately that it has been signed into law.

While passage of the measure had long been anticipated, the size of the vote in its favor came as something of a surprise. Both the Motion Picture Association of America, the Council of Motion Picture Organizations, many Pennsylvania exhibitors and friends of the industry had joined in opposition to it.

Some feel that it may successfully skirt the U.S. Supreme Court's prohibition against "prior censorship" in a way that it may be unconstitutional despite its manner of avoiding "prior censorship."

Two Pennsylvania House measures (HB-2232 and 2373) prohibiting the showing and distribution of obscene films were approved by 184-0 and sent to the Senate.

One would prohibit any persons from producing, selling, leasing or distributing an obscene film or one which has created a public disturbance. It further provides for seizure and destruction of such films.

Court Would Forbid Showings

The other would empower district attorneys to make an investigation if they have reason to believe a film is obscene, and file a request in court to forbid showing of films they considered to be so. A majority of the court would forbid the showing, distribution or exhibition of such film anywhere in the state.

The proposal would also require the district attorney to notify the distributor, his agent or anyone showing the film or the action, with an answer to be filed within five days.

Should the court, after a trial, find the film obscene, it would be empowered to ban the film permanently in Pennsylvania. Both measures repeal the Pennsylvania censorship law of 1913, and provide for fines not exceeding $5,000 or five years imprisonment, or both, for violation.

The theatrical industry's main concern now is that the measure may become a pattern for other censorship-minded states around the country.

The law will undoubtedly be tested at the request of many lawyers who have stated they believe it to be unconstitutional despite its manner of averting "prior censorship."

The Council of Motion Picture Organizations (HB-2322 and 2237) prohibiting the showing and distribution of obscene films were approved by 184-0 and sent to the Senate.

The proposal would also require the district attorney to notify the distributor, his agent or anyone showing the film or the action, with an answer to be filed within five days.

Should the court, after a trial, find the film obscene, it would be empowered to ban the film permanently in Pennsylvania. Both measures repeal the Pennsylvania censorship law of 1913, and provide for fines not exceeding $5,000 or five years imprisonment, or both, for violation.

Court Would Forbid Showings

Must Register With Board

Exhibitors and distributors must register with the censor board and sign a bond in advance of the first public showings of films in the state. The board will consist of a chairman and two members, to be appointed by the governor for four-year terms. Salary of the chairman will be $5,500 annually and of the members, $5,000.

Distributor - exhibitor registration fee is $1 annually. For the first showing of each film a fee of 50 cents for each 1,000 feet or less is to be paid to the board. It is given injunctive power against the showing of disapproved films. The organization's industry's main concern now is that the measure may become a pattern for other censorship-minded states around the country.

Lollobrigida Tour Set

For 'Sheba' Promotion

Gina Lollobrigida will personally take part in the international promotion campaign for "Solomon and Sheba," it was announced by Roger H. Lewis, United Artists' vice-president in charge of advertising, publicity and exploitation.

Lollobrigida, starred with Yul Brynner in the film, begins an intensive series of press, radio and television interviews in London today in connection with the film's world premiere at the Astoria Theatre on Oct. 27.

During the next two weeks, she will meet with the leading feature writers and editors of the British press and media representatives as part of UA's global campaign for the picture.

FWC's Fox, Hollywood

To Principal Theatres

HOLLYWOOD, Sept. 2.—Fox West Coast Theatres, has been acquired by Principal Theatres, subsidiary of Pacific Drive-In Theatres, and will henceforth be known as the Pix Theatre.

Lea Blumberg, owner of the property and vice-president of Pacific

Pennsylvania Censor Bill Passes

(Continued from page 1)
20th-Fox Sales Meet Maps
Campaigns on Nine Pictures

Highlights of the 20th Century-Fox national sales meet at the home office, which ended yesterday. Details of advertising, publicity and exploitation plans for the company's nine releases between now and the end of the year were presented.

Fox sales executives were told by Charles Einfeld, vice-president, that the company's upcoming product is "more loaded with showmanship than at any time in its history."

Other company executives speaking on promotional plans were Abe Goodman, advertising director (left photo) and Rodney Bush, exploitation director (right). Richard Malken of "Look" and Earle Wakefield of "Life" seated in both photos.

Outline Skouras Drive Plans

(Continued from page 1)

the Skouras drive will be "the most vigorous ever sponsored by any motion picture company."

He added: "The new product we are releasing between this month and the end of the year not only represents by far the largest investment this company has made in the filming of new 'block-busters' bookable in a four-month period and in an unprecedented all-media promotion campaign that Charles Einfeld and his department heads detailed at yesterday's session, but an output that I have every reason to believe will bring our customers the greatest box office prosperity experienced in a 17-week period."

Harrison also outlined a bonus plan.

"We are so certain of the earning results of these attractions," he said, "that we can afford to make available to our distribution personnel at our 38 branches in the United States and Canada a bonus totalling about $500,000."

"We are making this unparalleled bonus earnable by our field sales personnel as an inducement for our branch managers, regional advertising-publicity managers, salesmen and bookers to extend a special effort cooperating with our customers to accrue the record box office earnings the four months' pictures can bring."

"We are dedicating this 17-week drive to our president, Spyros P. Skouras, as a token of our appreciation of the record investment he authorized in the filming of the product, tailored to effect the huge amount it can produce at motion picture theatres of every type and in every situation."

"We anticipate a four-month's box office earning by exhibitors at their theatres that will develop a film rental justifying the $500,000 bonus."

In the drive the company's 38 branches are divided into two groups, separating the larger territories from the small ones. Each group is offered 19 cash prizes.

Branch managers will have an opportunity of earning a total bonus amounting to $128,000. For example, the branch manager whose office finishes first in each group in the drive will be awarded a cash bonus of $15,000. Managers whose offices finish second in each group will earn $10,000; third place, $8,000; fourth, $6,000; fifth, $5,000; sixth, $4,000; seventh, $3,000; eighth, $2,000; and the managerial heads of the remaining 11 exchanges in the two listings are each offered $1,000.

A 17-week departmental quota that the conventioners believed "most reasonable on basis of rentals the box office earnings are expected to develop," if reached, will mean cash bonuses not only for the branch managers, but also for every employee the company's 38 exchanges.

Branch sales managers, office managers, salesmen and bookers are offered extra weeks of salary. Those at offices winding up drive in second through eighth place will each receive ten, eight, seven, five, four and three weeks' extra salary as bonus. The dollar delivery crew of the remaining 11 branches in each category, if the national quota realized, will receive two weeks' extra salary as bonus.

All other branch employees in each two groups will receive amounts equal to half that earned by the exchange sales and office managers, salesmen and bookers, if the 17-weeks' objective is attained.

In addition, the 38 branches have opportunities to share in 20 additional salary awards for performances on 41 Regascope pictures, CinemaScope short subjects, Movietoones and Terrytoons. Each of this four film units carry five cash awards ranging from six to two weeks' extra salary. In the Regascope attraction and from three to one extra weeks' salary on the CinemaScope.
Fox Program

(Continued from page 1)

National

Pre-Selling

GEOBERN SHAW wrote all manner of plays. He wrote serious plays and bitter plays and plays of social significance and plays of cosmic complications.

His "Devil's Disciple," a play full of wit and grace about the American Revolution, has been made into a frothy film and is reviewed in the August 31 issue of "Life."

This U.A. film has a top flight cast, with Laurence Olivier playing General Burgoyne, who prefers fine food and lovely women to the discomforts of war; but Lancaster as a minister who preaches non-violence until he gets into a fight with some British troops and Kirk Douglas, the devil's disciple who can not keep himself from doing good deeds.

According to Richard Marek in "McCall's" September issue "North by Northwest" is shock-full of grand spectacles. And such diverse episodes as the UN, a Chicago auction gallery, and Mt. Rushmore serve as excellent backgrounds for the action.

That timeless question about courage and cowardice which forms the theme of Columbia's "They Came to Cordura" is reviewed in the September 15 issue of "Look."

This blockbuster begins with a re-enactment of the last mounted charge made by the U.S. Cavalry in the 1916 campaign against Pancho Villa in Mexico. During the action, a cowardly officer (Gary Cooper) sees five men live for a moment "beyond the normal limits of human conduct." A renegade woman (Rita Hayworth) accompanies them as a prisoner. On the terrible journey, the heroes prove to be cowards, and the coward proves, by bringing them through, that he possesses courage far more enduring than the momentary grace they showed in battle.

The readers of "The American Weekly" August 30 issue had a good opportunity to read about Dean Martin, his friends, his family and his relations with Jerry Lewis.

Dean's new film to be put into release is "Career" co-starring Shirley MacLaine.

In Florence Soners' opinion (she is "Redbook's" reviewer) "The Scapegoat" is a very pleasant mystery, a much lighter story than the novel, Sir Alec Guinness masterfully underplays the lead and is given excellent support by a cast including Bette Davis and Nicole Maurey.

This E.G.M. film has been selected as the picture of the month for September by the editors of "Redbook."

Kingsley Amis reviews "art films" for "Esquire" in a scholarly manner. For the September issue of the films he selected for analysis, is the German made film "Rosemarine."

Nadja Tiller, who plays the lead in this new release has been married a total of 30 times, payable Sept. 30 to stockholders of record at the close of business on Sept. 15.

MGM's 'Thin Man' Series to NBC Again for $1 Million

M-G-M-TV has completed a $1, 000,000 one-year deal with National Broadcasting Co. for the sale of 72 episodes of "The Thin Man." George Stevens, vice-president in charge of TV at M-G-M, announced the deal.

The deal marks the third straight ear on NBC for the M-G-M series.

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, Technirama; vv, VistaVision; rs, Regalscope.

SEPTEMBER

AA—WEB OF EVIDENCE: Van Johnson, Vera Miles
AA—CALLING NORTH POLE, c, es: Curt Jurgens, Dunn Addams
AIP—SIGN OF THE GLADIATORS, c, es: Anita Ekberg, George Marshall
MG-M—FOR THE FIRST TIME, c, es: Mario Lanza, Zsa Zsa Gabor
MG-M—TARZAN, THE APE MAN, c, es: Danny Miller
MG-M—IT STARTED WITH A KISS, c, es: Dubble Reynolds, Glenn Ford
PAR—THAT KIND OF WOMAN: Sophia Loren, Tab Hunter
20-Fox—BLUE ANGEL, c, es: Curt Jurgens, May Britt
20-Fox—THE OREGON TRAIL, c, es: Fred MacMurray, Nina Shimpan
20-Fox—CAST A LONG SHADOW, c, es: Audie Murphy, Terry Moore
UA—TAKE A GIANT STEP: Johnny Nash
WB—LOOK BACK IN ANGER: Richard Burton, Claire Bloom
WB—YELLOWSTONE KELLY, c: Clint Walker, Ed Byrnes

OCTOBER

AIP—THE BUCKET OF BLOOD: Barbara Morris, Dick Miller
AIP—THE LEECHES: Ken Clark, Yvette Vickers
BV—JUNGLE CAT, c: wildlife feature
COL—THE TINGERL: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA, c, es: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
MG-M—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MG-M—LIBEL: Dirk Bogarde, Olivia De Havilland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
20-Fox—THE BEST OF EVERYTHING, c, es: Hope Lange, Joan Crawford
20-Fox—FIVE GATES TO HELL, c: Dolores Michaels, Patricia Owens
UA—THE WONDEROUS COUNTRY, c, es: Robert Mitchum, Julia London
UA—TIMBUCTU: Victor Mature, Deanna Dooiio
UA—COUNTERPOINT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, es: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

NOVEMBER

AIP—GOLIATH AND THE GOLDEN HORDE, c, es: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN, c: James MacArthur, Janet Munro
COL—MAN ON A STRING, c: Robert Mitchum, Patrice Wymore
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—BABETTE GO TO WAR, c, es: Brigitte Bardot, Jacques Courrier
COL—SATAN'S BUCKET, c, es: Cornel Wilde, Victoria Shaw
COL—KILLERS OF KILIMANJARO, c, es: Robert Taylor, Anne Aubrey
MG-M—HOUSE OF SEVEN HAWKS: Robert Taylor, Nicole Maurey
MG-M—WRECK OF THE MARY DEARE: Gary Cooper, Charlton Heston
PAR—CAREER: Dean Martin, Shirley MacLaine
PAR—THE JAYWALKERS, c, es: Jeff Chandler, Nicole Maurey
20-Fox—THE MOUND DOG MAN, c, es: Fafils, Fabian Whitman
20-Fox—JOURNEY TO THE CENTER OF THE EARTH, c, es: Pat Boone
UA—ODDS AGAINST TOMORROW: Harry Belafonte, Robert Ryan
UA—SUBWAY IN THE SKY: Van Johnson, Hildegarde Neff
UA—GUNFIGHTERS OF ABILENE: Buster Crabbe
WB—A SUMMER PLACE, c: Dorothy McGuire, Richard Egan
WB—"30": Jack Webb

Capitol Dividend Set

HOLLYWOOD, Sept. 2. The board of directors of Capitol Records at a meeting held here this week have declared a second quarterly dividend of 50 cents, payable Sept. 30 to stockholders of record at the close of business on Sept. 15.
Who's Where
Samuel C. Cohn has joined Hub- hollin Robinson Productions, Inc. as an executive in the legal business affairs department, it is announced by Thomas H. Ryan, vice-president.
□
Richard P. Morgan, for the past five and one-half years vice-president in charge of administration and business affairs for CBS Films Inc., has been named assistant to the director of business affairs for CBS Films Inc. Announcement was made by Joseph B. Irwin, director of business affairs for CBS Films Inc.
□
Marilyn Reiss has rejoined the Arthur P. Jacobs Company in charge of the television department.
□
The appointment of Larry White as director of daytime programs, New York, CBS Television Network, effective Sept. 18, was announced by Oscar Katz, vice-president, network programs.
□
Jerry Briklin will join Screen Gems next week, to produce the new "Manhunt" series under the supervision of executive producer Robert Sparks. The show stars Victor Jory and Patrick McEvoy.
□
Nat B. Eisenberg has been appointed manager of video tape operations of Elliot, Unger & Elliot, in the commercial production division of Screen Gems, Inc., it was announced by William Unger, executive in charge of video tape for EUE.
□
Arquette Hobby Show
On ABC-TV Sept. 30
"Charlie Weaver's Hobby Lobby," starring comedian Cliff Arquette, will premiere on the ABC Television Network, Wednesday, Sept. 30 from 8- 8:30 P.M., sponsored by Moglen David Wine Corp., it was announced yesterday by William P. Mullen, ABC vice-president in charge of TV network sales.
The new program is based on the radio show, "Hobby Lobby," which was purchased from the originator, Dave Ellman, by Don Felderson Productions. Guest stars will be featured on each TV show in addition to guest hobbyists. Arquette will interview them and assist in hobby demonstrations.
□
Decca Dividend 25c
Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable Sept. 30 to stockholders of record Sept. 16.
Community-Antenna,
Booster Bills Approved
From THE DAILY BUREAU
WASHINGTON, Sept. 2. The Senate Commerce Committee has approved bills dealing with community- antenna television systems and television booster stations.
One bill would give the Federal Communications Commission clear jurisdiction over the community- antenna systems and require such systems to get licenses from the commission.
The other would clear the way for the commission to adopt rules to authorize booster stations; it would remove a technicality which the FCC has said would keep it from this.
Neither bill is likely to go much farther this session, but both will almost certainly be approved next year.
Bennett Joins MGM-TV
Industrial Films Div.
Robert C. Bennett has been appointed creative director of the industrial film department of M-G-M-TV. Bennett will be responsible for the development of industrial film ideas aimed at aiding M-G-M-TV clients in public relations, personnel, professional and related problems.
He recently finished scripting an M-G-M-TV industrial film, "America, the Automobile Age," for American Motors. Prior to that he wrote three films for Owena Corning Fiberglas, which were produced by M-G-M-TV.
Bennett has in the past worked with Columbia Pictures, Republic Films, and the industrial film division of Universal Pictures.
Keep Talking' Moving
To ABC-TV Sept. 29
"Keep Talking" begins its first sea- son on ABC-TV Tuesday, Sept. 29, at 10:30 P.M., with Merv Griffin appearing as permanent master of cere- monies. The show will be sponsored by Mutual of Omaha, through its adver- tising agency, Bozell & Jacobs, Inc. Regular panel members of the pro- gram will be Morey Amsterdam, Joey Bishop, Peggy Cass, Danny Dayton and Paul Winchell. In addition, special guest panelists will appear each week.
TV-Radio for 'North'
An "operation saturation" radio- TV campaign, backed by one of the biggest budgets ever set for a multiple- run, has launched M-G-M's "North by Northwest" in 20 Los Angeles theatres and drive-ins yesterday. A co-opera- tive budget of $13,000 has been set for a three-day campaign for the picture in its first multiple run, with all book- ings for a minimum of two weeks.

Honor Frayne
(Continued from page 1)
most likely to have a beneficial effect on the recording and reproduction of sound motion pictures. Dr. Frayne re- ceives the award for his contribution in engineering a 70mm stereo six- track magnetic film system and test films.
Gifting an engineer whose "contributions span the technology of sound motion pictures from light valves and noise reduction to 70mm magnetic recording of sound systems," the special SMPTE com- mittee for the Warner Award unanimously nominated Dr. Frayne for this award.
Dr. Frayne has influenced sound recording by sponsoring various educa- tional programs, as co-author of a text book on sound and as a friend and colleague in his field, the citation read.
This is Dr. Frayne's third SMPTE Award. In 1940 he received the Soci- ety's Journal Award and in 1947 he received the SMPTE Progredio Medal Award.
Presentation of the Warner Award will take place during the 86th semi-annual convention of the Society Oct. 5-9 at the Statler Hilton Hotel here.

Community Groups
(Continued from page 1)
groups willing to actively support any projects of such kinds, the advertising-publicity direc- tors group plans to canvass its mem- bership to make sure that all are aware of this and that the fullest possible use is being made of the assistance available.
Charles Simonelli, chairman of the committee, will preside.

B. V. Group Leaves of 'Fisherman' Promotion
A Buena Vista publicity unit left here yesterday for selected key cities to coordinate advertising, to campaign on the first series of reserved seat en- gagements of Rowland V. Lee's "The Big Fisherman" beginning late Sept. 29 and early in October. The promotional group includes Bob De- man, exploitation manager; Harold Rand, publicity manager; and Fran Petraglia and John Boone, home office publicity. Among the cities to be covered initially are Philadelphia, C. Lumbus, Dayton, Pittsburgh and Sa- Lake City.
Showcase engagements of the picture have been set at the Midtown Philadelphia, Sept. 30; Gary, Bosto Oct. 6; Cinestage, Columbus, Oct. 7; McCook, Dayton, Oct. 7; Warner Pittsburgh, Oct. 1; and Villa, Sa Lake City, Oct. 1.

'Devil' L. A. Saturiosis
TEN CENTS

TOA Says:
Distributors Pledge Aid to Conciliation
Says Sales Forces Alerted To ‘Rescue Small Theatre’

Film companies have given assurances that they will alert their personnel, from home office to local salesmen, “to cooperate and participate to make conciliation effective so that the small theatre in distress can be rescued.” Theatre Owners of America members are told in the organization’s monthly bulletin, made public here yesterday.

The TOA statement is made in reviewing the agreement reached recently by the American Congress of Exhibitors and the Motion Picture Association of America to extend relief to distressed theatres through (Continued on page 2)

Briskin Is Elected To Columbia Board
Samuel J. Briskin has been elected to the board of directors of Columbia Pictures, it was announced yesterday by President A. Schneider after a meeting of the board.

Vice-president in charge of Columbia’s West Coast activities, since April, 1958, Briskin fills the board seat made vacant recently by the death of Ralph Cohn.

Briskin entered the motion picture industry in 1919 with the C.B.C. Film Sales Co., which was incorporated as Columbia Pictures in 1924. He subsequently served as a major executive at Columbia and other film companies and was a member of the board of directors of Loew’s, Inc. before returning to Columbia last year.

TELEVISION TODAY—page 4

MOTION PICTURE DAILY

NEW YORK, U.S.A., FRIDAY, SEPTEMBER 4, 1959

L. 86, NO. 47

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OFFICIAL ORGAN OF THE'

All the News That is News

LONDON, Sept. 3.—A plan of joint action by the Motion Picture Export Association of America and the British Producers Ass’n. to facilitate solutions of mutual problems in world markets was disclosed at a press conference here today by Arthur Watkins, J.P.A. president.

Watkins announced his association’s support of a suggestion made several years ago by the National Film Board of Canada that a joint anti-trust division be established to handle issues of interest to both nations.

They said the 32-year-old Bicks (Continued on page 5)

OA Urges Attendance at ‘Herald’ Conference
Theatre Owners of America members are urged to attend Motion Picture Herald’s Film Merchandising conferences in New York, Sept. 23-25, in the organization’s current membership bulletin.

The TOA bulletin states that “Marvin Quigley, Jr., and his associates are at only to be congratulated for this undertaking, but exhibitors—and particularly their ad-publicity-exploitation men—are remiss if they do not take advantage of the conferences. We know of no comparable means for exhibitors to see product many months before it is released, and prepare themselves to merchandise the film when it comes to their theatres.”

Holiday Sales Drive Set By WB Oct. 4 to Jan. 16
“Operation Christmas Tree,” a national sales drive keyed to the company’s line-up of fall releases and special holiday attractions, will be held by Warner Bros. from Oct. 4 to Jan. 16, it is announced by general sales manager Charles Boasberg. The drive will have Larry Leshansky, coordinator of field sales activities, as captain.

In keeping with the name of the (Continued on page 2)

Khrushchev Visit Delays Anglo-US Film Talks; Say ‘60 Pact May Be Last
LONDON, Sept. 3.—With the projected visit here of Eric Johnston, Motion Picture Export Association of America president, for the negotiations on renewal of the Anglo-U.S. film remittance agreement, having been postponed, it is now reported that the agreement may be renewed for another year, possibly by an exchange of letters. Otherwise, Board of Trade officials may go to Washington to conduct the negotiations there.

It is understood that Johnston was obliged to cancel his plans to come here next Thursday for the negotiations that had been scheduled for Sept. 14 when the American State Department requested him to participate in the reception and entertainment of Nikita Khrushchev when the (Continued on page 5)

Propose Committee on Community Relations
A proposal that an industry committee be established to implement an active national community relations program was endorsed by the advertising-publicity directors committee of the Motion Picture Ass’n. of America at its regular monthly meeting here yesterday.

It was further suggested that the special committee would work closely with Mrs. Margaret Twyman, director of the MPAA community relations (Continued on page 5)

PEA-BFPA Joint Action on Problems

Watkins Reports Johnston an Has Been Accepted

By WILLIAM PAY
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They said the 32-year-old Bicks (Continued on page 5)

Peabody Permanent Chief of Anti-Trust

From THE DAILY Bureau
WASHINGTON, Sept. 3. — Robert Bicks, who has been serving as chief of the Justice Department’s anti-trust division, will be succeeded by assistant attorney general in charge of the division, according to congressional sources.

They said the 32-year-old Bicks (Continued on page 5)

LAURIE BRAND

The board of directors of Loew’s, Inc. yesterday voted a quarterly dividend of 30 cents, payable on Oct. 14, to stockholders of record Sept. 22. This marks the resumption of dividend payments which were discontinued following a quarterly payment of 25c. per share on June 30, 1957.

President Joseph R. Vogel said that the improvement in all divisions and particularly in motion picture production-distribution—provided conditions which in the opinion of the board justified the resumption of the payment of dividends. He said that with the strong line-up of pictures currently in release and those ready and being prepared for release, including “Ben-Hur,” it appears that prospects for the continued profitable operation of the company are most encouraging.

The company ended its fiscal year on Aug. 31, operating in the black in all divisions—production-distribution and foreign theatres, television, records and music. The third quarter report for the 40 weeks ended June 4, showed earnings of $2.31 per share on 2,068,388 shares outstanding.

Meanwhile, Wall Street reports are that Loew’s profits for the fiscal year ended Aug. 31 will be in the neighborhood of $3 per share on 2,068,388 shares outstanding, or about $8,000,000. This compares with a net loss in fiscal 1958 of $1,076,000 before interest and Federal income tax adjustments. Gross revenues in the year just ended increased to about $125,000,000 from $113,000,000 the preceding year, according to the reports. Not included in the foregoing are Loew’s Theatres and WMGM earnings, now separated from Loew’s, Inc.

Loew’s Board Votes 30c Quarterly Dividend;
Vogel Sees Continued Profitable Operations

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Pledge Aid to Conciliation

(Continued from page 1)

the industry's conciliation machinery
adopted two years ago.

It recommends that its members make use of conciliation
"with every film company with which you
do business, to seek the lower film
rentals, the flat rentals, the fair
improvement or whatever factor is
making yours a distress operation."

Accompanying the bulletin is a copy of
the Conciliation Agreement to furnish
those interested with the steps taken
for instituting conciliation proceedings
with a branch manager. TOA also asks
members filing conciliation requests
not to send copies to it if its
own records and to provide help
should the request reach the office
level.

The bulletin asserts that the ACE-
MPAA conference emphasized that
every aspect of exhibitor-distributor
trade practices can be included,
including film rental terms, run and
program availability.

"We urge every TOA member
whose theatre is in distress and who
needs relief," the bulletin says, "to
immediately appoint the branch manager
of the film companies for conciliation
of his problem with each individual
company.

Uniform Policy Excluded

"The film companies will not (and
cannot under the law) set any united,
unified uniform policy of relief for
individual theatres. But the MPAA has
committed itself to reconsider the
individual theatre's problems on its
individual merits. The impetus must now
be placed in the hands of the theatre owner, to
ask for conciliation."

The bulletin adds that MPAA is "so
confident that it can make the plan
work that its president, Eric Johnston,
declared, 'I think this is the solution to
the problem of the small theatre'."

TOA noted that its home office is
at the disposal of exhibitors "for advice and
guidance, if you want it, on
initiating your conciliation request."

WB Sales Drive

(Continued from page 1)

drive, "Operation Christmas Tree" will
emphasize the holiday type of
products and services offered during
the coming months.

Ten pictures will be the focal point
of the drive, including films that are
now in release and continuing through
the company's special Christmas-
New Year attractions, "Operation
Christmas Tree pictures are: "Yellow-
stone Kelly," "The FBI Story," "A Summer
Place," "30-10," "Hercules," "The Boy
and the Laughing Dog," and "The Miracle."

Unger Leaves Interstate; Neinast Will Replace

Special to THE DAILY

DALLAS, Tex., Sept. 3. - James E.
Unger has retired as city manager
for the Interstate Circuit in Texas
at Wichita Falls, it was announced by W.
E. Mitchell, assistant to the general
manager of Interstate.

Replacing Unger will be James
Neinast, who has been city manager
for the circuit in Paris, Tex. Neinast,
in turn, is to be succeeded by Weldon
Wood, now manager of the
Paramount Theatre in Amarillo.

The Unger has been in the
entertainment industry for over 40 years, hav-
ing been a concert violinist and leader
of his own orchestra before he joined
Interstate in 1929. He served in Amarillo
for the circuit and has been
its city manager in Vernon,
Temple, and, since 1942, in Wichita
Falls.

S. C. Moves to Lift
'Blue Law' Injunction

Special to THE DAILY

SPARTANBURG, S. C., Sept. 1.

In a written brief filed in U.S.
District Court at Columbia, Attorney
General Daniel R. McLeod moved to
a temporary injunction granted
F. W. M. & A. C. Wyche at request of theatre operators
of Piedmont area.

Assenting that South Carolina's 'Blue
Law' involving Sunday movies, carn
shows, and theaters, which in itself
Spartanburg theatre operators
were mot through into the U.S. District
Court here, contending that
such a law itself violates the
Amendment of the U.S. Constitution
and invades religious freedom.

A three-judge tribunal composed
Judge Clement F. Haysworth, Jr.,
the Fourth Circuit Court of Appeals;
and District Judges C. C. Wyche,
George Bell Timmerman, Sr. is sched-
uled to hear arguments in the case.

Meanwhile, the State of South Car-
olina, through its attorney-general,
in effect told the Federal Court that
they would interfere with or ham
the operations of interstate affairs
in South Carolina, and should dismis-
suit challenging the Palmetto St
'blue laws'.

Attorney General McLeod said
state was defending its 'blue law'
chiefl y on the grounds that a court
pending in a county court (Spart-
burg) "cannot determine the con-
titutional question."

White House Gets Bill
On State Tax Limitation

From THE DAILY Bureau

WASHINGTON, Sept. 3.—The Sen-
etate sent to the White House a bill
limit the power of states to tax the
coming interstate firms.

The bill, which the President is
expect to approve, would deny the
right to the states to tax the income of
out-of-state firms that does not more
than the income of the state for
approval and filling outside the state.

The measure is designed to limit
impact of recent Supreme Court decisions
giving the states broad power to
levy income taxes on out-of-state
firms.

The Senate and House had ear-
passed different bills, and the
eastern agreed on a compromise
earlier this week. The House okayed
the compromise yesterday, and the
Senate today, morning the President.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, September 7. Labor Day.
Soon any place you go on Film Row the talk will be about...

A SUMMER PLACE

First at Radio City Music Hall—following Warners' great 'FBI Story'!

'A SUMMER PLACE' TECHNICOLOR® starring RICHARD EGAN - DOROTHY McGUIRE - SANDRA DEE - ARTHUR KENNEDY TROY DONAHUE with CONSTANCE FORD - BEULAH BONDI From the novel by SLOAN WILSON - Music by MAX STEINER

Written, Produced and Directed by DELMER DAVES
NBC to Colorall "American Heritage"

The entire slate of six "Our American Heritage" dramatic specials, dealing with "little-known but provocative incidents in the careers of great Americans," will be colorized over the NBC-TV Network. Mildred Preed Allen, producer of the series, announced. She also reported telecast dates and subjects of the colorcast series, starting Sunday, Oct. 18 (9-9 P.M. EDT) with "Divided We Stand," a drama of an incident in the career of Thomas Jefferson, starring Ralph Bellamy as Jefferson and co-starring Arthur Kennedy, "Barbour the Treehouse." Warner Shows; scheduled for the ABC-TV network.

History's Contribute Services

Subsequent productions will include Eli Whitney, Sunday, Nov. 22; John Charles Fremont, Sunday, Jan. 31; Ulysses S. Grant, Sunday, Feb. 21; Oliver Wendell Holmes, Sunday, March 20, and Andrew Carnegie, Sunday, April 10.

Sponsored by the Equitable Life Assurance Society of the United States through Footo, Cone and Belding. "Our American Heritage" is being produced by Millberg Enterprises, Inc. and being prepared in collaboration with the editors of American Heritage, the magazine of history. Historians Bruce Catton and Allan Nevins are among the ranking experts contributing to their services.

Sinclair Refinishing to Sponsor Hour Special

The Sinclair Refining Company will sponsor a full-hour special titled "Shelbert Alley" on the NBC-TV Network Saturday, Nov. 13 (10-11 P.M. EST), highlighting some of Broadway's greatest musical comedies, both past and present.

In announcing the program, Richard L. Linkrom, director of NBC's network special programs, said that negotiations are being completed for an all-star cast that will include Andy Williams, Doretha Morrow and Alfred Drake.

Boone Set for Role

HOLLYWOOD, Sept. 3 - Richard Boone will take a week off from "Have Gun, Will Travel" to go before the movie cameras in Texas to portray "Sam Houston" in "The Alamo" starring John Wayne. Sam Wolak, producer of "Have Gun, Will Travel" arranged the TV production schedule so Boone could accept this movie role. When his film is completed, Boone travels to Tiax, N. M., for location shooting on another new "Have Gun, Will Travel" segment.

Weiss Appointed

The appointment of George A. Weiss as West Coast manager of the group communications division of TelePrompTer Corporation, was announced yesterday by Joseph J. Sargent, vice-president in charge of administration. Weiss joined TelePrompTer Corp. after many years of service with the U.S. Armed Forces.

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Charles E. Kurtzman, who has ceased a national post with Loews Theatres, was host at Nick's Restaurant, Boston, yesterday to introduce William Elder, who has come to Ohio to succeed Kurtzman as the eastern division manager, and Brown, of New Haven, Conn., will handle the publicity for LoOrpheum Theatre, Boston. Brown places Karl E. Fasick, who has signed.

Bert Kiern, who owns the Hat Hour Theatre, New Orleans, week completed his 49th year show business, and very recently celebrated the 45th anniversary of marriage, during all of which time his wife, Alice, has worked by his side in the operation of the theatre.

John Ross, operator of the Pountain Theatre, Schenon Lake, N.Y., has taken over from Kallet Theat K of Oneida, N. Y., the Essex The at Port Henry, one of the communities that the late John Lostchuk, the theatre's manager, on Sept. 17 will inaugurate a policy of open the house Fridays through Sunday.

Ed McGrath, sports editor of the Spartanburg Journal, and in his sp time an actor, director and set-designer for Great Falls, Carolina, has joined the Little Theatre group, has been signed to play a featured role in the forthcoming starring vehicle of Rory Calbo based on the "Southern" story of a big league stock car race.

Robert Shattuck, operator of the town Theatre, Rensselaer, N. Y., during the summer, on Sept. 1 will inaugurate a policy of open the house Fridays through Sunday.

Frank Smith, RKO Theatres M. manager, has hired Paul Neale and Martin C. Burnett, South representative for Loew's Theatres participated in the recently-held ex in New York with local theatre owners who then took over the temporarily the managerial post of the RKO Orpheum Theatre for Booski, who now is vacating.

"Country' to Open in 200 Midwest Theatres

DRM Productions' "The Wonder Country," a United Artists release st ring Robert Mitchum and Julie L don, will open in 200 theatres in Omaha, St. Louis, Kansas City and Minneapolis areas on Sept. 30, it was announced by James E. Veale, vice-president in charge of domestic sales.

The saturation bookings are be backed by local level promotion on the opening day openings. They will drive in each of the four major cities involved radio and television prel ersion, cooperative advertising, a n for book promotion, contests, displays and merchandising tie-ups with department stores and retail outlets.
Sept.-Oct. Product
Shortage Worries TOA

September and October will be the “leanest months” in number of film releases and “unfortunately, very few pictures in the ‘blockbuster’ class are included” in the releases for those months, a Theatre Owners of America bulletin warns members. “However,” it notes, “November and December, according to advance report, shape up better.”

“As of late August,” the bulletin reports, “the eight major studios and independents have put 129 pictures before the cameras since Jan. 1, compared with 149 last year, with 12 more to start by Sept. 26.”

“This is comparatively better than any time this year but still indicates that at best the total Hollywood production for 1959 will be no better than 1958, which resulted in the current extremely tight picture market.”

The TOA bulletin says, “with Columbia currently having eight pictures before the cameras and five more set to roll by the end of this month, making it by far the busiest Hollywood studio from the point of view of movie theatre production in a long, long time, production picked up somewhat during August.”

Community Groups

(Continued from page 1)

department, on all aspects of the plan.

Mrs. Twyman reported to the advertising-publicity directors yesterday on existing promotion through community groups. She described the Green Sheet service which she said now reaches an overall readership of 40,000,000; promotional services on special films; plans for preparing program materials for national organizations; the use of education films bearing on the industry and its activities; and the need for qualified speakers.

The ad-pub directors then discussed several ways of working with the national organizations and proposed the special committee be formed.

Bicks Permanent

(Continued from page 1)

would be given a recess appointment by President Eisenhower shortly after Congress quits. He has been acting chief since Victor Hansen quit last spring. Bicks’ age, personality, and fight for a relatively tough anti-trust policy have given rise to considerable opposition to him for permanent nomination to the job.

Boasberg to Preside

At WB Central Meet

Special to THE DAILY

CINCINNATI, Sept. 3. — Charles Boasberg, general sales manager, Warner Bros., will preside at the company’s Central Division sales meeting, September 9 & 10, at the Statler Hotel in Cleveland.

John T. Effert, Warner Bros., Cincinnati sales manager, will attend, with other Central Division representatives, from Indiana, Pittsburgh, Buffalo, Detroit and Cleveland.

UPEA-BFPA

(Continued from page 1)

This ago by Eric Johnston, M.P.E.A. resident, for cooperation between the Irish and American organizations on matters of common concern in overseas markets. The plan is for the two to forces where their interests are shared in seeking a common solution where the situation warrants, even of both countries, rather than one or the other, be asked to meet to help hasten a solution.

Advance Joint Consultations

an example cited of a common them in an overseas market is Ar- st of its symbolic action on theatre mission prices, which poses a seri- ofstand for British as well as English, producers and distributors.

other is countries whose currency restrictions permit remittances to New York and London as a result of a filmpany’s earnings in the country andh what may be regarded as ex- d delay.

Where both associations herefore acted independently of each other, the new procedure will call for consultatizations in advance of their actions to foreign authorities.

Johnston announced that Warner Bros. Productions, Ltd., has become a member of B.F.P.A. In June, 20th Century-Fox and Walt Disney Fords, same members.

Visit Delays Talks

(Continued from page 1)

Visit Premier visits the United States. It is further reported here that this will be the last year that the State Department will be held on the film remittance question, which may be permitted to die naturally after another year. It pointed out that with Britain’s trade million dollars position having improved in the face of other circumstances, the necessity for the continuance of an agreement exists.

Board of Trade officials refuse comment on the reports. They said no definite new date for the film agreement has been fixed.

Should Repay Hospitality

During his last visit to the Soviet Union, Johnston was an overnight guest of Gorky, and his family at their home. The U.S. State Department apparently feels that the hospitality extended will be repaid. Johnston also had been scheduled to attend the Royal Naval Film Coronation’s dinner to be given aboard MS Victorious at Portsmouth on Sept. 1.

G. Griffith Johnson, Motion Pictures Association vice-president; c.k. Warner, president of Warner Bros., and Spyros P. Skouras, president of 20th Century-Fox, also were vited.

Fire Guts Theatre

JACKSON, Ala., Sept. 3. — The Loew Theatre here was gutted by fire recently shortly before it was scheduled to open. There was no time of the damage.
TWO of the Many GOOD REASONS

Why EVERY THEATRE SHOULD TAKE UP Will Rogers AUDIENCE COLLECTIONS Now

It's right and reasonable to ask the theatre-going Public for help in a health program for the good of Every Man...SO TAKE UP THE AUDIENCE COLLECTIONS NOW—IN SEPTEMBER. 2500 theatres did it in August; more lined up for September. Join them.

Research that brings blessings not only to 'Our Own' people, but to all mankind.

Ranking with the topmost of Medical Research Organizations, the laboratories at Will Rogers Hospital are continuously searching for a speed-up in cures, and for prevention of all chest diseases, including lung cancer, tuberculosis and heart disease. Results have already cut the death-rate, and reduced hospitalization time by one-half—they are being shared with the entire Medical Profession.

And Healing for you and anyone in your immediate family—at no cost.

If you are employed in any capacity in any phase of the Amusement Industry you and your loved ones are welcome at your Will Rogers Hospital for care and treatment of chest diseases for as long as you need it. Every patient is 'The Important One'—nothing is spared for his comfort and care. No red-tape to admission, Doctor's recommendation is all that is needed.

The Amusement Industry's WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES... No Charge to Patients

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, NEW YORK
HOLLYWOOD, Sept. 7—Allied lists expect to hit its high point of activity for the past five years in the next six months when it will have 15 new pictures in production, Steve Brody, president, said today. Deals now in negotiation may raise the number as high as 20, he added.

Reading the list are four pictures: "The Story of Montmartre," starring Irene Dunne; "Pay or Die," starring Kerwin Mathews; "The Big Bankroll," starring Jean Simmons; and "The George Raft Story." September will find four films in the public eye.

'Tea' To Have 5 Pictures in Production

Brody Tells Plans for Films in Next Six Months

From THE DAILY Bovem

ITOA Members Will Be Encouraged To Use Conciliation at Sept. 17 Meet

Independent Theatre Owners Association of New York will encourage its members to resort to the industry's conciliation procedure for any needed and justified relief when it resumes its regular meetings the afternoon of Sept. 17 following a summer interlude. The meeting originally had been scheduled for Thursday but was set back because of conflict with previous scheduled exhibitor activities.

Max A. Cohen, I.T.O.A. representative on the American Congress of Exhibitors committee on aid to small theatres, will report to the meeting on the sessions with the Motion Pic

Exhibitors to Attend 'Samson' Meetings Here

Representatives of 20 New York metropolitan area theatre circuits will join at two meetings here tomorrow and Thursday under Paramount Pictures auspices to discuss promotion of Cecil B. DeMille's "Samson and Delilah," a Paramount re-release that is being launched on a news-picture, "blockbuster" basis. Called by Jerry Pickman, Paramount.

British Press Lauds Gains Made by Rank Reflected in Preliminary Profit Report

By WILLIAM PAY

LONDON, Sept. 5 (By Air Mail)—The Rank Organisation's preliminary profit statement indicating the group's improved position has been favourably reported on by the British press. "The Times," commenting on the group's recovery, noted that the figures are excellent from almost every point of view and said, "the chairman's forecast a year ago of an improvement in trading figures seem a masterly understatement." While the preliminary figures continued "The Times," give no direct indication of the source of the improvement it seems reasonable to suppose the bulk of it must have come from the cinema industry if only because by far the greatest proportion of the group's capital is still invested in that industry.

Said the authoritative "Guardian," "the report must make much better reading than it did last year and the group's figures are little influenced by Rank's newer ventures into commercial television, records and dance-halls."

The mass-circulated "Daily Express" called it a wide-screen cheer for stockholders and the staid "Daily Telegraph" contented itself with the results amply fulfilling the confident hopes of better things expressed by Lord Rank last September.

To Johnston

Disavows Film Criticism By Church Official

Spike of Protestant Unit Rebukes Heimrich Views

The recently widely publicized views of George Heimrich, West Coast representative of the Broadcasting and Film Commission of the National Council of Churches, vigorously critical of current motion pictures and suggesting concerted Protestant action against them, were disavowed at the weekend by Heimrich's superior on the Commission, Dr. Robert W. Spake, its vice chairman.

Repudiation of virtually every phase of Heimrich's criticisms of films and implications of retaliatory action were

'Alamo' Promotion Meet To Be Held in Texas

Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, and John Wayne will hold a series of conferences on location in Brackevelly, Tex., this week to blueprint global promotion plans for Batafail "The Alamo," Wayne's Todd-AO film for UA release. The meeting is described as the first top-level promotion plan-

'The Hot' Does $1,888,743

In Metropolitan Area

United Artists' "Some Like It Hot" rolled up a tremendous $1,888,743 for its New York first-run and subsequent run engagements, it was announced by William J. Heineman, UA vice-

TELEVISION TODAY—page 5
**Para. Maps ‘Samson’ Plans**

(Continued from page 1)

mount vice-president in charge of advertising - publicity - exploitation, the conference will feature Paramount's all-new merchandising concept for "Samson and Delilah"; the big, heavily financed campaign set for the picture, and an open forum discussion aimed at paving the way for record-breaking business.

Martin Davis, Paramount national advertising - publicity - exploitation manager of the Loew's home office. On Thursday it will move to the Paramount Pictures home office where executives, managers and promotion specialists from the following circuits will discuss the merchandising of the film: Warners, AB-Paramount Theatres, Century, Randford, Brandi, Cinema Circuit, Interboro, Island Theatres, Liggett Circuit, 1,000 Theatres, Skouras Theatres, Eastern Management, Fabian Theatres, Walter Read Circuit, Prudential, Spapper Theatres, Triangle, J. J. Theatres, Florin Circuit.

Picker as Host

Eugene D. Picker, president of Loew's Theatres, will be host at tomorrow's conference, which will be attended by some 70 Loew's theatre managers and assistant managers. The Loew's home office contingent will include Ernest Emerling, vice-president in charge of advertising-publicity; James Shanahan, Emerling's assistant; Ted Arnow, publicity manager. The following Loew's division managers will participate: Jack Harris, William Phillips, James Bruno, Murray Lenehoff, Bernie Zelenko, Sally Levi and James G. Que Dodge.

Jim Barry, National Broadcasting Company sales manager in charge of spot announcements, will discuss the "Samson and Delilah" radio promotion campaign. Jerry Levine of the Paramount Pictures advertising department also will join in the meeting. The two-day conference in New York will establish the pattern for a countrywide series of "Samson and Delilah" merchandising parleys.

**RCA Quarter Dividends**

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable Oct. 26, to holders of record at the close of business on Sept. 25, was announced here, following a regular meeting of the board of directors. At the same meeting, a dividend of 878 cents per share was declared on the preferred stock for the period Oct. 1, to Dec. 31, payable Jan. 2, to the holders of record of such stock at the close of business Dec. 7.

**Three New Records**

Set by ‘Northwest’

M-G-M's "North By Northwest," starring Cary Grant, newcomer Eva Marie Saint and James Mason, is expected to set a new record of $2,500,000 for the week of Sept. 13-15, in every market in which it plays. The picture has already grossed $2,275,000 in its first seven days of release.

**Adams ‘Look’ Chairman**

Joey Adams, comedian and writer, has been named chairman of the March of Dimes-National Foundation benefit committee for the dual premiere here of "Look Back in Anger," and "Brighton Belles," release. Proceeds from the twin opening Saturday evening, Sept. 15, at the Forum and Baronet Theatres will go to the March of Dimes-National Foundation campaign.

**Big in Huntington**

At the Huntington Theatre on Long Island, the film grossed over $4,000 on its opening day to set a house record. In Stamford, Conn., the Palace Theatre, "North" opened to the greatest business in ten years. With over $2500 amassed during the first day, the theatre is participating a house record of $5,000 for the week to beat the previous record-holder by more than $1500.

**European Companies To Sell Everest Discs**

Everest Records, a division of lock Instrument Corporation, Coll Point, L. I., announced it has just completed release of six top sales in the European companies for distribution of its high-fidelity, records and tapes throughout Europe and the United Kingdom.

The announcement said contracts have been signed with Bank Record Ltd., of London; Festival Records, Paris; Nordiska Musikforlaget, Stockholm;-record Co., Ltd., of London; Hungary, Netherlands; Seysser and Co., Inc., Zurich, and Compagnia Generale Del Socio, of Milan.

**NEW YORK THEATRE**

RADIO CITY MUSIC HALL—Rochester Center © • 6-6400

**CARLY EVANS**

THEATER IN THE SQUARE • 7-4200

GRANTS MAIN SOUTHPARK

ALFRED HITCHCOCK

NORTH BY NORTHWEST

An MGM Release - A M-G-M Production - Technicolor and BELOW THE STAGE SPECIALS "SUNDAY FLOWERS"

For 40 Years 
A Tradition Of
Great Service
For over 40 Years Service Quality has been Our Trade 
Rely on Us for Price, Service, and Quality, 
You will get the best when you order.

**FILMACI SPECIAL TRAILERS**

1321 S. Wabash Ave., Chicago, Ill.
ink To Report on Ratification Plan

FROM THE DAILY Bureau

ONOND, Sept. 5. (By Air Mail)—sets of the theatre circuit ratification plan on operations of the Rank organisation are expected to be read in the group's full accounts and the planned might was very am the 30th.;;g (I'anisation I j;:;t gected (.intended Ij li li i'j

Johnston noted that "there have been comments from other groups that do not support these unspecified charges." This is also noted. Dr. Spike said: "at no time has this Commission considered the views of Mr. Heimrich; and he in no way speaks for the members of this Commission. ... Such offhand comments from persons who have never seen the film industry as the one offered by Mr. Heimrich is very far removed from the present thinking of this Commission."

Regrets "Veiled Threat"

"Boycott and censorship are most reprehensible to traditional Protestant thinking." Spike's letter to Johnston continues: "I very much regret the veiled threat that seemed to be caught up in Mr. Heimrich's remarks, and wish to dissociate myself completely from such a threat."

"This charge seems to be ill-timed and inappropriate. As every moviemaker will tell you, the fact that the industry has recently begun to show increased maturity and artistic sensitivity in what it is producing. As television has replaced films as the mass taste revealer, films have increasingly reflected the subtleties and the depth of true art. This is not true of all productions, of course, but the church should be grateful for this new fact and not simply castigate the entire industry.

Re 'Elmer Gantry'

"Also mentioned in some of the releases is Mr. Heimrich's horror over the possible filming of 'Elmer Gantry.' There is no need for Protestants to be defensive about 'Elmer Gantry.' I am sure our industry has enough validity and integrity to withstand this classic caricature. Indeed it might be very good for us, in a time that oversentimentalizes the minister, to have such a caricature shown.

"There are those in the Protestant group, and I number myself among them, who have real question as to the validity of the production code as far as taste and morals are concerned. When certain scenes are picked out as taboo and the whole contextual and situational meanings often ignored, one wonders what advantage to the religious point of view comes from such wooden handling of a production code. It is possible to be thoroughly repulsed by the portrayal of sex and violence of the Ten Commandments, but because it has the stamp of a religious theme, no one would dare question it. The sensitive handling of sexual transgression, on the other hand, in the contemporary film, even though it might be done with the greatest amount of compassion and sense of tragedy, often comes in for reproach," Spike concluded.

He reported that for the past year and a half a survey committee of his organization has been studying the role of religion in radio, television and films. "The purview of this committee includes a depth study of the relationship between Christian faith and these mass media of communication and entertainment. No report has yet been issued from this committee because its work is not finished," he said. Johnston communicated with Spike because the chairman of the Commission is out of the country at this time.

TOA Backs

(Continued from page 1)

In Association of America's exhibitors relations group which led to the reem to employ conciliation as a medly for the hard-pressed small theatre's problems. TOA also will distribute to interested members copies of the manual conciliation procedure and will offer advice and help to those who wish to file for conciliation.

Theatre Owners of America took further steps last week in encouraging its members to give conciliation a trial. It is understood other exhibitor organizations will take similar action.

Vin in UA Contest

Harry Goldman, United Artists' branch manager in Chicago, and his "on the United Artists Weeks Contest, the most all-out efforts of sales personnel in A's 33 domestic branches in the U.S. and Canada enabled the company to mass a record total of 6,574,618 in billings and bookings during the two-week period (June 28 through July 11, it was announced by James R. Velde, vice-president in charge of domestic sales."

"Curtis for Imposter"

Hollywood, Sept. 7. — Tony Curtis has been set by Edward Mohr, Universal vice-president in charge of production, to star in the title role of "The Great Imposter."

Dr. Spike Cites Views

(Continued from page 1)

made by Dr. Spike as a result of an inquiry from Eric Johnston, Motion Picture Association of America president, concerning Spike's views of the Heimrich "blanket charges of overemphasis on violence and sex in motion pictures." Johnston noted that "there have been comments from other groups that do not support these unspecified charges."

The hired man. Dr. Spike said: "at no time has this Commission considered the views of Mr. Heimrich; and he in no way speaks for the members of this Commission. ... Such offhand comments from persons who have never seen the film industry as the one offered by Mr. Heimrich is very far removed from the present thinking of this Commission."

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15 Sets 15

(Continued from page 1)


In late February or March "Streets of Montmartre" will begin, and also set for February are "Marco Polo," "Confessions of an Opium Eater," and "Fraternity Row."

Hellman Starts Work on New Albany Theatre

Special to THE DAILY
ALBANY, N.Y., Sept. 7.—Grading has been started by Neil Hellman for a 1050-seat theatre adjacent to his Thruway Motel on Upper Washington Ave. This is the first motion picture house scheduled for construction within the city limits of Albany during recent years.

Originally, work on the theatre was to start early last spring, with Labor Day as the target for completion. However, there were delays in launching the project. The theatre is to have the most modern appointments and equipment, including Todd-AO, Hellman announced sometime ago. It is understood the plan for inclusion of a stage has been dropped. Leon M. Ehmorn is the architect.

Two new Hellman companies, Hellman's Lincoln Drive-In Theatre Corp and The Lincoln Drive-In, both with offices at 1375 Washington Ave, recently registered certificates of incorporation here.

'Ben-Hur' Sign Is Up

Times Square has a new spectacular sign over the marquee of Loew's State Theatre where: "Ben-Hur" will premiere late in the Fall. Each of the letters spelling out "Ben-Hur" measures 15 feet high. Huge cranes lifted them onto the side of the Loew's Building.
AB-PT Pre-Sell

(Continued from page 1)

picture industry at American Broadcasting - Paramount Theatres semi-annual pre-screening conference last week at Winter Haven, Florida, he told reporters at the weekend.

Inspired by the demonstration of AB-PT vice-president Sidney Markley's plan to pre-sell, how local level or point-of-sales basis, pictures that may be difficult to sell, Perlberg declared himself a self-appointed ambassador to acquaint Hollywood producing interests as well as leading national exhibitors with the merits of the plan.

Tactical Operations

Discussing the Markley plan, which has been in an experimental stage for the past two years, Perlberg compared tactical operations of the Army, reporting that even disregarding studio pressbooks are assigned to work out phases of campaigns for radio-TV, newspapers, gimmicks and tie-ups being suited to their respective areas, for two "project pictures" for a spring and fall seminar.

Perlberg, who disclosed a favorable attitude by Markley to having leading exhibitors and circuit operators not affiliated with AB-PT attend its seminars, reported further that southern exhibitors are overlooking the rest of the audience by 23 per cent, with a 90-cent top admission, 20 per cent lower than other parts of the country, playing on a single bill attraction policy.

Need Master Plan

The Markley plan advocates examining pictures at least four weeks before engagements in the area to work out a master plan and recheck for local refinements.

Perlberg, who cited exhibitors for operating theatres in a way that "shaded the public to attend," observed southern grosses as reflecting "southern hospitality" by its exhibitors.

'Alamo' Meetings

(Continued from page 1)

ning throughout the world for a major production on location even prior to the start of filming.

Purpose of these meetings is to develop an overall promotion campaign for the film during its production. The three-day sessions will detail specific media promotions to insure maximum penetration at least a full half year prior to the film's release.

Name Participants

Participating in the Bracketville meetings are James Henighen, Batjac vice-president; Maurice Segal, UA West Coast publicity coordinator; Joseph Hyams, director of advertising and publicity for Batjac; Hank Pfeifer, unit publicity manager; Tom Carlyle, unit story editor, and Frank Phillips, unit photo editor. Phil Stern, feature photographer, and Roman Froelich production still photographer, will also participate in the meetings.

Si Seadler, Eastern advertising manager for M-G-M addressing the Walter Reade circuit manager's convention at Reade headquarters at Oakhurst, N. J.

The occasion was the 'kickoff' for the annual showmanship drive conducted by the Reade organization. Left to right are Edwin "Pete" Gage, executive vice-president; Walter Reade, Jr., president; Seadler; and Nick Schermerhorn, vice-president and general manager for theatre operations. Seadler addressed the group on the importance of showmanship at the local theatre level.

Reade Offers TOA Meet

Si Seadler cites value

Of Local Showmanship

The importance of showmanship on the local level was emphasized by Si Seadler, Eastern advertising manager of M-G-M, in a speech at the annual meeting of Reade Theatre managers at their Oakhurst, N. J. headquarters.

The current rise in theatre business "means new opportunity, if we grasp it," Seadler said. "It's time to take stock, to go right down the list of our showmanship activities; to ask ourselves; are we beating the drum to get the show over the top? The business is there to get. It takes pictures and the industry has fine things ahead. It takes enthusiasm and never let up on the public. When you have enthusiasm yourself, you communicate it to your town."

Upcoming product from all the companies looks promising, the M-G-M executive declared. He added there was "especially good news from my company" and cited "It Started with a Kiss," "North by Northwest," "For the First Time," "The Wreck of the Mary Deane," and "Never So Few," in addition to the spectacular "Ben-Hur."

Hitchcock Plans Trip

Alfred Hitchcock will launch Metro-Goldwyn-Mayer's "North By Northwest" in three world capitals when he goes to Europe next month to participate in the London opening of the film. The producer-director will also take part in special promotions for Paris and Madrid.

Record 'Hot' Gross

(Continued from page 1)

president. Heitner reported that the film amassed a combined gross of $1,209,150 in 130 sub-run situations after compiling a record-setting gross of $679,575 for its 16-week holdover engagement at Loew's State Theatre on Broadway.

The Mirisch Company film scored a $153,484 gross for four weeks at the Loew's Metropolitan Theatre in Brooklyn. Fifty-four sub-run circuit bookings during the week of Aug. 12 accounted for $675,302. An addition at 75 sub-circuit engagements for the week of Aug. 26 produced $410,490, bringing total revenues past the $1,000,000 mark.

AIP 'Gladiator' Kit

American International Pictures has prepared a special advance publicity kit for its ColorScope spectacular "Sign of the Gladiator." The four-page full-color outsize brochure, a part of the kit, is being mailed nationally.
‘Dick Clark World of Talent’ Bows Sept. 27

“Dick Clark’s World of Talent” with Dick Clark as host and moderator will debut on the ABC Television Network Sunday, Sept. 27 (10:30-11 P.M., EDT), sponsored by Lorillard Company, it was announced by William P. Mullen, ABC vice-president in charge of TV network sales. The sponsor is represented by Lennea & Newell, Inc.

Jack E. Leonard will be a permanent panelist and two additional guest panelists will join the show each week.

High School Bride’ Seen Top Hit to Date for AIP

From THE DAILY Bureau

HOLLYWOOD, Sept. 7—On the basis of box-office reports from seven key cities where it has opened, “Diary of a High School Bride” will have the highest domestic gross in American International Pictures history, it is reported by general sales manager Leon P. Blender. The new AIP release already has broken earlier records set by the company’s “Horrors of the Black Museum,” exceeding its predecessor’s take by as much as 300 per cent.

In Scranton “Diary of a High School Bride” grossed $2246 against $754 for “Horrors.” “High School Bride” set new records in Kansas City with $13,948, breaking the earlier record of $12,368 set by “Horrors.”

Producer Jack H. Harris, whose “4-D Man” has been acquired for U.S. and Canadian distribution by Universal, with Henry H. Martin, Universal general sales manager, as the deal was signed in New York.

4-D Man’ Deal

(Continued from page 1)

Jack H. Harris, it was announced by Henry H. Martin, general sales manager of Universal. A late Fall release is planned for the film.

“Four-D Man” is a Fairview Production starring Robert Lansing, Lee Merriweather, a former “Miss America” and James Congdon. An all-out promotional campaign will be developed.

‘High School Bride’ set new records in Kansas City with $13,948, breaking the earlier record of $12,368 set by “Horrors.”

A BUYING MISSION

FILM IMPORT KO-OPERATIEF BEPERK
Pretoria South Africa

Arrived by Comet today from England where several important films have been bought for distribution in South Africa Pieter J. du Plessis, managing director, accompanied by two other directors Cyril Murley and Katie van Schalwyk to study the American market.

Enquiries:
c/o American & Foreign Trade Corporation
225 West 34th Street
or Hotel Astor.
**ON THE SCREEN... AT THE BOXOFFICE...**

**A BLOCKBUSTER!**

“93 minutes of excitement... suspense was gripping!” — N.Y. JOURNAL-AMERICAN

**SEVEN ARTS PRODUCTIONS INTERNATIONAL presents**

JEFF CHANDLER

JACK PALANCE

MARTINE CAROL

**TEN SECONDS TO HELL**

“Fresh and exciting. Should easily hit the mark with the general patron!” — FILM DAILY

Directed by ROBERT ALDRICH

Screenplay by ROBERT ALDRICH and TEDDI SHERMAN • “THE PHOENIX” by LAWRENCE P. BACHMANN

Produced by MICHAEL CARRERAS • A SEVEN ARTS-HAMMER PRODUCTION

NOW DATING FOR GENERAL RELEASE IN SEPTEMBER!

Grain and suspenseful drama... has the necessary explosive quality for its action content!” — BOXOFFICE

THRU UA

40th Anniversary / 1919-1959
British Pact
Talk Details
Are Unsettled

Shea Cancels Previous
Plans for Khrushchev Visit

For the first time since their inception some 15 years ago, arrangements for the annual reconvening of the Anglo-U.S. film remittance agreement are unsettled within a few weeks of the scheduled expiration of the current pact.
The situation is a direct result of the pending visit to the U.S. of Soviet premier Nikita Khrushchev.

Eric Johnston, Motion Picture Export Association's president, had made plans to leave here for London tomorrow to open talks with officials of the (Continued on page 2)

Shea Heads TOA Forum
In Product at Chicago

Gerald J. Shea, president of Shea enterprises and Jamestown Amusement Company, will be chairman of the product forum to be staged Nov. 26 as one of the highlights of the 22nd annual convention and trade show of Theatre Owners of America.
The Hotel Sherman, Chicago, presided over by George G. Kerasotes announced yesterday.

Kerasotes said that with quality and quantity of forthcoming films one of the biggest problems facing exhibitors is (Continued on page 4)

British Guild Would
Back WGA Strike Action

From THE DAILY Bureau

LONDON, Sept. 8.—The British television and screenwriters' guild appealed to the British Broadcasting Guild to support the latter's impending strike action against (Continued on page 4)

Ben-Hur 'Sneak' Preview Held in Denver;
Exceptional Audience Reaction Reported

DENVER, Sept. 8.—Motion picture history was made in Denver last night.
An audience that filled the Center Theatre here witnessed the world's first public screening of Metro-Goldwyn-Mayer's $15,000,000 production of "Ben-Hur" and sat in rapt, awed attention for nearly four hours as the costliest motion picture ever made was revealed.
The writer climaxd more than five years of preparation and production. The screening was a Hollywood "sneak preview" 1,000 miles from Hollywood.

Word that the picture would be "Ben-Hur" leaked out and the theatre was besieged by a typical American audience. The famous chariot race and the exciting sea battle of the General Lew Wallace story were applauded and the religious episodes of the novel had an effect on the audience never before experienced in a motion picture theatre.

The enthusiastic reception by the Denver preview audience assures a mid-November world-premiere of "Ben-Hur" at Loew's New State Theatre, New York City, where it will be presented as a reserved seat, road-show attraction.

Mich. Allied Schedules
40th Annual Convention

Special to THE DAILY

DETROIT, Sept. 8.—The 40th annual convention of Allied Theatres of Michigan Inc. will take place Sept. 23 and 24 at the Hotels Sheraton Cadillac and Statler here, and there will be the world-premiere of "Ben-Hur" (Continued on page 4)

Stuler Gets New
Columbia Contract

From THE DAILY Bureau

HOLLYWOOD, Sept. 8.—Gordon Stuler, assistant secretary of Columbia Pictures and executives assistant to vice-president B. B. Kahane, has been named (Continued on page 4)

Nathanson Starts Global
Tour for U.A. Today

By J. A. OTTEN

WASHINGTON, Sept. 8.—Half-a-dozen or more bills of major or minor interest to the motion picture industry will be pushed off until next year by the Congress now rushing to adjourn.

By and large, this has been a session devoid of much accomplishment affecting the industry. Probably the major step was Congressional agreement that the Federal Communications Commission could go ahead and accept applications for limited testing of toll television. So far, however, the FCC has not received any applications for tests.

Considerable interest was focused on the Allied States Association's attempt (Continued on page 4)

Industrial Enterprises Buys Bonded
Film Units; Ross, Others Continue

Industrial Enterprises, Inc. has purchased for an undisclosed cash sum the operating assets and business of Bonded Film Storage Co., Inc., Bonded TV Film Service, Inc., and affiliated companies, said to be the largest film service operation in the country, Walter E. Bronston, president of Industrial Enterprises, announced yesterday.

The newly acquired company will be operated as the Bonded Services Division of Industrial Enterprises.

Chester M. Ross, president of Bonded Film Storage Co., will serve as president of the new division. He will also be a vice-president of Industrial Ent-

In Congress
Some Industry
Bills Go Over
To Next Year

Result of Rush to Adjourn;
Few New Laws Affect Films

Johnston, Skouras Host
Khrushchev Trade Lunch

Motion Picture Association president Eric Johnston will host a lunch for Soviet Premier Khrushchev at the 20th Century-Fox studios in Hollywood on September 19.

The lunch will come during a tour of the studies by Khrushchev, and Fox president Spyros Skouras and studio head Buddy Adler will serve as co-hosts with Johnston. Top industry officials from both coasts have been invited to attend.

Johnston was a guest at Khrushchev's home during a visit to the Soviet earlier this year. Skouras attended the opening of the American trade fair and exhibit in Moscow in July.

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Consolidated Court
Order is Modified

Special to THE DAILY
WILMINGTON, Del., Sept. 8—Chief Judge Caleb W. Wright of the U.S. District Court here has approved a modification of his temporary restraining order issued Aug. 31 regarding the sale of assets of the New Amsterdam Amusement Company, Ltd., a Hawaiian corporation.

This was done in agreement with attorneys for both parties, so that sale of assets scheduled to take place in Hawaii last week could be met without restrictions provided in the original order. The order was approved effective to coincide with the sale hour in Hawaii.

Modification of the order was such that the only restraint imposed upon Hawaiian Development Corporation, a defendant, is that no monies received by it from the sale of any assets acquired from Consolidated shall be distributed to the stockholders of Hawaiian except that covering salaries for employees.

British Pact
(Continued from page 1)

British Board of Trade there on a one-year extension of the present agreement next Monday.

Then the Khurschev visit was announced and it was suggested that Johnson's official trip, which also was to have included talks on new film agreements with France and West Germany.

In any event, Johnson has to call off his European sojourn trip, which was also to have included talks on new film agreements with France and West Germany.

The British pact is scheduled to expire Sept. 26. Yesterday, MPEA officials said that Johnson would not be leaving for Europe before October. They could not tell whether the expiring agreement could be renewed by an exchange of letters; whether some other MPEA officials would conduct the talks in London at Johnston's head of state, or whether the British officials would be asked to come to Washington, as they have done on several previous occasions.

In the event, once it is decided who will conduct the talks for the American industry, where and when, no difficulties in gaining a one-year extension of the present agreement is expected. It provides for a basic $17 million in re-negotiations unconditionally; a bonus of one-third of the American investment in production in British during the year, with the balance available for specified permitted uses in that country.

BONDED FILM

LTTERS TO THE EDITOR

Nathanson Tour
(Continued from page 1)
around-the-world swing of the company.

His itinerary will include all 13 foreign cities where Stanley Kramer's "On The Beach" will have its simultaneous world premiere Dec. 1.

Nathanson's "Solomon and Sheba" will play its first engagements in Supertachnima 70.

Richardson to MGM

HOLLYWOOD, Sept. 8.—Ted Richardson, who was a partner with the late Tyrone Power under their Copa Prd. Productions banner, and produced UA's "Solomon and Sheba," has been signed by M-G-M to helm his Ted Richardson Productions, of which will be produced in Spain.

Personal Mention

MILTON E. PICKMAN, who resigned recently as general manager of the Samuel Goldwyn Studios, has arrived in New York for conferences with production and distribution executives prior to leaving for London at the weekend on a similar mission.

MILTON RACKMUI, Universal Pictures and Decca Records president, and his wife, VIVIAN BLAIR, have arrived in London for a visit through the remainder of the week.

PHIL GERARD, Universal Eastern publicity head, and his wife, LILLIAN GERARD, manager of the Paris Theatre here, will return to New York from a European vacation on Friday aboard the Liberté.

EDWARD MOREY, Allied Artists vice-president, is in Hollywood from New York to attend conferences with president STEVE BRODZY and executive vice-president and treasurer, GEORGE BURROWS. He will also attend today's company board meeting.

LEON ROTH, vice-president of the Mirisch Co., is scheduled to arrive here today from Hollywood.

FRED ZINNEMANN, director of "The Nun's Story," will arrive here today from London, via B.O.A.C.

MARTIN RACKIN, independent producer, left here yesterday for London, via B.O.A.C.

ARTHUR HORNIBLOW, Jr., is in Hollywood from New York, for a series of conferences with Columbia studio officials.

HAROLD LEWIS, treasurer of ATA Trading Corp., will leave here today for Scheveningen.

Att: All THEATRES...it's SCREEN TIME!

NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER

Your copy available at your NATIONAL SCREEN EXCHANGE

MOTION PICTURE DAILY, Martin Qualley, Editor-in-Chief and Publisher; Shepkin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fedde, Advertising Manager; Gus H. Paual, Production Manager; TELEVISION TODAY, Charles S. Aronson, Editor; 10 West 40th Street, New York 18, N. Y., and (Continued on next page)
FOR THAT TICKET-BUYING YOUTH AUDIENCE!

Metro-Goldwyn-Mayer Presents
AN ALBERT ZUGSMITH PRODUCTION

GIRLS TOWN

When young rebels go bad! Powerhouse drama of these times. Anything goes in "GIRLS TOWN," last stop on the road to nowhere!

Starring
MAMIE VAN DOREN · MEL TORME
RAY ANTHONY · MAGGIE HAYES
PAUL ANKA

And Introducing
HEAR HIM SING:
"Lonely Boy," "A Time To Cry"
and the rocking title song.

SILVER
who wanted
thrill a
ight... very
ight!

Co-Starring THE GIRLS
CATHY CROSBY · GIGI PERREAU · ELINOR DONAHUE
GLORIA TALBOTT · Guest Stars SHEILAH GRAHAM · JIM MITCHUM
DICK CONTINO · HAROLD LLOYD, JR. · CHARLES CHAPLIN, JR.

THE PLATTERS

Screen Play by ROBERT SMITH · Story by ROBERT HARDY ANDREWS · Directed by CHARLES HAAS
Three Day WOMPI Meet Opens Friday in Fla.

JACKSONVILLE, Fla., Sept. 8. - Delegates from ten film centers in the U.S. and Canada will assemble at the Robert Meyer Hotel here Friday for the annual convention of the Women of the Motion Picture Industry.

The WOMPI, whose object is to provide social and charitable services for female film employees and to safeguard their position in the industry, is expected to hold a three-day session. The local chapter, with full assistance from the city, has arranged a full series of parties, luncheons and sight-seeing trips.

President Gene Barnett, of New Orleans, will lead the sessions. WOMPI delegates will attend Tomorrow's Children in Atlanta, Charleston, Dallas, New Orleans, Denver, Kansas City, Des Moines, Memphis and Jackson-

ville.

Mich. Allied Meet
(Continued from page 1)

will be a Variety Club theatre party. Events include: luncheons and cock-
tail parties, night club dinner dance, equipment seminar with demonstra-
tions of latest developments, show-
manship session with award of solid silver and marble trophy, as well as a trophy to exhibitor judged to have best building suggestions, award-
ed by Lee Arts of Electro Carbons.

Distributors will give Allied mem-
bers a preview of forthcoming prod-
ucts.

Cost of the two-day-and-night convention will be $15 per person or $25 per couple plus hotel reservation.

Mrs. Sadie Halper, 64,
Sister of Warners, Dies

HOLLYWOOD, Sept. 8. - Mrs. Sadie Halper, 64, sister of film executives Jack L. and Albert Warner, died here yesterday at Cedars of Lebanon Hospital.

The widow of Louis J. Halper, her age was 64. Mrs. Halper was an organ-
izer and first president of the Cedars of Lebanon Hospital Coor-
dinating Council, a founder of the Helping Hand Society and a member of the Council of Jewish Women.

Paul Gusdanovic Dead

CLEVELAND, Sept. 8. - Paul Gusdanovic, a pioneer theatre owner in this city, died at the weekend after a long illness. He was in his late seventies, and is survived by his wife, Caroline, and four daughters.

Industrial Bills Postponed

(Continued from page 1)

to get the Senate judiciary subcommit-
tee on Anti-trust Policy to hold hear-
ings on Allied's complaints against
major distributors and the Justice De-
partment. The subcommittee finally
refused, arguing it would be a repeti-
tion of the earlier Senate Small Busi-
ness Committee hearings, and Allied
reportedly is trying to decide on which
other congressional bodies and services
it should press for hearings next year.

See More SBA Funds

Congress did complete action on legislation limiting the rights of states
to tax the income of out-of-state companies and exempting radio and TV
news shows from the "equal time"
provisions of the Federal Communications
law. A bill giving the Small Business
Administration more money for
business loans is certain to pass before
Congress quits, but this involves no
basic liberalization of SBA lending
policies.

The industry lost an attempt to get
more money for the Information Media
Guaranty program, under which the
government guarantees film distribu-
tors convertibility of their earnings in
certain foreign countries.

One of the major items on the agen-
da for next year will certainly be a
Democratic attempt to extend coverage of the Federal minimum wage law
to theatre and retail service workers.

A Senate Labor subcommittee
approved a sweeping extension bill,
but Senator Kennedy (D., Mass.),
its main backer, got logged down in
work on the labor reform bill and let
the minimum wage matter slide. He
promised to push it hard next year.

Further hearings can be expected in
the Senate where both constitutional
amendments aimed at bolstering state
censorship laws. A California Republi-
can congressman also promises to
push ahead with his resolution which
would give Congress control on the in-
dustry to do a better job of policing the
films it sends abroad.

Film distributors will likely con-
tinue to seek legislation on some
$2,000,000 for rental income lost in
the Philippines when Japanese
forces seized the American films there
in World War II. The House will pass
and there will be a strong push for
Senate action on a bill that will sub-
stantially ease taxes on income earned
overseas by American companies.

Action on Pay-TV

House Commerce Committee chair-
man Harris (D., Ark.) hopes to have
committee action on his bill to give
the FCC authority to control wireless
Television. There'll be a strong push
for action on two bills to give the
Justice Department more anti-trust
powers—one to require major firms to
give advance notice of merger plans,
and the other giving the anti-trust di-
vision broad power to get evidence in
cases involving look-alikes toward
anti-trust suits.

So far, there's been little interest in
bills aimed at curbing overseas film
and sound track production.

1-Cent Show 'Sales'

BALTIMORE, Sept. 8. - Allied Motion Picture Theatre Owners of
Maryland is in the process of com-
pleting a plan to offer a "One
Cent Ticket Sale" among neighborhood
houses. It would be in effect each
Thursday during October when the
purchase of an adult ticket shall in-
clude as the Superintendent of the films.
Carolina has passed up such question.

The court, made up of presiding
judges Clement F. Haynsworth, C. C.
Wyche and George Bell Timmerman
stated, however, that "jurisdiction of
this action is retained until such
question as this question has been
passed by the Supreme Court of South Carolina
and in the meantime the temporary,
restraining order here issued by United
States District Judge C. C. Wyche
in this case is dissolved ten
days from this order."

Defendants in the Sunday openings
case, which lists numerous South Caro-
olina film theatres as plaintiffs, are
ex-
pected by the Cox of the three-
judge court and allow the suit to
continue in Spartanburg, Greer, Cherokee, Greenwood, Anderson, and
Durham counties on the Sabbath
until further order is had in the South
Carolina Supreme Court. The
years-old statute, written during
Colonial days, specifically bans such new-moded practices as bear-baiting,
but attorney-general Dan McLeod says
it covers moving pictures.

S.C. Blue Laws

(Continued from page 1)

the code of laws of the state to the
showing of motion pictures on Sunday.
"This court is of the opinion that it
should obtain from further exercising
its jurisdiction in this case until such
time as the Supreme Court of
Carolina has passed up such question."

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5 Started, 30 in World

In Hollywood Studios

(Continued from page 1)

tion invitations have been extended
to the sales managers of all the major
inc. for pictures started in production
week, and four were completed, mak-
ing a total of 30 pictures before the

Started were: "The Hypnotic Eye
Eyed Artists," "The Sign of the
Bar of England Was Robbed," a Metro
Coldwyn-Mayer production shot in
London; "Alamo," a Batjac Produc-
don, and "Elmer Cantry" for United
Artists, also a Coldwyn-Mayer produc-
SINO Production, independent feature in
Eastman color.

Completed were: "Who Was That
Lady?" (Anark-Sidney production
for Columbia release; "Round the
Man," Company of Artists produc-
tion) for 20th Century-Fox; "The
Fugitive Kind" (Jurw-Shepherd-Par-
nerheimer production), and "A Terrible
Beauty" (Cinammon production)

Two United Artists releases

Work On New Loew's
Columbia Starts Soon

WASHINGTON, Sept. 8. - We
will start next week looking to
the first completely newly-construc-
ted theatre in the nation's capital's
5,000-seat House.

Orville Crouch, Loew's eastern
manager, said demolition of
70-year-old Loew's Columbia will
start September 17, to clear the
way for a $1,000,000 completely mod-
ern theatre tagged for completion in
next year.

Like NYC State

The construction is part of
Loew's Theatres, Inc., expansion
program, instituted by
president Eugene Picker. Crouch
Picker said the new Washington
theatre, to replace the 70-year-old
Loew's Columbia, would have many of the same facilities incorporated in the
converted Loew's State Theatre in N
Y City. The new theatre will be
1,150 "easy-chair" bumper seats
plus 41 inches between rows
staggered to permit unabashed
viewing. All-purpose Phillips-TX
protractors will permit projection of
all large-screen films from 70mm
down to the normal 35mm., and a
sound system will feature six-channel
stereophonic sound equipment includ-
ing built-in "surround" speakers.

Shea Heads Forum

(Continued from page 1)
STOP 'EM IN THEIR TRACKS

THAT'S WHAT TRAILERS DO!
People on the move...searching for entertainment. Tell them they need go no further than YOUR theatre to find what they're looking for.
TRAILERS STOP YOUR AUDIENCE RIGHT WHERE THEY SIT ...IN YOUR THEATRE!
NOW AVAILABLE FOR IMMEDIATE BOOKING
2 GREAT ACTION PACKED COMBO SHOWS
FROM LOPERT FILMS INC. 50 WEST 57th STREET, NEW YORK 10, N.Y.

THEY WERE WOMEN... AND THEY WERE WHITE... AT THE MERCY OF THE JAPS WHO KNEW NO MERCY!

THE ARMORED DIVISIONS STRIKE AT NIGHT...
and not even at Hiroshima was there a blast more awesome than the destruction of Marseilles...

THE RAPE OF MALAYA

VIRGINIA McKENNA
PETER FINCH
Star of "The Nun's Story"

THE BEASTS OF MARSEILLES

STEPHEN BOYD: Star of the forthcoming "Ben Hur" JAMES ROBERTSON JUSTICE KATHLEEN HARRISON-TONY WRIGHT
and introducing ANNA GAYLOR

CONTACT YOUR LOCAL LOPERT FILMS SALES REPRESENTATIVE AT THE UNITED ARTISTS BRANCH IN YOUR TERRITORY

ABLAZE WITH THRILLS, EXCITEMENT, DANGERS SUCH AS THE SCREEN HAS NEVER KNOWN!

SEE! Wild animal spectacle such as the screen has never shown!
SEE! The Tokolah—unseen evil demons whose mark meant murder!
SEE! The wheel of his careening jeep in one hand... in the other a deadly cobra!

SEA FURY

STANLEY BAKER VICTOR McLAGLEN LUCIANA PALUZZI

BELINDA MICHAEL PATRICK ANNA LEE CRAIG MCGOohan GAYLOR
Produced by JOHN STAFFORD • Directed by ARA ANJUKIN • Screenplay by GUY ELMES

ELEPHANT GUN

GREGGORE ASLAN

Wild animal spectacle such as the screen has never shown!

The wheel of his careening jeep in one hand... in the other a deadly cobra!
Releases Letter

Shor Reveals Rift with ACE Near Breaking

To Faith in Conciliation; Seen Convention Topic

Special to THE DAILY

CINCINNATI, Sept. 9.—"Resubmitting the conciliation plan, as a surety of giving aid to small, disued theatres under the American Congress of Exhibitors Act," Alphonse Picture Association's program was "the breaking point" for Ruben Shor, local exhibitor and a member of the Associated Theatre Owners of America. This statement was made in a correspondence released to press by Shor today, some of whose details grievances going back to February when, as a member of the ACE committee on means of inter-union action, (Continued on page 2)

Rita to Sack Theatres As Buyer and Booker

Special to THE DAILY

BOSTON, Sept. 9.—Peter T. Dana, 28 years with Universal-International and for 10 years Eastern division sales manager, has been appointed head buyer and head of the Boston Theatres of Boston and Fitchburg, it was announced today. Theatres are the Saxon, Gauge, Beacon Hill and Capri in Boston. (Continued on page 7)

So. Carolina Exhibitors Back 'Local' Film, Financially and with Playdates

South Carolina exhibitors are supporting both financially and through pledges of playing time, a movie about auto racing being made at South Carolina's famous Darlington Raceway. Sam L. Irvin, president of the Theatre Owners of North and South Carolina, a TOA affiliate, disclosed yesterday Irvin said the film, utilizing the $1,000,000 Darlington track as its locale, and 100,000 "extras" who were in the stands on Labor Day, will be produced and distributed by the Howco Exchange company, and will have its world premiere in South Carolina next February. All 100,000 "extras," he said, will be potential theatre customers.

South Carolina members of the bi-state TOA unit, met last Wednesday in Spartanburg to hear spokesmen for Howco and Darlington Films, Inc., outline plans for the film, which will star Rory Calhoun, he is Eastman. (Continued on page 7)
Shor Reveals ACE Rift

(Continued from page 1)

ceasing production he had taken is sue. In SHOT, O'Donnell, ACE, chairman, on several of the committee's actions.

Call for ACE Break

The tenor of Shor's remarks indicates that he will call for a break by Allied away from ACE, probably at the convention of the West Virginia, Indiana and Kentucky Allied units here next week. He is believed certain to have the support of some other dissident Allied officials but it is doubted that any conclusive action would be taken by the national organization prior to its next board meeting in the late fall.

In his correspondence released yesterday, Shor expressed dissatisfaction with the shows under the AC committee to increase production, outlining some of its actions while noting that it had been agreed that committee decisions "would not be publicized."

Organizations the Same

"But in view of what has happened since this meeting," he says. "I feel more than justified in bringing the workings of A.C.E. and T.O.A. into the open. In my opinion the policy of these organizations are the same," Shor says. He also complains that Fabian failed to reply to a letter sent him by Shor last February. In the letter Shor referred to the discussion of ACE's committee on increasing production which called for the raising of $3,000,000 annually from exhibitors who have been given stock in return in a company similar to the Old First National. There would be no preemptive right in the films made by the company.

Investment Opportunity

Shor said that he asked that small exhibitors be given an opportunity to invest in the company in some manner. He said he opposed any method of dues collections by ACE, which he feared would lead to the destruction of existing exhibitor organizations.

Shor said he also opposed retention of Bernard Segal as counsel for the committee because he was a "distributor attorney."

AB-PT Production

He notes that he was advised by Robert J. O'Donnell, representing Leonardi Goldenson's Paramount, at a dinner meeting, that Goldenson's American Broadcasting - Paramount Theatres company was "willing to produce more pictures." Shor wrote he "can't see why we don't move ahead with production through AB-PT at once."

U. S. Opening of Soviet Film Set Back to Nov.

From THE DAILY BUREAU

WASHINGTON, Sept. 9—Simultaneous premieres of the two first films in two new American film agreements will be held in Moscow and Washington on Nov. 10, instead of Oct. 20, as previously announced. The first Soviet film to be shown in the U.S. "The Cranes Are Flying," will be shown at the Dupont Theatre here at a benefit premiere sponsored by the U.S. Foreign Service.

WB Field Force At Studio Conferences

From THE DAILY BUREAU

HOLLYWOOD, Sept. 9. The first full-force meeting of the Warner Bros. field organization ever held at the company's studio starts tomorrow morning, following the arrival tonight of its representatives to areas in the United States and Canada.

A two-day business and policy session, determined by executive vice-president and chairman, Kalmanson to assure expert handling of its important films, will be presided over by William Brumberg, manager of field men and cooperative advertising.
for a few selected engagements at the holiday season, 20th delivers the untold love story of F. Scott Fitzgerald and Sheilah Graham... an important best-selling property...a distinguished cast...a notable box-office production...
gregory peck
AS F. Scott Fitzgerald
deborah kerr
AS Sheilah Graham
IN
jerry wald's
PRODUCTION OF
beloved infidel
CO-STARRING
eddie albert
DIRECTED BY
henry king

“Let ever
over be the last.”

− S.
Television Today

Who’s Where

Ed Sullivan, TV star and newspaper columnist, has been elected to board of directors of J. J. Little-Ives Co., Inc. The firm is engaged in educational publishing, and has negotiated a contract with Sullivan to sponsor a series of high-fidelity phonograph records.

Charles H. Wasserman has been named staff director by MPO Television, Inc. He will be active in the field of TV commercials, and will also be assigned to several of the other films that MPO is preparing.

Kraft Music Hall

Colocasts To Start

Perry Como will start his fifth ye of full-hour music-variety program in a new day-and-time period when he presents “Perry Como’s Kraft Music Hall” colorcast on the NBC Network Wednesday, Sept. 30 (9 P.M., EDT).

Guest stars on the season’s premiere program will be spotlighted in comedy, songs and dance. They will include Walter Brennan, star of TV’s “The Real McCoys”; vocalist Peg King; the singing Everly Brothers; choreographer Jack Cole and his dancers; the recently “discharged” GIs of Sgt. Blk’s Platoon—Mauri Gofield, Joseph E. Ross, Billy San and Herbie Faye; and The Hit Hikers quartet, recent winners in contest with 1,400 quartets conducted by the Society for the Preservation and Encouragement of Traditional Singing in America.

Harlem Theatre Suit

Alleges Discrimination

Tribal damages totaling approximately $2,400,000 are asked by two reality concerns involved in operation of the Harlem Opera House, marked from 1954 to date, in an antitrust suit filed in U.S. District Court here yesterday.

Fuller Realty Corp., operator of the house from 1954 to 1957, seeks $800,000, and Union Realty Corp., operator from 1957 to date, $1,600,000. Both allege discrimination in licensing, night-time radio and television, “spot” and trailer promotions, a spectacular, R. H. Macy & Co. newspaper display window-inside store tieup, and other facets of the drive. Special television and theatre trailers, all pointing to the “strength and seduction” element of the film, were screened for the meeting.

Following a screening of the picture itself, Joseph Bensinger, Paramount exploitation manager, led a discussion of point-of-sale promotion ideas.

Picker’s View

(Continued from page 1)

campaign as “the biggest promotion campaign ever set up for the New York motion picture market.”

The meeting, the first of a two-day “Samson” promotion conference set up for representatives of the 20 New York metropolitan area theatre circuits, that the campaign was specifically designed to surpass that of “Hercules.”

“Jawbone of an Ass”

Borrowing from one of the feats of strength performed by Samson in the Cecil B. DeMille epic, Pickman urged the theatremen to figuratively use the “jawbone of an ass” in support of the Paramount campaign and smash their way to record grosses.

The meeting marked by enthusiastic response from the circuits’ executives and managers, heard Davis describe the all-new campaign from its 9-foot lobby standees of the image of Samson, through a daily newspaper campaign featuring full-page display and color ads, morning.

Rexall Stores Takes 26

1-Hour Shows in Detroit

DETROIT, Sept. 9. — One of the largest single TV buys in Detroit television history has been set. Rexall Drug Stores has purchased 26 one-hour programs on WWJ-TV starting 6:00 p.m. Sunday, Sept. 13.

Wilson Lloyd Cacharski, Inc., placed the order, the material will be a series of film dramas originally produced by Alber McCleary, for the NBC Matinee Theatre.

'Today' Staff Realigned; Programming Expanded

With the “Today” show planning expansion of its programming in the 1959-60 season, a realignment of the “Today” production staff was announced by Jerry A. Danzig, vice-president in charge of participating programs, NBC-TV Network.

Eugene S. Jones, an associate producer, was promoted to program manager. He will be first assistant to producer Robert L. Vendick. Paul J. Cunningham, formerly managing editor, was advanced to associate producer. He has been an acting associate producer for the past two months. Norman Kahn, a segment producer on the NBC Radio Network’s “Monitor,” was transferred to the “Today” staff and named an associate producer of the early-morning program.

Vendick said that “Today” will broaden its areas of programming with the new Fall season. Beginning this month, the show will be taped in the late afternoon for presentation the following morning.

Winner of the

seventeen

Picture-of-the-Month Award for October

Magazine

BURT LANCASTER
KIRK DOUGLAS

And

LAURENCE OLIVIER

in

GEORGE BERNARD SHAW’S

"THE DEVIL’S DISCIPLE"

costarring JANETTE SCOTT • EVA LE Gallienne
screenplay by JOHN DIGHTON and ROLAND KIRBEE
based on the play by BERNARD SHAW
by arrangement with the estate of GABRIEL PASCAL
directed by GUY HAMILTON
produced by HAROLD HECHT
A Breyaprodu, S.A. and Hecht-Hill-Lancaster Films,
Limited Production • Released thru UNITED ARTISTS

noon-night radio and television “spot” and trailer promotions, a spectacular, R. H. Macy & Co. newspaper display window-inside store tieup, and other facets of the drive. Special television and theatre trailers, all pointing to the “strength and seduction” element of the film, were screened for the meeting.

Following a screening of the picture itself, Joseph Bensinger, Paramount exploitation manager, led a discussion of point-of-sale promotion ideas.
Blue Laws’

(Continued from page 1)

over whether the 200-year-old “blue laws” are applicable to motion pictures, attorneys-general have been forced to appreciate that his office would seek to help the theater people get a speedy decision on the issue.

By Several Routes

McLeod pointed out that the decision could come by one of several routes: by a decision in Spartenburg county Court on a case pending there for many months, and a quick appeal to the Supreme Court from that decision; by the Supreme Court’s being willing to take the issue by way of original jurisdiction as it has the power to do under its present rules; or by stipulation of a new test case and appealing of the lower court’s decision to the Supreme Court.

Not a Second

Conversely, a conviction in a “blue” trial such as those coming up in Spartanburg and Rock Hill this week. will be the vehicle for taking the conviction to the U.S. Supreme Court, a ruling on a similar issue sought in the same state.

Never Ruled Definitely

Chester Ward, a member of the Spartanburg county Legislative Delegation and counsel for some of the area interests, told the three-county tribunal yesterday that one reason for the apparent unwillingness of juries to hand down convictions in Sunday movie cases may be the fact that the state supreme Court never has ruled definitely that the laws forbid them.

frikkas Exhibitors

(Continued from page 1)

ow by du Plessis and his partners in a operation of several drive-ins in South Africa, to increase the number of independent product. He and his fellow directors have been in London, where they bought several pieces, and are on their way to Los An-

ices and Tokyo to make further produc-
t deals.

Serves 300 Members

The distribution cooperative, serving 300 independent exhibitors in South Africa, is actively co-operating with the Union government to have the present import duty on two-pence removed and to institute a standard admission tax, rather than contend, would bring in the revenue. In addition, du Plessis states that the market in the country will be free as a result of a recent governmental inquiry into the practices, including block booking and long term franchises under which independent exhibitors must currently buy product.

‘Local’ Film Backed

(Continued from page 1)

color and wide screen, and will be based on the Southern 500 race which is held in Darlington every Labor Day, and draws most of the nation’s leading race car drivers. Pledges to buy stock in the production and guarantee playing time were solicited from the exhibitors attending. Irvin said.

The endeavor is considered a unique example of local exhibitors official motion picture production, which promises to be a good local box office attraction, and thus help them combat the general product shortage. Irvin emphasized, however, that while the film will have particular South Carolina appeal, it will be released nationally.

“This is one example of something concrete being done to relieve the product shortage,” he said, "and it deserves all the support we in South Carolina can give it from the exhibition angle.

Detroit Without Papers; Theatres Take to Air

Special to THE DAILY

DETROIT, Sept. 9. - Detroit exhibitors again are resorting to local television and radio to reach prospective patrons with advertising messages as this city was without newspapers due to labor difficulties for the third time in less than four years.

A wildcat strike of 12 “Detroit News” pressmen yesterday which was not settled last night as had been expected, shut down that paper. A single edition of the “Times” yesterday was left as its pressmen on that paper remained away from work in sympathy with the strikers.

Wm. Hartman Dead; Veteran Film Booker

Funeral services for William Hartman, United Artists salesman of the New York exchange, were held yesterday at the Community Chapel, Brooklyn. Surviving Hartman, who died Monday at the age of 46, are his wife, Helen, and a daughter, Donna.

are part of a tie-in for “The Best of Everything”, Chicago representatives of “Life” and “Look”, who will discuss area cooperation on “The Blue Angel” and Robert Hirschberg, fashion advertising director for "Harper’s Bazaar".

“枕上谈" IS THE BIG TALK OF THE INDUSTRY!

Doris Day, who is one of the most expert comedienne in the movies is excellently cast and, of course, sings, but beautifully!”

—LOUELLA PARSONS
Now the BIG ONE is at NTA

We are proud to announce the first production in CINEMIRACLE is at NTA

LOUIS DE ROCHEMONT’S WINDJAMMER

In Gorgeous EASTMAN COLOR

is now ready for road show engagements in key cities throughout the country after record breaking engagements of 36 weeks at Grauman’s Chinese, L. A., 24 weeks Roxy, N. Y., 33 weeks Boston, Boston, 32 weeks Century, Minneapolis, 16 weeks Boyd, Philadelphia, 13 weeks Paramount, Seattle, 15 weeks Chicago Opera House.

Flash—Strand Theatre, Milwaukee reports biggest first week hard ticket gross in the all time history of the theatre (advance sale tops every previous attraction).

In the first handful of engagements WINDJAMMER has already amassed the amazing box office gross of over $6,000,000.

N.T.A. invites the nation’s top showmen to set their box office sails and take advantage of the proven enormous power of WINDJAMMER.

Set your date now for an exclusive reserved seat long run in your territory.

Now available as part of your film deal...new wrap-around projec and sound system installed in your theatre by our engineers

Contact NTA PICTURES, INC.
LEONARD S. GRUENBERG, General Manager
COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.
Miami

Allied Meeting Will Initiate Closed Clinic

Strict Confidence Between Exhibitors and Panelists

Special to THE DAILY

MILWAUKEE, Sept. 10.—Allied, Inc., will initiate an exhibitors’ private consultation clinic during its trade convention at Miami Beach Oct. 7-9.

The consultation service will be in use of a special panel consisting of a small group of exhibitor leaders experienced in dealing with matters concerned with film buying, print liabilities and unfair trade practice.

The panel will be in session in a (Continued on page 3)

Oth-Fox Officials to Chicago for Meeting

Martin Moskwitz, 20th Century-Fox assistant general sales manager, and E. Sol Solomon, exploitation manager, are to fly to Chicago this week-end to initiate the first of a series of area ownership meetings being held by the company. The Chicago meeting will be held Monday at the Sheraton-Stockton Hotel.

Additional exhibitor response to the acting, which will encompass theicago, Milwaukee, Indianapolis and Loui exchanges, was announced today. In addition to the exhibitors already named, the following theatres will attend the merchandising activity (Continued on page 3)

arrison On Tour or Skouras Drive

Alex Harrison, 20th Century-Fox sales manager, leaves here to-wards Canada for a tour of the company’s service offices in the U.S. and Canada. He will first go to Los Angeles and San Francisco, Portland and Vancouver, before returning to Washington and a visit to Eastern U.S. branches.

The purpose of Harrison’s tour will (Continued on page 5)

Theatre Ads Back As Detroit Papers Resume

Special to THE DAILY

DETROIT, Sept. 10—The two-day “wildcat” strike of 12 presses on the “Detroit News” which left the city without newspapers for the third time in less than four years, was settled today. Detroit’s two other dailies, the Free Press and the “News” were, however, unaffected.

Local exhibitors had returned to television and radio to reach the public during the strike, but theatre ads disappeared from the first editions to reach the streets today.

Enforcement of ‘Blue’ Laws on Local Basis

Special to THE DAILY

SPARTANBURG, S. C., Sept. 10.—According to District Judge C. C. Wyche of Spartanburg, dissolution of his temporary restraining order, effective Sept. 18, means that local officers could resume arrests of theatre owners for Sunday showings but representative lawyers throughout this area expressed doubt that they would do so. (Continued on page 5)

French Film to Be Trailer for Itself

A unique trailer, utilizing the first 35 minutes of unedited footage from the feature itself, will be the key to the advertising-publicity campaign be- (Continued on page 2)

Israel Bond Group to Honor Industry Leader

A dinner launching the fall campaign in New York on behalf of State of Israel Bonds will pay tribute to Ira Guilden, chairman of the executive committee of Loew’s, Inc., Wednes- day, Sept. 30, at the Waldorf-Astoria Hotel here.

Guilden, who is also general chairman of the Greater New York Committee for Israel Bonds, will be honored for his service on behalf of the building of Israel’s economic independence at the same time as other outstanding members of the film industry.

Special tribute will be paid to Bar- ney Balaban, president of Paramount Pictures; Robert S. Benjamin, chairman of the board of United Artists; Albert A. List, head of Glen Alden, (Continued on page 4)

Card to Europe for Eastman House Work

James Card, curator of Motion Pictures for the George Eastman House in Rochester, N. Y., will leave this week-end for Europe to participate in the annual congress of the international federation of film archives, to be held in Stockholm.

Following the meeting, Card will visit film archives in Germany, Aus- tria and France to arrange for the acquisition of additional historical motion pictures for preservation in the Eastman House study collection.

FIDO Prepares to Act Against U. S. Independent Said to Be Talking TV Film Deal with B.B.C.

By WILLIAM PAY

LONDON, Sept. 10—Acting on a report that an American independent producer is negotiating a deal with the British Broadcasting Corp. for television rights to 15 to 18 American feature films at a price of around $2,800,000, the Cinematograph Exhibitor Association’s general council has authorized its representa- tives on FIDO to implement any call for action against the producer involved.

A FIDO official confirmed that the producer concerned has warned of the consequences should such a deal be consummated, namely, a boycott of all of the product of the producers included in the deal.

He pointed out that FIDO’s strength was responsible for the decision of major British and American companies here to withhold their films from television.

The reported deal, he commented, could “undermine our organization and might possibly become FIDO’s first big test.”

The identity of the American producer involved was not disclosed.

Test Seen

Trade Watches Conciliation Use Closely

Sales Heads Report Little Action But Await Upturn

Top sales executives reported yesterday that the expected increase in exhibitor requests for conciliation has not yet been evidenced. While only a few isolated cases have come to their attention, exhibitor organization officials gave a similar report.

Nevertheless, both organized exhibition and distribution are confident that requests for conciliation will show a steady increase in number as exhibitor organizations explain the new attitude toward conciliation to their members and urge those in need to give it a fair trial.

In addition, major distributors are sending out notices to their branch managers alerting them to the recent (Continued on page 2)

New Hellman Theatre For Albany is Started

Special to THE DAILY

ALBANY, Sept. 10.—Construction by Neil Hellman of a 1,000-seat motion picture theatre adjacent to his Thruway Motel on Upper Washington Ave. here will be followed by the building of two more, similar in type, in other cities.

Ground has already been broken for the Albany house, which is expected to be ready by March. A world premiere of a picture will be held (Continued on page 4)

Kalmenson to London
For Warner Conferences

Benj. Kalmenson, Warner Bros. executive vice-president, has arrived in London for conferences with Jack M. Warner, on company business. He is scheduled to return to New York by ship in about 10 days.

Warner, who has been abroad for the summer, will return here by plane next week, continuing to the West Coast later.

TELEVISION TODAY—page 4
PERSONAL MENTION

FRIDAY, 12/7/1914

FRED ZINNEMANN left New York yesterday for Australia, where he will begin production of Warner Bros.' "The Sun Downers." •

FREDERICK LOEW, of the Lerner & Loew Exchange-songwriting team, arrived in New York yesterday from London, via B.O.A.C. •

ALAN V. ISELIN, head of Tri-City Drive-In Theaters, was in New York from Albany. •

HELEN BOWER, movie reviewer of the Detroit Free Press, has been confined to her home because of illness. •

FRANK CANNA, account executive of the Frasor Advertising Agency, will leave here today for Maine. •

BILLY WILDER, producer-director, and screenwriter I. A. L. DIAMOND, will arrive in New York Monday to scout locations for their upcoming, "The Apartment." •

MARIANNA URBANSKY, of the Buena Vista exchange in Cleveland, has been married to TOM VASTA. •

ALAN MINK, son of MAX MINK, managing director of the Palace Theatre, Cleveland, has announced his engagement to GLORIA LEZLICK. •

SUNNY WITZLING, assistant to BEAT OZME of "Redbook," has returned to New York from the West Coast.

MG M Sets Hall Record

Alfred Hitchcock's "North By Northwest," has grossed $946,046 at Radio City Music Hall here in its first five weeks, reportedly the highest total ever for a Metro-Goldwyn-Mayer release at the huge showcase. The sixth week started yesterday.

Goldwyn 'Porgy' Press Unit Here Is Dissolved

Completing his six months' assignment as director of the Samuel Goldwyn unit at the Columbia Pictures home office for the world premiere and first series of engagements of "Porgy and Bess," Alfred H. Tomlinson will resume with his own producing firm, be set up at 60 E. 42nd St. here. He will also continue as consultant for the coming series of "Porgy and Bess" engagements, including those of Jonas Rosenfield, Jr., Columbia executive in charge of advertising-publicity. Lewis Gerould, Tamarkin's assistant in the Goldwyn unit, will take over today to become director of the special unit for Stanley Kramer's "On the Beach." •

Col. Reports Big Grosses

Columbia's "Have Rocket, Will Travel," and Alfred Hitchcock's "The Man Who Knew Too Much," grossed a "sensational" $70,000 in their opening day at 27 theaters on the Loew's circuit and 16 other houses in the metropolitan area on Labor Day, it is reported. The same company's "The Tingler" piled up a "huge" gross of $22,200 in its first week at the Pilgrim Theatre, Boston, and "The Maltese Falcon," "Middle of the Night," grossed $36,000 for its first week.

The Buzz that Builds Biz!

MR. HOLLYWOOD MOVIE TRAILER

Contact your local NATIONAL SCREEN SERVICE EXCHANGE

Trade Watches Conciliation

(Continued from page 1)

American Congress of Exhibitors-Motion Picture Trade Association agreement to endeavor to provide aid for small stressed theatres through conciliation.

The notices are understood to contain instructions to branch managers to give every possible help in non-conciliating cases in their territory and to encourage reference to the office of cases where they are unable to make satisfactory, as the industry conciliation machinery prescribes.

First Requests

Among the first conciliations requested since the ACE-MPAA agreement was effected were those by Syndicate Theaters of Franklin, Ind., for which Trueman Bembusch, an Allied States national director, telegraphed the following:

Indications were that Syndicate had filed conciliation notices with the Indianapolis branches of most of the national distributors.

Since the conciliation procedure specifies that a branch manager must set a meeting date for the first Friday of every month for 21 days after receipt of a request for conciliation, the first meetings between Syndicate officials and Indianapolis branch managers will be held here today and Monday. Some distribution offices reported that Syndicate had followed the same procedure immediately after the industry conciliation program was declared effective in November, 1957.

The exhibitor and branch manager either can reach a conclusion in their initial meeting, or the branch manager must make a decision within 21 days thereafter. If no conclusion has been reached or if the exhibitor is dissatisfied with the proposed settlement, he is free to carry his case to the chief sales executive at the distributor's home office.

Every Possible Effort

One top sales executive emphasized that the attempt to make every possible effort to see that conciliation accomplishes what is hoped for is. It was reported, however, that much will depend on the sincerity of exhibitors making the attempt.

"It is designed to help the small theatre that really is in distress," he said. "It would be unfortunate if a series of disputes were allowed to develop into distress cases sought to discredit conciliation by resorting to it selfishly. The result might well be that they would put relief out of reach of the deserving theatres, without gaining anything themselves.

Goldwyn 'Porgy' Press Unit Here Is Dissolved

(Continued from page 1)

FRENCH LILY

(Continued from page 1)

Tisch Hotels Adds More Loew's Theatres Stock

From THE DAILY BUREAU
WASHINGTON, Sept. 10. — Tisch Hotels, which owns 45,300 shares of Loew's Theatres common stock, increased its holding to 37,400 shares.

Tisch is reported to be one of the Securities and Exchange Commission listing of trading in film company stock by officers and directors.

Nathan Cummings bought 1,800 shares of Loew's stock, common, which increased his total holdings of 37,550 shares.

Carter Increases Holdings

Victor M. Carter bought 249,000 shares of Republic Pictures Co. common, increasing his holdings 347,720 shares. Associated Motion Pictures Industries sold its entire 216,349 shares, Douglas T. Yates, who owns all the 4,277 shares he held in his own name and the 207,739 shares owned through Towencr, Inc. Heri J. Yates sold his entire 74,469 stock and Sidney M. Davies sold his entire 500 shares. Associated Motion Pictures Industries also sold 29,600 shares of Mutual Pictures Co.'s common stock to four Century-Theater companies each paying 14,800 shares of preferred-Metalsmith's Inc., increasing to 195,000 stock to the 15,200 shares owned by Holmes Manufacturing Co., Inc., and the 14,800 shares.

Universal Buys Decca

The report showed Universal Pictures acquiring another 12,200 stock of Decca Records, stock for a total of 241,700 shares.

B. Gerald Cantor acquired 2,600 shares of National Theaters common in his own name and 1,900 shares through Cantor, Fitzgerald and Co. He owns 105,000 shares in his own name and 40,000 shares through corporations he controls. Ely A. Landau acquired 2,500 shares for a 7.5% total.

George K. Gould reported that March he exchanged his entire 8,414 shares of National Telefilm Associates common for securities of Nation Theaters. Albert Zugsmith bought 1,000 shares of his own company for a total of 94,800 shares while George N. Blachford acquired 700 shares, his entire holding.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rochester Center • CT 6-6200
EARY EVARIE MARIE JAMES GRAN SI MASON
VON ALFRED HITCHCOCK'S "NORTH BY NORTHWEST" is an M-G-M Picture in VistaVision — Technicolor and E-V-E-A-N-WEST-E-SIZE "SUMMER'S NIGHT"

Heineman to Montana

William J. Heineman, United Artists vice-president and domestic distribution manager, will leave here next Wednesday for Chicago and Toronto, where there will go to Montana for a week or 10 days of hunting, to keep at his office which he has observed for many years.

MOTION PICTURE DAILY
Maria Quigley, Editor-In-Chief and Publisher; Elwyn Knox, Editor; James D. Ives, Managing Editor; Richard Gartner, News Editor; Herbert V. Feck (Continued from page 1)

Advertising Manager; Gus H. Faust, Production Manager; TELEVISION TODAY, Charles Sumner, Manager; TELEGRAPH HOLLAND, 31 Park St., Leicester Square, W. 2. Hope William Burnup, Manager; Peter J. Kelly, Editor; William J. Burnup, Associate Editor; William J. Marley, Associate Editor; Wire Service Manager; "Quinnipiac, New York," Martin Quigley, President; Michael Quigley, Jr., Vice-President; T. J. Allen, Vice-President; Vincent Terhune, Vice-President; Tucker B. Allen, Vice-President; Joseph H. Kennedy, Vice-President; and (Continued from page 1)
REVIEW:

The Crimson Kimono

Columbia

Hollywood, Sept. 10

Using the framework of a murder mystery, Samuel Fuller has written, directed and produced a daring piece of screen entertainment which has big commercial possibilities. Its box-office reaction will depend on the "get behind it" effort to tell the public that here is a powerful drama of human emotions created by years of racial differences, in which two Korean wartime buddies, one white, the other Japanese, both American, now working together as a team of detectives, fall in love with the same white girl, Victoria Shaw.

For the first time, an American film tells a story in which a Japanese has been promoted to the detective rank by projecting his philosophy that many of us are governed by the expressions we see on another's face when we should be following the dictates of our hearts.

James Shigeta, a handsome Japanese-American, springs into the star orbit with his film debut. His night club engagements and recent appearance on Dinah Shore's TV program as a singer have paved the way for his acceptance as a topnotch entertainer; but Fuller has showcased his dramatic ability in this one.

Word-of-mouth will do much to influence the film's grosses, since Shigeta's clean-cut appearance will temper the shock of the fadeout kiss and the ultimate Japanese boy-American girl relationship.

Glenn Corbett is another handsome newcomer who makes his film debut in this one. He portrays, with authority, the role of Shigeta's teammate, who makes no bones about the breach in their relationship when he learns his girl and Shigeta are in love with each other. He makes it clear, however, that the breach is not due to any racial conflict.

Fuller's direction is exciting, unconventional and geared for realism. He takes his camera into the little Tokyo section of Los Angeles for much of the action and authentic backgrounds. His direction is further complemented by Sam Leavitt's expert camera eye, and a stirring musical score by Harry Sukman.

Fuller's screenplay is built on the murder of Gloria Pall, a burlesque stripper, with Corbett and Shigeta assigned to find the murderer. Going on the clue of a painting featuring a crimson kimono, the team of detectives gets to know Miss Shaw the artist. Her memory sketch of the man who commissioned her to do the painting helps trap the killer, a jealous female. Japanese sword games, judo and realistic fight sequences directed by Fuller add color to the offering.

Anna Lee, Paul Dubov and Jacyline Grenne are also featured in the film.


SAMUEL D. BEINS

More Showmen Hear Par. Campaign Details

 Paramount's promotion campaign for the re-release of "Samson and Delilah," outlined yesterday at the company's home office to representatives of 19 metropolitan area circuits, was termed a "successful formula," and an "important stimulus" by exhibitors present.

Could Set Precedent

Jerry Pickman, Paramount advertising-sales vice-president, in explaining the campaign to the exhibitors, said that the promotion effort succeeded exhibition could look for additional re-release campaigns from distribution.

Pickman made it plain yesterday's meeting that he foresaw no "flooding of the market with reissues" in consequence of a "Samson" success; but what he would anticipate was "big, important campaigns for motion picture classics of the past."

Convention Clinics

(Continued from page 1) private consultation room for two hours on each of the three convention days to hear exhibitors' problems. The private consultations will be held in strict confidence between the panel and the exhibitor, it was stated. After consultation, the panel will come to a conclusion on each problem, and will offer a plan for its solution.

Remodelled Ohio House Reopens with Party

Special to THE DAILY

HAMILTON, O., Sept. 10--a dinner for 25 invited guests given in honouring the opening of the newly remodelled theatre, The Court, here, last week. Formerly the Rialto, the house seats 1,000. Its current attraction is "Anatomy of a Murder."

Completed Without Closing

Participating in the opening ceremonies were Woodrow Draugh, president of United Detroit and Northing Theatres; Gill Green, general manager United Detroit-Northing; Thomas Byerle, film buyer; Donald Hicks, Paramount Pictures manager at Cincinnati; Rufus Shepherd, manager of the theatre, and Mayor Beckett of Hamilton. Remodelling of the theatre was completed without closing.

Orin Judd, Ex MMPTA

Albany Aide, in New Post

Special to THE DAILY

ALBANY, Sept. 10.--Orin G. Judd, solicitor general of New York State from 1943 to 1946, and later as a member of a New York City law firm, representative for a time of MMPTA in legislative matters at Albany, is chairman of the three-man advisory council which will help administer the state's new labor law, Judd was appointed recently by Governor Nelson Rockefeller for a three-year term.

Alex Harrison, general sales manne of Century-Fox, will be the principal speaker at Michigan Allied's convention luncheon at the Statler Hotel, Detroit, on Sept. 24.

Samuel Bronston, producer of the outer Bros. release, "John Paul Jones," was presented the Meritorious International Service Citation by United States Secretary of the Navy William V.部位ke this week at a ceremony in the Pentagon building, Washington.

Al Morgan, after 20 years with Medon Theatres in Alabama and Idaho, has resigned to enter business in his home town of Milton, Fla., and has been replaced by Phil Richardson.

Marie Allen, secretary with the Artists exchange in Atlanta, resigned to become stewards Delta Airlines.

Elliot H. Newcomb has been appointed administrative assistant to the president of Encyclopaedia Britannica Films, it was announced by the, Maurice B. Mitchell, Newcomb formerly with the Dictaphone P.

Frank Manente, formerly manager Lowe's Stillman, Cleveland, has joined the independent General Theatre-Circuit in that city as manager of Detroit Theatre. He succeeds Ray Malt.

Jarie Flynn O'Neill has returned to MGM exchange. After a three-month absence of 16 years devoted to re-making and bringing up her now aged 13.

en Hersberg, manager of the Side Drive-In, first outdoor theatre built in the greater Cleveland area, recently gave away prizes to celebrate the theatre's 22nd anniversary. The theatre operates all through year.

Charles Isenberg has been appointed store editor for Drexel Films a. and Drexel Pictures Corp., it announced by Charles D. Reeves, active vice-president of both companies. Isenberg has been a writers' at for seven years.

Seyver, an associate research engineer at the Uni.

society of Motion Picture and Television Engineers' Journal Award for the outstanding paper originally published in the SMPTE Journal during 5. The paper was titled "Photographic Instrumentation for Collision Research."

William Moeclar, general manager of the Fox Theatre, Philadelphia, has resigned. He explained that he had been given a leave of absence from National Theatres to stay on at the Fox when it was recently taken over by the Millgram chain.

Charles Poorman has joined the Claude Schrager Circuit as manager of the newly-acquired Starlite Drive-In, near Quakertown, Pa.

Fergus Martin, veteran Famous Players employe, has been named administrative assistant to E. E. Fitzgibbons, president of Trans Canada Telemeter, A. E. Brown will be the company's program director.

Charles Ramage, 36-year veteran of the MGM branch in Vancouver, has been retired, and has joined West Coast Booking Associates, also in Vancouver.

Harry Joyal, Winnipeg branch manager for Sovereign Film Distributors, has been promoted to Western Canada supervisor of branch operations.

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AROUND THE TV CIRCUIT

with PINKY HERMAN

FIRE exchange is no snobbery and TV, together with its older brother Radio are keenly aware of this. Down in Washington, D.C. Mill Grant left station WOL for a berth at WTTG where his daily "teen age hops" has made him one of the most popular TV figures in town. Milton Q. Ford WOLlik to Grant's invited cast from WMAL and likewise became one of the most-listened-to radio personalities in the area. Last month Grant added a radio sked to his duties by taking on a regular evening disk jockey stint at WDGC and again Milton Q. made his move; keeping his lucrative post at WOL, he added a weekly TV series of his own over WTTG. . . .

After 2 years as co-host with Bess Myerson of "The Big Payoff," Bob Paige is in line for another attempt at the board TV quizzzer for Colgate. . . .

The multi-talented Merv Griffin will again sub for vacationing Bud Collyer on the "Beat the Clock" TV'er.

The Jimmie Frankls (he's proxy of Shamrock Music Pub. and co-writer of the clever ditty, "The Piano Teacher Song") are expecting a visit from Sir Stork next month. . . . The listenable and effective Progressive Jazz you'll be hearing in Screen Gems' forthcoming telefilm series, "Stakeout," is from the extensive music library of the Ross-Gaffen firm. . . 

Prolific Lester Cooper, scripter of the "Eye on New York" TV CBSeries, was the youngest writer on the Warner Bros. lot at the age of 20. His documentary, "A Day Called X," telecast several times over CBS is rated one of the finest "civil defense" stories ever penned.

☆☆☆

Quite a story behind the story of "Pay or Die," the Mafia expose, which Allied Artists will produce with Ernest Borgnine as star. Written by vet foreign correspondent Burnet Hershey (he used to write movie shorts for Warner Bros.) the story appeared back in 1948 in "This Week" and later was reported in "Reefer Digest." Acquired by the King Brothers, it was moth-balled for "Dillinger" and again when MGM released "Mafia" with Gene Kelly. Richard Wilson, who directed, "Al Capone," will make "Pay or Die." . . .

Edward Joy-Diana Green Productions, thru General Artists Corp., will offer Andy Williams and an army of Broadway and Hollywood talent in "Music from Shubert Alley," for Sinclair Refining Co., on Friday, November 13, (10-11 P.M.) as an NBCColorcast. Nick Vanoff, producer of the "Dave King Show" will be producer. . . .

"Miracle on 39th Street" and "Reefer Digest" are returning for another rousing production. "Reefer Digest" is expected to be telecast Friday over CBS-TV . . .

Sotto voice to Jack Paar: One of the most gifted of writers, Larston D. Farrar ("Washington Low-Down") is having his newest tome, "Successful Writers and How They Work," published next week by Hawthorne. His ken of people and events in the Nation's Capitol, his keen wit and down-home philosophy: make him a natural guest for your show. . . . Business has been so good lately at J. F. Film Service (film and TV editing) that they've just taken much larger quarters at 45 W. 45th St. . . . Bob Wells, who will produce a 90-minute music special, "A Toast to Jerome Kern," TVa NBC, Tues., Sept. 22, opines that it would take more than 51 hours to play the 112 complete Broadway and Hollywood musical scores laughed by Kern. . . Bette Davis will be seen as "Ella Lindstrom" (mother of 7 children) in next week's "Wagon Train" episode. . . . Those responsible for the colorful and interesting film presenting the forthcoming season's new line-up rate NBCCongratulations.

Bond Group

(Continued from page 1)

RKO Theatres’ parent company, and the noted entertainer, Sophie Tucker. All are Trustees of Israel, those who have purchased $10,000 or more in State of Israel Bonds in a single year.

Dinner chairman for the tribute to Guilden and the others are Samuel Lemberg and Milk Weil. In announcing the affair, the chairman paid homage to the unifying leadership provided by the members of the entertainment industry and expressed confidence that "the Israel Bond drive will once again serve as a means through which we can display as practical idealists our faith in Israel."

Settle Operators’ Strike

CAMDEN, N. J., Sept. 10.—Labor difficulties with the projectionists, which followed a strike of 14 weeks, have been settled by the management of the Stanley Theatre here. The house continued operations during the strike, despite picketing.

Terry Turner Named

Terry Turner has been appointed to handle special television and radio promotion campaigns for Continent Distributing's exploitation combination, "Blitzkrieg" and "Breakout."
curc Tax Relief or Concessionaires

Special to THE DAILY
COLUMBUS, Ohio, Sept. 10.—The splendid Theatre Owners of Ohio announced to members that it has a able to secure a decision from the Speakeasy Department Taxation which reflect “definite benefits to concession operators throughout the state.” B. 378, effective July 1, 1939, reign the law affecting vendors, now been defined as follows: “If a crate operation concerns the con- mission in a theatre, they are not liable the three per cent sales tax on is sold.” This does not affect where the theatre provides chairs tables for the consumption of sold.

As ‘Hypnotic Eye’ or ‘Hypnosis’

Hypnosis,” a new production captivate to integrate the audience ramatic action without resorting to illusionistic, will be intro- for the first time in Allied the “Hypnotic Eye,” which now before the cameras, prov. Charles B. Bloch has announced, listed “Hypnosis, the art of utilizing recognized phe- a state of applied psychology supple- by music written under the action of a psychologist, its basic aim to apportion off the ‘delta range in brain waves and induce a ceptive state.”

Memphis Censors OK

Special to THE DAILY
EMPHIS, Sept. 10.—“Lady Chat- er’s Lover” opened at the Rich State her today without being cut censors, although angry words were ranged.

today’s morning newspapers said censors had asked the film cut, later editions reported that the- attorney William Goodman had resorted upon the censors that Mem- and E. Lewis is still part of the Union and ect to the opinion recently hand- of the controversial film by U.S. Supreme Court.

ila. ‘Porgy’ Benefit

PHILADELPHIA, Sept. 10.—The 1 premiere of “Porgy and Bess” at Goldman Theatre here on October 11 benefit the Deborah Hospital at 3rds Mills, N.J. The Philadelphia Henry Barat Memorial Chapter of the has taken over the entire sale for the premiere.

Mrs. John Dunmestre

ALANTA, Sept. 10.—Mrs. John Dunmestre, widow of the owner of Southeastern Theatre Supply Co., killed instantly in an automobile accident recently. Her daughter, Mrs. E. Lewis was also injured in the crash, and died late Sunday in fivestate hospital.

Harrison’s Tour

(Continued from page 1)

be to implement the Syros P. Kous- ras sales drive, which runs from now until December 26. The sales execu- tive will meet with branch and re- gional advertising — publicists man- agers in each city to discuss progress reports on the drive and means to efficiently aid the campaign.

Mitchum Will Tour

For UA’s ‘Country’


Mitchum, who kicks off his tour in New York September 21st, will visit Pittsburgh, Detroit, Chicago, St. Louis, Denver and Los Angeles. In each of these cities, an intensive program of TV and radio appearances, inter- views by top newspaper columnists and hundreds of requests have been arranged. The campaign for “The Wonderful Country” also includes heavy cooperative advertising, a major book promotion, contests, displays, and merchandising tie-ups. In each city he visits, Mitchum will cooperate in these promotions.

Schrine Eliminates Post

Of Albany Area Booker

Special to THE DAILY
ALBANY, Sept. 10.—The position of Albany exchange district booker for Schrine Theatres has been elim- inated. Dick Dickerson, who filled it during recent years, has left the circuit, according to word received from Gloversville, circuit quar- ters. Elimination of the job was an economy measure. Dickerson had been with the chain for 15 years.

Bill Kramer head booker, has taken over the Albany district as- signment, exchange reports.

M-G-M ‘Stars’ Reissue

Doing Well in South

Tests of a reissue of “Stars in My Crown” in the Charlotte, N.C., area have proved highly successful, the company has set a similar saturation for Memphis beginning Sept. 13.

Topping New Releases

Reports from 19 theatres in the Charlotte territory showed the film doing some of the best business of the year, topping many comparable new productions of recent years, accord- ing to Jack Byrne, M-G-M vice-presi- dent and general sales manager.

First Meeting of All

W.B. Field Men Starts

From THE DAILY Bureau
HOLLYWOOD, Sept. 10.—The first full-force meeting of the Warner Bros. field organization ever held at the company’s home in Burbank, is under way there, with fieldmen from 10 areas in the United States and Canada participating.

The two-day session, which will wind up tonight, is being presided over by W. W. Brumberg, manager of fieldmen and cooperative advertising. It is dealing with the pictures which Warner Bros. will release during the fall and winter under policies determined by Benj. Kalmerman, exec- utive vice-president, to assure special- ized handling for each film.

Many Campaigns Discussed

The fieldmen included: Frank Casey, Chicago; Al Dubin, Toronto; George Fishman, Washington, D.C.; G. J. Fitzsimmons, Boston; Kevin Genthler, Dallas; Herbert Pickman, New York; Don Walker, Kansas City; J. D. Wood- ard, Atlanta; Willard Coughlan, Seattle, and Max Becutt, Los Angeles.

Campaigns discussed included those for “The FBI Story,” “Look Back in Anger,” “A Summer Place,” “The Miracle,” “Cash McCall,” “Jack Webb’s “300” and “The Boy and the Laughing Dog.”


‘Blue Laws’

(Continued from page 1)

especially in view of the reluctance of juries to convict in the cases brought so far, according to Representative Chester Ward, a member of the San- bung County legislative delegation and counsel for some theatres here.

Rule of Comity

In withdrawing the injunction against enforcement of the “blue law” against Sunday movies in Spartanburg, Greenville, Anderson, Darlington, Greenwood and Cherokee counties, Judge Wychel said the federal court recognized the rule of comity between courts which says a higher court does not consider matters still at issue in a lower court.

Meanwhile, theatre operators plan to take a case pending now in Spartanburg County Court directly to the State Supreme Court.

Raises Constitutional Questions

The case in question was brought last fall against Robert B. Talbert, manager of the Carolina Theatre here. It raises the constitutional questions in the now-suspended federal case.

Tough’ Opens Wed.

United Artists’ “Cry Tough” will open Wednesday, Sept. 16, at the RKO Palace Theatre on Broadway.
"JAMES SHIGETA IS OUR NEXT BIG RAVE! EXCELLENT IN 'THE CRIMSON KIMONO'... INTRIGUING COMBINATION OF LOVE STORY AND MURDER WITH MELODRAMA TAKING OVER IN BIG WAY!"

LOUELLA PARSONS

PASSION KILLER'S FIRST VICTIM...

Who will be next....?

Suddenly he knew... that his beautiful American girl friend had found what she was after... in the arms of the Japanese boy!

VICTORIA GLENN SHAW CORBETT SHIGETA

Written, Produced and Directed by SAMUEL FULLER
A GLOBE ENTERPRISES PRODUCTION

from Columbia
Hassanein Is Named V-P of U.A. Theatre Circuit

Sulah M. Hassanein has been elected a vice-president of United Artists Theatre Circuit, Inc., by the company's board of directors, George P. Skouras, president, announced on Friday.

Hassanein has been film buyer for the company since 1952 and will retain that position. Prior to joining the U.A. Theatre Circuit in 1952, Hassanein had been film buyer for other (Continued on page 3)

Wheelwright to Head 'Porgy' Special Unit

From THE DAILY Bureau

HOLLYWOOD, Sept. 13 — Ralph Wheelwright, former assistant director of publicity at the MGM studio, has been named head of the special Samuel Goldwyn "Porgy and Bess" (Continued on page 3)
**PERSONAL MENTION**

LEONARD CRUENBERG, general manager of NTA Pictures, left at the weekend for Hollywood. He will return here on Friday.

GEOFFREY SHURLOCK, Production Code administrator, arrived here from Hollywood, and Washington over the weekend.

JOSEPH N. WELCH leaves here today for London, via B.O.A.C. He will engage in promotion work abroad for "Anatomy of a Murder."

ROBERT ARTHUR, producer, left here at the weekend for London, via B.O.A.C.

Mrs. Rosalie Levine, wife of Embassy Pictures president Joseph E. Levine, is confined to her Newton, Mass., home, suffering from a sprained back.

STEWART SYRN, producer, arrived in New York from London at the weekend, via B.O.A.C.

DENNIS O'KEEF is in New York for promotion activities on behalf of his new United Artists Television series.

ELIZABETH TAYLON arrived in New York Friday from Europe, following completion of her role in "Suddenly, Last Summer."

JOAN CRAWFORD has returned to New York from a tour of midwest cities on behalf of "The Best of Everything."

JAMES E. FREW, southern division manager for Continental Distributing, has left Atlanta for a business trip to Dallas.

MYRTLE H. WILSON and Joe A. JACKSON, owners of the Clanton Drive-In, Clanton, Ala., have returned there following a honeymoon trip.

**Drive Rallies (Continued from page 1)**

Harrison, general sales manager, announced.

Harrison, along with assistant general sales managers C. Glenn Norris and Martin Moskovitz, will attend the 38 meetings at which they will not serve as principals, a package change from president Spyros F. Skouras, but will also pin-point the company's production schedule and other plans of concern to executives for the next two years.

Several Thousand Acceptances

Harrison will be the principal speaker at all such meetings. Thirty branches in the West, Norris will speak at rallies scheduled at exchanges in the Midwest and South, while Moskovitz will cover sessions at offices in the East.

Already several thousand exhibitors have accepted the invitation.

In addition to the exhibitors, the meetings will be attended by branch managers, who will present various sales and office managers, salesmen, bookers, and regional advertising directors.

First rallies are being held this week in Los Angeles, San Francisco, Portland, Seattle, Vancouver, Denver, Kansas City, St. Louis, Chicago and Boston.

**Cornelia Otis Skinner (Continued from page 1)**

Cornelia Otis Skinner, actress and author, has been named national chairman of Brotherhood Week to be observed next Feb. 21-28, sponsored by the National Conference of Christians and Jews.

The announcement was made public yesterday by Benjamin F. Fairless, former board chairman of the U.S. Steel Corp., Lewis L. Strauss, former U.S. Secretary of Commerce, and James F. Twy, West Coast industrialist, co-chairmen of the National Conference.

First Woman Chairman

This is the first time that a woman has been designated to head the national Brotherhood Week observance first celebrated in 1934. Previous chair-


In accepting the post of national chairman, Miss Skinner called on all communities throughout the United States to participate in the 1950 ob-

servance and to begin planning now for local Brotherhood Week programs.

**S.B.A. Gets $75 Millions More for Current Loans**

WASHINGTON, Sept. 13. — The Small Business Administration will have an additional $75,000,000 in lending authority to operate on this year.

The agency had asked another $200,000,000 to keep its business lending activities going for a long while. However, it is getting from Congress only the $75,000,000, which Congress figures will keep it going well through next June 30.

Cons has made it plain it wants to take a searching look at S.B.A. policies and operations next session.

**Steel Strike Fails to Hurt Pitt. Theatres**

Special to THE DAILY

PITTSBURGH, Sept. 13. — It be a parable but the steel seems to be helping business in Pittsburgh theatres. With the exception John Paul Jones' which relays "Darby O'Gill" for three weeks, the Stanley, it's all holdovers here.

"North In Sixth"

The amazing "North by No-

west" is nothing but a week at the Penn, the first time that the de la house has held a movie for that lo since "Knights of the Round Tab

in 1954. "Middle of the Night" continues the Squirrel Hill art house for a s week. "Blue Denim" stays on the Fulton for a fourth week, "Question of Adalbert" gets three weeks at the Guild, and "The Blue Ang rates a second week at the J. Harris.

**Two Albums for 'Odd**

United Artists Records will release two albums of John Lewis music that "Tomorrows" key to the October openings of Harbel production starring Hal Belafonte.

**Senate Group (Continued from page 1)**

subcommittees will ask them to appear.

In any event, there will be a discussion of the bill this session. The sin is almost certain, and the subcommittees plan more hearings after a gross adjourns, but even when subcommittees do act next year action will be comparatively non according to key members.

Kefauver Heads Subcommittee

The subcommittees, headed Senators Kefauver of Tennessee, and Honnors of Missouri, have been hearing joint hearings on two Con-

stitutional amendments to strengthen ownship laws and a H. passed bill to increase Post Office department powers to move ag-

sm. So far, practically all the talk has been on the postal bill not on the amendments.

One of the amendments is extra-

sweeping and would uphold cession laws on a very broad basis. It would give the states the right to move against clearly ob-

sults but not against the type of the Supreme Court has been uph-

ing in recent decisions. Members of the amendment movement are certain to go nowhere and the chances that even the narrower would not move very far.
Over 200 Mid-West Exhibitors Attend Fox’s First Showmanship Meet Today

Special to THE DAILY

CHICAGO, Sept. 13.—More than 200 exhibitors in the mid-west area, will be treated to a promotional presentation tomorrow encompassing the worlds of fashion, comic books, radio, television, department stores, paperback books and a variety of other merchandising media, when the first 20th Century-Fox area showmanship meet gets underway here.

Non-industrySpokesmen

The Sheraton-Blackstone Hotel will be the scene of the merchandising seminar which will outline promotional plans for 20th product between now and the end of the year. Highlight of the merchandising sessions will be appearances by non-industry spokesmen, representing many outlets, some of them untempted before by motion pictures, who are participating in promotions on 20th releases this year.


Exhibitors will be shown special accessories on several of the attractions, upcoming national magazine advertising and publicity, scene trailers and new star trailers, as well as other publicity, advertising and exploitation material.

Cases of S.C. ‘Blue Law’ Violators Are Postponed

Special to THE DAILY

SPARTANBURG, S.C., Sept. 13.—Judge Claude Hume, operator of the Fox Theatre here for “blue law” violations was posted bail indefinitely. A continuance was granted at nearby Rock Hill in the trial of Jack Spivey, theatre operator there, until the South Carolina supreme court rules on a motion to get his agreement to accept original jurisdiction. Then the full court, which will be in session in Oc¬tuber, would have to agree.

It would not try to kick such a move,” said Attorney General Dan McLeod, “The state will cooperate in any effort to resolve legal problems posed by the ‘blue laws’ in the speed¬test fashion possible.”

Heart Seizure Takes

Paul Douglas, 52

From THE DAILY Bureau

HOLLYWOOD, Sept. 13.—Actor Paul Douglas died Friday of a heart seizure at his home here. He was 52, and the veteran of more than 20 motion pictures, including “Letter to Three Wives,” “It Happens Every Spring,” “Solid Gold Cadillac” and “The Matting Game.”

Surviving the actor are his wife, actress Jan Sterling, and two children, Adams and Margaret.

S. M. Hassanein

(Continued from page 1)

theatre in New York. He came to this country in 1948 and has been associated with the industry since, except for two years service in the U.S. Army.

Atlanta WOMPI Charity

ATLANTA, Sept. 13.—A very success¬ful kick-off night was held by the Atlanta WOMPI at the Buckhead Thea¬tre here. John Carter donated use of the theatre, and funds were raised to supply needy families with food baskets.

War Film Package

Continental Distributing, Inc. will release “Blitzkrieg” and “Breakout” as a combination exploitation package.
National
Pre-Selling

ALEXANDER CAMPBELL, in the Sept. 7 issue of "Life" reported in a vividly written article how the famous ocean liner "Ille de France" was burned and blasted to satisfy a film-maker's desire for reality. The film-maker, writer-producer-director Andrew Lepander Stone. The film, an M-G-M production, "The Last Voyage." The once graceful liner "Ille de France" was callers for salvage to Osaka, Japan. It was here that producer Stone with a helpful hand from the U.S. Marines filmed his epic of excitement, suspense and adventure. Among the photos that illustrate this essay is one of Dorothy Malone neck deep in water, having difficulty with her water soaked false eyebrows.

- "Take a Giant Step," the U.A. film about race prejudice encountered by a 17-year-old high school boy, is recommended to the readers of Parents' magazine Sept. issue.

- Shirley MacLaine, Hollywood's free spirit who does her characterizations so thoroughly that she looks like a different girl in each film in which she appears, is the cover girl on "Look's" Sept. 15 issue.

- "Cosmopolitan's" November issue entire non-fiction section will be devoted to the entertainment field. The readers of this issue will learn about the entertainment world through the eyes of top flight stars. Ralph Bellamy, who will play F.D.R. in Dore Shary's "Sunrise at Campobello," a Warner release, writes about his 30 years in show business, Suzy Parker star of "The Best of Everything" is the focal point of a penetrating study of the pressures of which an actress is subject to. An interesting essay on how stars stay young as practiced by Jack Benny, Ginger Rogers, Marlene Dietrich and Cary Grant will appear in the issue.

- Ruth Harbert of "Good Housekeeping" was impressed sufficiently with "The Big Fisherman" to devote her entire page in the Sept. issue to a review and photos of this Buena Vista production. Howard Keel, in his first nonsinging role, according to this reviewer brings tremendous vitality to the central character—the "big fisherman," Simon. Bluff, earthy and self-reliant, at first he ridicules his fellow workers for their growing interest in and wonder at the teachings of the "Nazarene."

- "The Man Upstairs," is reviewed by Richard Marek in the Sept. issue of "McCall's." This Kingsley release deals with a mentally drained scientist who commits an act of minor violence in the small London apartment house where he lives. In Marek's opinion it is rarely dull, thanks to good writing, flowing direction and uniformly excellent acting by a cast of virtual unknowns.

- "Anatomy of a Murder" and "North By Northwest," are both excellent pictures reports Florence Somers in the Sept. issue of "Redbook" but were released too soon for her to review them. Otto Preminger's fine production of "Anatomy" has the noted lawyer Joseph Welch as the judge at the trial. "North By Northwest," the Radio City Music Hall film is one of Hitchcock's best thrillers, with a climax in which Cary Grant and Eva Marie Saint are chased across the face of Mt. Rushmore.

WALTER HAAS

Eaton, Others Re-Named Officers of S.P.S.E.

FROM THE DAILY BUREAU

WASHINGTON, Sept. 13.—George T. Eaton of Kodak Research Laboratories has been re-elected president of the national Society of Photographic Scientists and Engineers for a two-year term, 1959-61, the Society has announced.

Steven Levinos of Anso, Binghamton, was named executive vice-president for a second term.

Other officers re-elected are John A. Maurer, New York, engineering vice-president; and Dr. Herbert Meyer, financial vice-president, Mau- rer is president of J. M. Developments of New York. Dr. Meyer is chief chemist of the Motion Picture Research Council.

Two New Officers

There are two new officers. Dr. R. Clark Jones, a senior physicist at the Polaroid Corporation, Cambridge, Mass., was elected editorial vice-president, C. Graham Eddy, chief of the medical illustrations division of the Veterans Administration, Washington, is new secretary-treasurer.

The SPSE administration will preside over the national conference of the Society to be held in the Edgewater Beach Hotel in Chicago, Oct. 26 to 30.

LIGHTSTONE NAMED

(Continued from page 1)

resignation as a vice-president of Rugoff & Becker was announced recently.

Theatres involved in Lightstone's assignment are the Sutton, Beckman, Art, 8th St., Playhouse, 5th Ave, Cinema, and Gramercy in Manhattan; the Austin, Queens; Laurel and Lido, Long Beach, and Cinema, Manhasset.

The Murray Hill Theatre in Manhattan, scheduled to open on Oct. 7 with "Pillow Talk," will be the latest addition to the Rugoff & Becker circuit.

PASSES FOR SAFE DRIVING

ALBANY, Sept. 13.—One hundred-seventy five Stanley Warner Strand theatre tickets are being presented each week, as one of the prizes in a "Careful Driving-Lucky License" game which the Albany Times-Union started last week.

Variety says its 'A BLOCKBUSTER!

The Independent says it's 'A BLOCKBUSTER!
You are crouched in a basement stairway opposite a theatre in Chicago. Keep your eye on that FBI man across the street. He has set the trap for deadly public enemy, John Dillinger...
**Television Today**

**Film Producers Resume Meetings Here Tonight**

The Film Producers Association of New York will launch its full program schedule with a membership meeting at the Transfilm Studios, 35 West 45th St., this evening, it was announced by Nathan Zucker, president. The initial meeting will be a general business meeting to acquaint members with the association’s progress in the various projects that have been undertaken since its last membership meeting earlier in the year.

The various activities of the association’s committees will be reviewed and Zucker will outline the program for the fall. The report will cover activities of the videotape committee, the new program committee, public relations projects and other activities.

A special report on the FPA’s new membership drive headed by Peter Mooney of Audio will be given. Mooney has reported that the drive has brought in eight new members to date.

**Cinn. to Honor Rod Serling Sept. 22**

*Special to THE DAILY*

**CINCINNATI, Sept. 21—**Tuesday, Sept. 22, will be Rod Serling Day in Cincinnati. The Taft Broadcasting Company, officials of WKRC-TV, and Mayor Donald D. Clancy will present the TV Network’s leading scriptwriter to the city.

Serling began his career with WKRC-TV in 1951, when he authored “The Storm” series.

Eight years later, Serling again returns to WKRC-TV as writer, narrator and producer to promote his new CBS series, “The Twilight Zone.” He has the added distinction of being half owner of his new series.

**Sinatra Signs Elvis For May ’60 Special**

*From THE DAILY Bureau*

**HOLLYWOOD, Sept. 13.** — Frank Sinatra has announced that he has signed Elvis Presley for the latter’s first television appearance upon his release from the U.S. Army early next year. Presley will be the special guest star on Sinatra’s ABC Televisio special scheduled for broadcast in early May, 1960.

ABC-TV had Presley under exclusive commitment for the network under a three-year agreement arranged earlier this year by Thomas W. Moore, ABC TV vice-president in charge of programming. The May show is one of the more musical specials starring Sinatra over ABC television which are to be sponsored by the United States Time Corp. for Times Watches.

**ITC, Now in Black, Reports Sales Gains**

Independent Television Corp. ended the first year of its global operation as of September 1 with a gross of $13,989,787, according to president Walter Kingsley. This figure constitutes a 30 per cent increase over the previous year’s sales of TPA, the company ITC acquired by ABC-TV shortly after its formation last year.

ITC, owned jointly by the Jack Warner Organization, Beverly Hills, Calif., and Associated Television, Ltd., of London, is currently programming 1,200 hours of programming a week to stations and sponsors throughout the U.S., and 186 weekly half-hours throughout the rest of the year. The company, Kingsley stated, has been operating in the black since January 1, after an initial three-month organizational period.

**New Catholic House Will Open to Public**

*Special to THE DAILY*

**BOSTON, Sept. 13.** — Although it is not as yet officially announced, the policy at the Cardinal Theatre, formerly Loew’s State will be one performance each evening with matinees Saturdays and Sundays, it is reported.

The theatre will be open to the public with an admission charge of $1. The first presentation will be “The Fifteen Mysteries of the Rosary” with other religious films to follow. During the time when the theatre is closed it is expected it will be used for confirmations, graduations, conventions and a general meeting place.

Loew’s Offices Moved

On October 1 when the Catholic Diocese takes over the property, the Northeast division office of Loew’s Theatres will be moved to 36 School Street, not far from Loew’s Orpheum Theatre in downtown Boston where William Elder, newly-appointed division manager and his head publicist Lou Brown will make their headquarters. Elder will handle Loew’s Theatres in New England, Buffalo, Syracuse and Rochester, while Brown will handle the publicity for Loew’s Theatres in Boston, Providence and several in Connecticut.

**AIP Sets 4 More Key Openings for ‘Gladiator’**

Four more key openings of American International’s “Sign of the Gladiator” have been set at the Century and New Albert, Baltimore, Sept. 25, the Warner Metropolitan and Ambassador, Washington, Sept. 24; Twin Drive-In, Indianapolis, Sept. 23, and the Stanley Warner in Pittsburgh, Sept. 30.

The openings will kick off saturation bookings in the areas to coincide with the 108-date saturation booking in the New England area Sept. 23.

**50 Years in Business For James G. Balmer**

*Special to THE DAILY*

**PITTSBURGH, Sept. 13.** — Tent Number One, Variety Club, will honor James G. Balmer of the Harris Amusement Co. at a dinner at the New Arena night club on Sept. 26 on the occasion of his 50th anniversary in show business.

Balmer is one of the original founders of the Variety Club, and has been affiliated with theatre business in Pittsburgh since the days of pioneer John P. Harris, father of John H. Harris, head of the Harris Amusement Co.

**Back-to-School’ Shows Aid Albany S-W Houses**

*Special to THE DAILY*

**ALBANY, Sept. 13.** — Two Albany conventional theatres, the Stanley Warner Strand and Madison, presented “Back to School Shows” Saturday noon, while two drive-ins, Fabian’s Mohawk and Saratoga, staged a “Gala Back to School Party” Friday night.

The SW houses featured a giveaway to each child of a pencil box, plus “dunkin donuts.” The drive-ins distributed a new color and youngsters were drag and Madison screened three-10 fun shows, consisting of Walt Disney cartoons, three shorts and a Tom and Jerry cartoon.

**Creasant Accepting Bids**

**ATLANTA, Sept. 13.** — Bids are now being accepted by the Creasant Amusement Company for a new theatre.

**Pillow Talk’ IS THE BIG TALK OF THE INDUSTRY**

“Doris Day and Rock Hudson are a perfect comedy team in ‘Pillow Talk’ and the picture is hilarious...!

I went overboard for Rock in this!”

—HEEDDA HOPPER
20th-Fox Out to Maintain Top Position, Einfeld Tells Mid-Western Exhibitors

Special to THE DAILY
(Picture on page 5)

CHICAGO, Sept. 14.—"Twentieth Century-Fox will do more for the exhibitor than any other motion picture company," vice-president Charles Einfeldt told the area showmanship meeting here today, attended by more than 200 mid-western exhibitors in the Sheraton-Blackstone Hotel. Merchandising plans for 20th-Fox product for release between now and the end of the year were described. Einfeldt's statement was given to the meeting through Eddie Solomon, 20th-Fox exploitation manager, who read the Einfeldt statement (Continued on page 5)

Human Relations Award Slated for Youngstein

Max E. Youngstein, vice-president of United Artists, will be honored with the Human Relations Award of the motion Picture Division of the Joint Defense Appeal at a testimonial luncheon at the Hotel Astor on Nov. 24. A no-uncertainty message of the tribute to Youngstein was made yesterday by honorary co-chairmen Barney Balaban, president of Paramount Pictures; Harry Brandt, president of United Artists (Continued on page 6)

Pinanski Stages Showmanship Meet
To Aid Selling of New Fall Product

Special to THE DAILY

BOSTON, Sept. 14.—Samuel Pinanski, president of American Theatres Corp., and chairman of the Pinanski Showmanship showmanship committee, attended by his 25 managers, district first such get-together in several years. Pinanski invited the local branch managers and their publicists from each company who addressed the group. The meeting was held in the ATC screening room here. Pinanski suggested that the time is right to take advantage of the top quality pictures now coming from Hollywood, urging his managers to exert every effort to promote and publicize the material, for a continuation into the fall and winter season of the upbeat business registered this summer. He praised the work of the branch managers and their publicists and asked each distributor to speak briefly. The publicists also explained the campaign material. The walls of the ATC screening room were decorated with posters of the new films from the various companies. The response from the managers was enthusiastic (Continued on page 2)

CEA Debate

UK Exhibitors Plan Action
Vs. Toll TV

To Make Inquiries Here
And of Home Government

By PETER BURNUP

LONDON, Sept. 14.—In all their other preoccupations here, independent exhibitors discern a further spectre on their horizon: namely, toll TV.

The matter came up as a matter of urgency and at the instance of two Cinematograph Exhibitor Associations at the Association's general council meeting.

The mover of one of the emergency resolutions told his fellow delegates that the introduction of Toll TV might well completely write off the cinema business. He declared that none knew how near the toll system might be: whether six months or six years. But, he asserted, circuits within the industry were already interested in licenses (Continued on page 5)

Orderly Release Set
For 7 Soviet Films

A plan for the orderly distribution of the seven Soviet films to be distributed in the United States was agreed upon at a meeting last week of the Motion Picture Association committee on distribution arrangements.

In order to avoid conflicts in bookings, and to give the Soviet films the widest possible distribution potential, the following order of releases was agreed upon: November, "The Cranes Are Flying," Warner Bros.; December, "Swan Lake," Columbia; January, "" (Continued on page 2)

Chi-Sox' Bill Veeck to
Be TOA Meet Speaker

Bill Veeck, colorful president of the Chicago White Sox, will be the main speaker at the luncheon highlighting the "Showmanship" day at the 12th annual convention of Theatre Owners of America, at the Hotel (Continued on page 4)
PERSONAL MENTION

BRUCE EELLS, executive vice-president of United Artists Television, Inc., has returned to New York following three weeks in Hollywood.

William R. O'Hare, advertising and publicity director, Hal Roach Distribution Corp., is in Hollywood from New York.

Marlon Brandt returned to Hollywood from New York yesterday.

Cal Bard, Jr., national sales manager of MCP Film Distributing Co., was in Chicago from Hollywood.

Mr. and Mrs. Sidney Schaefar have announced the engagement of their daughter, Susan Mango, to Arnold Levy. Father is Columbia Pictures' director of media and printed advertising.

Morris Rosenthal, retired manager of Loew's Poli, New Haven, and his wife have returned to Hollywood, Fla., home following a vacation trip to Canada and Connecticut. Rosenthal was the winner of the first Quigley Grand Award for showmanship, back in 1934.

Freid Haas, construction engineer for Fabian Theatres, was in Albany from New York.

Jack Sanson, manager of the Strand Theatre, Hartford, is recuperating from surgery.

Jo Morrow, Columbia's "new face," arrives in New York today from the Continent, aboard the Flandre.

Jule Styne arrives in Hollywood today to work on the recordings for M-G-M's "Bells Are Ringing."

Michael Anderson, director, who has been vacating in England, arrives in Hollywood this week.

David Lord, B.O.A.C. public relations counsel, leaves here today for Tokyo and Yokohama.

NEW YORK THEATRES

RAIN CITY MUSIC HALL—Rocketeer Center, C-2 4-6000

CARY EVAMARIE JAMES GRANT SAINT MASON

55th Street at 5th Avenue

An M-G-M Picture in VistaVision-Technicolor

and a De Luxe Sound Spectra-"SINATRA" FESTIVAL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kahn, Editor; James D. Tew, Managing Editor; Richard Gerner, News Editor; Herbert V. Feck, Advertising Manager; Gus H. Fauel, Production Manager, TELEVISION TODAY, Charles S. Aronson, Editor, Rockefeller Center, New York, N. Y. Advertising Representatives, Stan Davis, Continental Films, Inc., New York, N. Y.; 707 3rd Ave., New York; Frank D. Levey, Los Angeles, Ca.; 1101 North Grand Avenue, Pasadena, Cal.; L. R. Pinanski, Chicago, Ill.; 56 North Wabash Avenue; Walter R. Pinanski, Baltimore, Md.; 55 East 8th Street, New York, N. Y. SUBSCRIPTION PRICE: $2.00 A YEAR. Single copies, 10c.

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Detroit, Sept. 14—Michigan Allied sw Conciliation Trial

Motion


Speakers for the convention were announced by Marshall Fine, acting president of ITOO, and convention committee chairman. An initial pre-convention meeting of the board of directors will be held Oct. 26. First business session will be held Oct. 27 and will be devoted to business-building research.

Sectional Campaign Plan

Dr. Robert Miner, chairman of the business organization department of Ohio State University, will speak on marketing and merchandising. His talk is based on a thesis developed last spring by Stanley Rinehart, graduate student at Ohio State, on the film industry.

Merchandising of concessions will be the theme of a talk by Philip Lowe, president of the National Association of Concessionaires. A representative of Wheeler, Kight and Gaine, Columbus advertising firm, will discuss a planned proposal for sectional and statewide campaigns for Ohio theatres. The plan was prepared by the agency.

Role of newspapers, radio and television in theatre advertising will be covered at the Oct. 25 business session. Mel Tharp, director of the Columbus "Dispatch," will speak on newspaper advertising. Herbert Evans, general manager of radio station WRFD, Columbus-Worthington, will discuss radio, and James Leonard, general manager of television station WVLW-C, Columbus, will talk about television.

Two directors of advertising and publicity from major film companies will speak at the session. Their names will be announced later. Election of officers is scheduled for Oct. 28.

Tribute to Adams

Annual banquet, to be held that evening will be a tribute to Horace Adams, president of ITOO for the past five years, and president of national Allied for the past two years. Irving Dollinger, Allied representative with the American Congress of Exhibitors, will be the principal speaker.

The convention committee, in addition to Fine, includes Louis Wiedhe, Cincinnati; Sam Schultz, Cleveland; Frank Murphy, Cleveland and Jack Armstrong, Bowling Green.

Belafonte to Palace
Stage Starting in Dec.

Harry Belafonte will open at the RKO Palace for a special limited engagement of eight weeks on Tuesday evening, Dec. 15. He will be seen six times weekly, in five evening performances, Tuesday through Saturday at 8:30 P.M., and one matinee performance on Sundays at 3:00 P.M.

Phil Stein will be executive producer, with Ralph Alswang handling staging and lighting, and Robert Corman musical director.

Reserved Seat Basis

The Palace Theatre will revert to a completely "live" presentation policy during Belafonte's appearance. Tickets will be on a reserved seat basis and mail orders are now being accepted for the first eight weeks. Prices will range from $2.50 to $6.00 for weekday evenings and the Sunday matinee performance, and from $2.50 to $7.50 on Friday and Saturday evenings.

Free 'Thank You' Shows
At Drive-Ins Popular

ALBANY, N. Y., Sept. 14.—In a popular "Thank You" gesture by area drive-ins, Fabian's Mohawk in Colonie, Saratoga in Latham, and Riverfront in Rotterdam, joined to stage an "End of Summer Party," with gratis admission and free hot dogs, popcorn and Pepsi-Cola.

Extra beans gifts were distributed to the first 300 cars at the three drives—burn hats went to the ladies, cigars to the men, and candy to the children. The promotion was strongly advertised in area newspapers and on the screens. Some of the giveaways were "promoted"; others purchased.

Canton Town Leased

CANTON, O., Sept. 14.—The Town Theatre here has been leased by Irving Reinhart, son of the late Harry Reinhart, who owned the Mozart Theatre in Canton.
MCA, Offering Public Stock, Shows Growth as Entertainment Giant

An index of the rapid growth of Music Corporation of America as an entity in the entertainment world and of its growing importance in the motion picture industry is given in the prospectus issued this week in connection with the company's first public offering of stock.

MCA owns the Universal studio and, under the terms of its purchase of the studio property for $1,125,000 last February, leases it to Universal Pictures for a minimum of $1,000,000 annually.

Continued Growth

In 1958 MCA's gross revenues were $48,400,000 compared with $39,500,000 in 1957 and $15,200,000 in 1954. Earnings last year were $4,325,000 equal to $1.18 a share, up from $4,121,000 the preceding year or $1.12 a share. The prospectus shows continued growth this year with earnings in the first six months of 1959 at $2,457,000 or 67 cents a common share compared with $2,381,000.

Albany Drive-In Installs Heaters; Remains Open

Special to THE DAILY

ALBANY, N. Y., Sept. 14.—Fabian's Mohawk Drive-in, located midway between Albany and Schenectady, is installing Berzozomatic heaters for winter operation. Division manager Elias Schlegler said the change-over will be ready by Oct. 15.

Five hundred heaters have been ordered for the almost-1,000-car drive-in, the largest in this immediate area and slightly surpassed in size by only one other drive-in in this Schenectady district. The Mohawk also will have a snow plow. The concession stand and rest rooms will be heated and a windscreen will continue to be 80 cents for adults, no extra charge being made for heaters.

Jim Fisher, owner of the Hollywood at Averill Park, N. Y., was the first to call his schedule for winter operation in this section. Later Alan V. Jeslin did likewise, on a bigger scale, at the Turnpike in Westmere and then, at the Autovision East Guilderland.

Korea To Turn Out 150 Features In '59

From THE DAILY bunch

WASHINGTON, Sept. 14.—The young Korean motion picture industry expects to produce some 150 feature films this year, according to a Commerce Department report.

Film chief Nathan D. Golden said this compared with about 84 films produced in 1958 and is approximately ten times 1954 production. Some 65 features have already been produced this year.

Probably the biggest impetus to the growth in production was a 1954 law exempting domestic films from the 115% theatre admissions tax. Right now there are three motion picture studios in Korea, with some 74 companies listed as producers.

Veck to Speak

(Continued from page 1)

Sherman in Chicago Nov. 8-12.

Veck, widely known as a top-grade showman whose promotional activities fanned boxoffice attendance for the White Sox tremendously, will address the luncheon on Tuesday, Nov. 11. He will be co-chairs with Richard H. Orear of Kansas City, Gerald J. Shea of New York, and Dwight L. Spracher of Seattle, announced.

Veck accepted the invitation to speak jointly tendered by George C. Keratoses, TOA president, and David Wallerstein, President of Balaban and Katz and chairman for the event.

Veck's noon appearance will be preceded by a morning showmanship session, at which Robert Selig of Den-Dr. Colo., will be chairman, and Max Youpmin of United Artists, and Joseph Levin of Embassy Pictures will be among the speakers.

Adrian Services Wed.

HOLLYWOOD, Sept. 14.—Funeral services for Gilbert Adrian, 56, film dress designer and husband of actress Janet Gaynor, who died yesterday following a stroke, will be held Wednesday, 3 P.M. at Pierce Brothers Hollywood Mortuary. Adrian is survived by his widow and son, Robin.

Mrs. Theresa Andrews

CLEVELAND, Sept. 14.—Funeral services were held last week for Mrs. Theresa Andrews, mother of Stephen and William Andrews, shipper for the M-G-M and Paramount exchanges, respectively.

'Skyscraper' to Burstyn

World distribution rights to "Skyscraper," a 20-minute film which was awarded first prize at this year's Venice Film Festival, have been acquired by Joseph Burstyn's Film Enterprises.

October Popcorn Fete To Stress Merchandising

Popcorn will be spotlighted in the most potent national promotion in the history of the product, the 9th annual Popcorn Fall Festival.

The advertising and merchandising event, coordinated by the Popcorn Fete and presented by the National Popcorn Institute, is scheduled for October 20-31 with the peak sales period for the high-profit item. Climax of the campaign will be National Popcorn Week Oct. 25-31.

Extensive Promotions

The 1959 Popcorn Fall Festival will be supported by national television and outdoor advertising; the most extensive publicity ever to appear on behalf of popcorn in national magazines and newspapers and on radio and television; a full line of powerful point-of-sale materials; and hard-hitting trade promotion.

The full impact of this huge promotion will be channeled into popcorn sales in the nation's theaters and merchandising materials produced by the Popcorn Institute and the Coca-Cola Company trade promotion, and national publicity beamed at the movie-going public.

Two entirely new types of point-of-sale aids have been produced by the Institute to help concessionaires cash in on the popcorn promotion. One is an unusual poster kit, the other a set of two announcement trailers which sell popcorn exclusively.

Former Loew's House Renamed the Donnelly

Special to THE DAILY

BOSTON, Sept. 14.—Cardinal Cushing has announced that the former Loew's State Theatre in the Back Bay will be named the Donnelly House in honor of one of New England's most distinguished Catholic families.

The theatre was purchased recently by the archdiocese for year-round use in the extension of educational activities. It will be open to the public at certain times for the showing of religious films. It was tentatively called the Cardinal Theatre.

Cardinal Cushing announced "a princely benefaction made to the archdiocese of Boston by Edward G. Donnelly, Jr., and Mrs. Raymond Stuart of the Donnelly family in memory of deceased members."

Donnelly is president of John Donnelly & Sons and its affiliates and is a national leader in outdoor advertising. He has headed the Suffolk County March of Dimes and has been active in many other worthy causes including the Jimmy Fund.

'Cordura' Premieres

(Continued from page 1)

announced yesterday by Rube Jaeket, Columbia vice-president and general sales manager.

Jaeket said that the twin openings would launch a series of key city engagements currently being negotiated.
K Exhibitors

(Continued from page 1)

landlines. If coin television were 
duced it would be an easy matter 
to them implement it through their 
ing channels. The exhibitors would 
then, this delegate 
be in a position of seeing its 
s relayed from other cinemas and 
with an eventuality which would 
pletely eliminate independent them- 
He urged that the Association 
page forthwith in an inquiry and if 
very send delegates to Canada 
the U.S. to examine the position re.

Cites Skouras’ Warning

The London branch spokesman 
red General Council that Spyros 
ur had warned the Association’s 
ial convention that the moment 
1 TV appeared independent exhibi- 
s might as well schedule TV.

This Londonian referred to FIFO 
d reminded delegates that when 
organization was brought into being 
y theatre men wanted its opera- 
s coupled with Toll TV. They had 
unsuccessful in that endeavour.

as there something sinister in that? 
wanted to know.

Speaking for the executive, the As- 
association’s treasurer, Lord Westwood, 
’d that the whole matter was in his 
and when he had made the proposal 
it the meeting of the industry’s Five Associ- 
Committee that the industry ap- 
s the control of the proposed 
revision Third Channel.

Thoroughly Alerted

At the end of the debate it was 
good that enquiries be made in Can- 
and the U.S. as well as of 
the appropriate Government Departments. 
The general council will not assem- 
ble again until Nov. 11 but it may be 
spected that a great deal of back- 
work will be put in by the associ- 
ation’s very active finance and manage- 
ment committee in the meantime. In 
dependent theatre men throughout the 
country are now thoroughly alerted to 
be purls of uncontrolled Toll TV.

Comment has been made concern- 
ing the remarkable discretion exhibited 
by the general council in 
gard of the identity of the combined 
business in Toll TV. But the Rank 
organisation, at least, has made no 
change in its interest in the medium 
if Toll TV.

Rank’s TV Interests

As long ago as August, 1958, in a 
distribution he made to the National 
Toll Bank Review, John Davis, 
organisation’s deputy chairman, 
died this say: 
‘For the specialised appeal—which 
means millions of people—a further 
development in visual entertainment is 
in the horizon, namely, coin-in-the-slot 
elevators, or, perhaps a better descrip- 
tion, the house. Whilst I know 
ful interests will resist its intro- 
cution and certain legal difficulties 
will have to be overcome, I am con- 
vinced that it will be with us one day.”

It was announced here recently that 
field remarks to the exhibitors.

“We have nineteen regional adver- 
sing and publicity managers through- 
out the U.S.,” Einfeld noted, “more 
any other company in the busi- 
ess. We will continually aid the 
exhibitor at the level through our 
local sales force and our advertising-publi- 
licity managers. It is this kind of cooperation 
between 20th-Fox and the exhibi- 
tion which will maintain the com- 
pany’s position as the number one 
action picture organization in the 
world.”

Doors Open to Merchandisers

At the meeting, special merchan- 
dising plans for Fox product was re- 
vealed, through a variety of non-in- 
dustry spokes who their organizations 
are involved in 20th promotions. Ein- 
feld made note of these speeches, 
stating:

“Just as our doors at the studio in 
Hollywood are open to independent 
producers, so are our doors open to 
merchandisers who will help pre-sell 
20th production at the local level 
and who will aid the exhibitor in each 
situation.”

“For example, we are currently 
engaged in two promotions for ‘The 
Best of Everything’—one with “Har- 
pers’ Bazaar” and the other with 
Alles Stores which will benefit every 
exhibitor—large theatre or small—who 
plays ‘Best.’ With each of these pro- 
motions, as well as with any of our 
merchandising programs, we only 
enter into a situation whereby the 
exhibitor will profit.”

Proper Cooperation

“Teaming in with Harper’s and 
Allied expands our field force by the 
thousands, making representatives of 
these concerns part of the promotion 
on the picture in each situation.”

Einfeld summed up: “One of the 
main reasons we are holding these 
area showmanship meetings, is to 
acquire the exhibitor with the material 
he will have going for him on each of the 
pictures. With the proper organ- 
ization between our branch man- 
gers, advertising-publicity managers 
and the exhibitor of the promo- 
tions entered into will be utilized to 
the fullest.”

4 Finished, 26 in Work

In Hollywood Studios

From THE DAILY BUREAU

Hollywood, Sept. 14.—No new 
films went into production last week, 
four were completed, making a total 
of 26 pictures before the camera.

Completed were: “Savage Inno- 
cents” (Paramount-Magic Films) for 
Paramount release; “Hell Bent for 
Leather” for Universal-International; 
“Caption Buffalo” for Warner Bros.; 
“The Choppers” (Rushmore Prod.), 
independent release.

Now ‘Sword and Cross’

Samuel Bronston’s scheduled motion 
picture based on the life of Christ, 
formally titled “The Son of Man,” has 
been changed to “The Sword and the 
Cross.” Filming of the $4,000,000 
production reportedly will begin in 
October, both at the Charnamart and 
Sevilla Studios in Madrid. John Farrow 
is serving as director and writer.
Television Today

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Pan, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Technirama; vv, VistaVision; rs, Regalscope.

SEPTEMBER
AA—WEB OF EVIDENCE: Van Johnson, Vera Miles
AA—CALLING NORTH POLE: c, cs: Curt Jurgens, Down Addams
AIP—SIGN OF THE GLADIATOR: c, cs: Anna Ekberg, George Marshall
MGM—FOR THE FIRST TIME: c, cs: Mario Lanza, Zoe Belbe
MGM—TARZAN, THE APE MAN: c, cs: Denny Miller
MGM—STEVE MCQUEEN: c, cs: Debbie Reynolds, Glenn Ford
PAR—THAT KIND OF WOMAN: Sophia Loren, Lee Marve
20-FX—BLUE ANGEL: c, cs: Curt Jurgens, May Britt
20-FX—THE OREGON TRAIL: c, cs: Fred MacMurray, Nina Shimpan
UA—INSIDE THE MAFIA: Cameron Mitchell
UA—TAKE A GIANT STEP: Johnny Nash
WB—LOOK BACK IN ANGER: Richard Burton, Claire Bloom
WB—YELLOWSTONE KELLY: c, Clint Walker, Ed Byrnes

OCTOBER
AIP—THE BUCKET OF BLOOD: Barbara Morris, Dick Miller
AIP—THE LENCHER KEN CLARK: c, cs: John Ireland, Anna Maria Alberghetti
BV—THE BIG FISHERMAN: c, 70mm: Faword Keel, Susan Kohner
COL—THE TINGER: Vincent Price, Judith Evelyn
COL—THEY CALL HER MAMBO: c, cs: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: c, cs: Reynolds Silver, Glenn Curtho
COL—THE HOUSE THAT ROARED: c, Jean Seberg, Peter Sellers
MGM—GIRLS’ TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: c, Dirk Bogarde, Olga De Havilland
PAR—BUT NOT FOR ME: c, cs: Clark Gable, Carroll Baker
20-FX—THE BEST OF EVERYTHING: c, cs: Hope Lange, Joan Crawford
20-FX—FIVE GATES TO HELL: c, cs: Dorelia Michaelis, Patricia Owens
UA—THE WONDERFUL COUNTRY: c, cs: Robert Mitchum, Julie London
UA—TIMBUKTU: Victor MATURE, Yvonne De Carlo
UA—COUNTERPOINT: Forrest Tucker, Allianne Hayes
UNI—PILLOW TALK: c, cs, Rock Hudson, Doris Day
WB—THE BFI STORY: c, cs: James Stewart, Vera Miles

NOVEMBER
AIP—GOLIATH AND THE GOLDEN HORD: c, cs: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN: c, cs: James MacArthur, Janet Munro
COL—MAN ON A STRING: Ernest Borgnine, Kerwin Mathews
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—BARRIE GOES TO WAR: c, cs: Brigitte Bardot, Jacques Courret
COL—SATAN’S BUCKET: c, cs: Carroll Wilde, Victoria Shaw
COL—KILLERS OF KILIMANJARO: c, cs: Robert Taylor, Anne Aubrey
MGM—HOUSE OF SEVEN HAVENS: c, cs: Robert Taylor, Nicole Maurey
MGM—WRECK OF THE MARY DEARE: Gary Cooper, Charlton Heston
PAR—BAA MARTHA: c, cs: Dean Martin, Shirley MacLaine
PAR—THE JAHWEHAKES: c, cs: Jeff Chandler, Nicole Maurey
20-FX—THE HOUND DOG MAN: c, cs: Fabian, Stuart Whitman
20-FX—JOURNEY TO THE CENTER OF THE EARTH: c, cs: Pat Boone
WA—ODDS AGAINST TOMORROW: Henry Fonda, Joanne Dru
WA—SUBWAY IN THE SKY: Van Johnson, Kildare Keef
WB—A SUMMER PLACE, c, cs: Dorothy McGuire, Richard Egan
WB—“39”: Jack Webb

Boston Exhibitors Hear New 20th-Fox Program

Special to THE DAILY
BOSTON, Sept. 14. — The Little Theatre, of the 20th-Fox exchange, was filled this afternoon with top circuit executives, theatre owners and bookers, who heard branch manager Al Levy and publicist Phil Engel tell of the Fox productions coming through for 1960, they called The Best of Everything” and “Hound Dog Man” were shown.

Exhibitors Given Kits

Levy read a wire from Buddy Adler telling of other productions and explained the Spyros Skouras sales drive. All exhibitors were given kits outlining the productions which will be available.

‘Windjammer’ Set for S-W Capitol in Cin.

Special to THE DAILY
CINCINNATI, Sept. 14. — William C. Rush, managing director of the Capitol Theatre here, announced plans have been completed for the premiere of “Windjammer” in early November, at the Stanley Warner theatre, the only one in a radius of 300 miles of Cincinnati, equipped to show CinemaScope and Cininemascope.

Rush predicts this will be the inauguration of another new trend for the Capital, as “Windjammer” is to be followed by “Ben-Hur.”

Cleve. Theatre Reopens

CLEVELAND, Sept. 14.—Warner’s Colony Theatre, debate first-run neighborhood house now closed for the installation of 70-mm equipment, is scheduled to reopen Sept. 26.

Mrs. Anne Horne

Funeral services will be held at 1 P.M. Thursday at The Riverside Chapel, Brooklyn, for Mrs. Anne Horne, wife of William Horne, independent film distributor. Mrs. Horne died yesterday.

Relight Va. House

PETERSBURGH, Va., Sept. 14.—The Rex Theatre here, dark for more than a year, will be reopened on Sept. 17, by Neighborhood Theatres.

Honor Max Youngstein

(Continued from page 1)

Theatres, and William German, president of W. J. German, Inc.

The Joint Defamation Council is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of the B’nai Brith. The two seek a national total of $60,000,000 this year for the support of their program devoted to combating bigotry, safeguarding human rights and promoting inter-faith harmony.

Youngstein, who is active in numerous charitable, civic and industry-wide organizations, is being honored for his “distinguished community service and outstanding leadership in the advance-

Sidney Pink’s Plans

HOLLYWOOD, Sept. 14. — Sidney Pink, producer of “Invasion of Mars,” first feature in the Cinemagic series, plans his own distribution organization using ten key sales executives covering respective areas in the United States and Canada, maintaining home office headquarters at Hal Roach studios.

ment of human rights causes.”

In addition to his activities on behalf of UA, he has served as a public relations chairman of the motion picture industry’s drives for the March of Dimes, Cerebral Palsy, United Jewish Appeal and the National Conference of Christians and Jews.
Famous Players Canadian Reports
Six Months Profit of $1,104,906

TORONTO, Sept. 15.—Net profit of $1,104,906 is reported by Famous Players Canadian Corp. for the first six months, after provision for income taxes but including profit of $143,237.

Kirsch Urges Support For Skouras Fox Drive
Special to THE DAILY
CHICAGO, Sept. 15.—A call for support from exhibitors for the Spyros P. Skouras sales drive came from Allied States’ official, Jack Kirsch at the closing session, of the 20th Century-Fox area showmanship meeting here yesterday.
The meeting, presided over by 20th. (Continued on page 3)

Adler Heads Net Sales For Para. TV Prods.
Stretch Adler has been named director of network sales for Paramount Television Productions, effective Oct. 5, and will headquarters in New York, it was announced here yesterday by Jim Schultke, vice-president in charge of PTD. Adler will be responsible for the sale of Paramount’s. (Continued on page 2)

Over $5,000,000 for Each of 10 UA Films
United Artists has ten and possibly 12 films released this year which should do more than $5,000,000 each in film rentals worldwide, Robert S. Benjamin, board chairman, stated in an interview published in the Wall Street Journal yesterday. The article noted the high profits and revenues being achieved by the company this. (Continued on page 2)

Confirmed
Selznick-B.B.C.
TV Film Deal
Is Completed

FIDO to Consider Deal Oct. 1; Regarded As Test
By WILLIAM PAY
LONDON, Sept. 15.—British Broadcasting Corp. today confirmed that it has completed a deal with David O. Selznick for telecasting rights to a number of his pictures.
While B.B.C. refused further information about the deal at this stage, it had been widely reported in the trade earlier that the negotiations involved between 15 and 18 films at a price of around $2,000,000.
It is understood the first of the films will be televised here by B.B.C. around the end of the year.
After press reports here had stated (Continued on page 2)

‘Hawaii’ Book Tie-In
Will Run for Two Years
United Artists, the Mirtsch Company, and Random House have joined forces for a joint book-film promotion on behalf of James Michener’s new novel “Hawaii” that will extend over a period of two years. The budget for the project is $100,000, described as a record and only one of the unusual. (Continued on page 6)

Blumenstock Named V.P.
For Schlaifer on Coast
Sid Blumenstock has been appointed vice-president in charge of the West Coast office of Charles Schlaifer & Co., Inc., advertising agency. Schlaifer announced yesterday. Blumenstock will assume his new post early in October, at which time he will leave Embassy Pictures Corp., where he has been vice-president in charge of advertising and promotion in the New York office.
Blumenstock has held executive advertising positions with 20th Century.

(Continued on page 2)
Selznick Deal

Selznick’s production of “Gone with the Wind” was included in the deal, M-G-M noted in its statement, pointing out that ownership and control of this picture belongs to it, and M-G-M has no intention of making it available to television.

The industry was divided in the trade here as probably the first important test of the effectuality of the Film Industry Defense Organization, which previously was reported to have warned the producers that the consequences of a deal with B.B.C. would be a boycott of all of his pictures by every theatre in Great Britain. Here, tofaro, FIDO’s strength has been sufficient to discourage major British and American companies here from selling any of their films to television.

FIDO’s board of directors is scheduled to meet Oct. 1 to discuss the Selznick-B.B.C. deal.

10 Showings a Week

For ‘Ben-Hur’ at State

M-G-M’s “Ben-Hur” will have ten performances a week when it premieres at Loew’s State Theatre here in November. Evening performances will be scheduled every night with performances on Saturday, Sunday, and holidays.

The price scale for the film will be $2.00 to $3.00 Monday through Thursday evenings, $2.50 to $3.50 Friday and $1.50 to $2.00 Saturday evenings. Matinees will be scaled from $1.50 to $2.50 and will not be available during the week of Sept. 28 to be George Gershwin’s birthday. Other cities are expected to follow suit.

Celebration to Mark

Birthday of Gershwin

A nationwide celebration under the auspices of the George Gershwin Memorial Foundation, which is sponsored by Cinema-Victory Lodge No. 1, will be held for the week of Sept. 26, the birthday of late George Gershwin, born that day in 1898. Radio stations, television programs, schools and musical organizations will honor the composer.

In Washington, the Library of Congress will open a special exhibit of Gershwin memorabilia to coincide with the “Day of Porgy and Bess” in the national capital and in Cincinnati, the mayor will proclaim the week of Sept. 26 to be George Gershwin Day. Other cities are expected to follow suit.

New Blumenstock Po

(Continued from page 1)

World of Blumenstock Pictures, friend to his coming with Emb 10959 Academy Award telecasts.

Schaifer said that Blumenstock’s appointment will round out the company’s complete creative services, offering all phases of advertising for motion pictures and allied fields.

250 ‘Disciple’ Dates

Hecht-Hill-Lancaster and Bry production, "The Disciple," a United Artists release, will open in 250 major situations across the country in the next four weeks.
Famous Players Report

(Continued from page 1)

attractions available in the second quarter this year than those available in the corresponding 1958 period. He notes in a message to stockholders, however, that current attractions are "proving exceptionally good" at the box office.

More New Equipment

Stockholders also are told that in addition to 70mm equipment already installed in FPC theatres here and in Vancouver, installations are being made at Edmonton, Calgary, Winnipeg and Ottawa in anticipation of "Ben-Hur" and other long run attractions.

Fitzgibbons reports that FPC has joined with E. R. Jarmain, professional engineer of London, to form London TV Cable Service, Ltd., which "will initially service 5,000 homes in North London. To this will be added Jarmain's community antenna system which is presently wired to service approximately 1,000 homes in South London. The community antenna system has been engineered to accommodate Telemeter at a future date, Fitzgibbons informs FPC stockholders.

"For the first Telemeter installation," he reports, "we have purchased the Kregse property in Etobicoke, which will be converted into a Telemeter studio designed to service a potential audience of 40,000 subscribers.

On Toll Television

"A long term arrangement has been signed with the Bell Telephone Co. of Canada to install and maintain cable for the Telemeter system. "Much of our equipment has already been received and we are expecting delivery of the Telemeter boxes in sufficient quantity so that we can start before the end of this year connecting 1,000 sets.

Supplementary literature informs stockholders that it will cost about $5 to have a Telemeter attachment made to a home tele vision set and that the subscriber probably will have to purchase a minimum amount of programming monthly at prices varying from five cents to $2.

Kirsch Urges

(Continued from page 1)

assistant general sales manager Martin Moskowitz and Chicago branch manager Robert Conn, heard of plans for the Skouras drive, which got under way at the recently concluded national sales meeting. At the opening session, the more than 200 midwestern exhibitors gathered at the Sherman-Blackstone and heard merchandising and exploitation plans for the company's product between now and the end of the year.

Exhibitors Should Cooperate

In his speech, Kirsch told the assembled exhibitors: "Spyros P. Skouras is one of the industry's leading presidents in trying to do something for exhibitors. Every exhibitor should cooperate in this drive to make it a tremendous success. As far as Allied is concerned, you can tell Spyros that we will cooperate one hundred per cent in this drive."

In outlining plans for the sales drive, Moskowitz told the group of plans for himself, general sales manager Alex Harrison and assistant general sales manager C. Glenn Norris to travel to each of the 38 Fox exchanges and to meet with exhibitors across the United States. Moskowitz pledged 20th's continued support to exhibition and noted Fox's ambitious production schedule for 1960-61, as outlined earlier this month by president Skouras.

Sears to Retire; In Industry for 50 Years

Special to THE DAILY

MINNEAPOLIS, Sept. 16—William Sears, president and chairman of the Minnesota Entertainment Enterprises, will end a 50-year career in the theatre business on the first of the year. He has announced his retirement from the drive-in theatre firm and will settle in Florida. Henry Greene, Minneapolis attorney, has been selected to replace Sears.

People

Karl Fasick has joined Metro-Goldwyn-Mayer's publicity and advertising staff to handle special exploitation for the Boston engagement of "Ben-Hur." For the past eight years, Fasick had been advertising and publicity director for Loew's Theatres in Boston. The "Ben-Hur" engagement in that city will be at the Saxon Theatre.

Harold Branson has returned to Fox Theatre, Philadelphia, as general manager. He had been associated with the theatre as house manager for many years when it was operated by National Theatres, and left when the house was taken over recently by the Milgram Theatres.

Herman Weiner, Philadelphia attorney who heads the local combine operating the Ambassador art theatre in that city, has organized Ammacre Theatre, Inc. Operation of the Ambassador will be assumed by the new corporation.

Roxy Books 'Man'

Twentieth Century-Fox's "The Man Who Understood Women," starring Leslie Caron and Henry Fonda, will be the next attraction at the Roxy Theatre here.

"Picture of the month!...brilliant comedy, fast pace and rollicking dialogue!...no end of hilarious romantic complications!"

—REDBOOK
Treyz Urges Foreign Policy for U.S. TV

"The future health and growth of U.S. television is intimately linked to television's development abroad, but the American television industry has no foreign policy," Oliver Treyz, president of the ABC-TV Network, said in his return here from a five-week inspection tour of foreign television activities in the Far East and Australia. His tour visited Singapore, Bangkok, Hong Kong, Tokyo, Melbourne, Adelaide and Sydney.

United Industry Effort

The ABC-TV executive called for a united industry effort via a TV industry 'State Department' to address itself to foreign exchange, balance of trade and related problems not only to implement the flow of U.S. programs overseas and thereby pave the way for improvement in the quality of American television. Currently, the latent forces of U.S. television to bring the American point of view through television to most of the areas of the free world.

As an example of the political consequences of current restrictions, Treyz cited an embargo on American programs imposed by the Japanese government on its networks.

Growth in Far East

This embargo affects the distribution of such vital coverage as that of the upcoming Khrushchev-Eisenhower exchange visits and other public service programs conveying the American point of view; such as "The Splendid American," a special, hour-long documentary on Laos to be telecast in the U.S. on Sept. 27.

Pointing out the growth of TV in the Far East, Treyz noted: "Television is fast emerging as a dynamic major force in many sections, particularly in Australia and Japan and even Thailand. In four years, television in Japan has grown in size to an estimated four million families, more than drive automobiles," he stated.

Serve All of Free World

"Unquestionably, the 45-million TV homes in the U.S. and current 27-million in other parts of the world are definitely dependent on each other. The 27-million need and want our programs; the 45-million need their programs sold abroad so that they constantly can be improved through growing foreign revenues which, when added to domestic, are essential for the improvement of quality."

Noting that American television cannot be made to lose the inrual position of pride that "U.S. television is the best in the world," Treyz stated that television can be made to be better if given a fair opportunity to serve not only America but all the free world.

Reopen Carma Theatre

BLUFFTON, O., Sept. 15.—George Carmack, owner of the Carma Theatre here, will reopen the house at the end of this month. The theatre has been closed for the summer.

HARRY BELAFONTE's recent tour across the country was so successful that the 2 and half hour act (during which H. B. is seen on stage throughout) will be performed weekly at the Palace Theatre on Broadway, starting Tuesday, December 15. Phil Stein, will be the producer of this, Belafonte's first B'way appearance since 1955, when he appeared with Marge & Gower Champion in "Three For Tonight."... NBC's Jim Lowe has a new TV plot: A bank teller flashes a gun, hands a note to a depositor which demands money—to cover a low bank balance.

Javark's "Bozo The Clown" telefilm bowed into the New York scene TVIs (via MPT) starting a new across the board skew which should make a strong bid for the moppet audience. Series is aided by the voice and antics of Bill Britten, former clown with the Ringling Bros. Circus, who appears "live."... Groucho Marx's telegram inviting us to listen to him tell about his program and new book tomorrow starts off with—quote—just heard NBC is on a press party binge so I'm going East to get mine—unquote... John Harris' "Ice-Capades of 1960" which recently opened at the Madison Square Garden is his best yet. And the music of the band in the Pit rates a Pat. A new TV series, available on film and videotape, "Thinking Things Through," produced by Morlee Production and syndicated by Flamingo Telemfilm Sales, Inc. will feature Mrs. Eleanor Roosevelt as moderator of informal discussions of world events by American and foreign exchange students.

Some 44 additional colleges, making a grand total of 309 will offer academic credit in modern chemistry, starting Sept. 25 when NBC-TV's "Continental Classroom" returns to its regular schedule. Program will again be "deaned" by Dr. John F. Baxter, on leave from his post as professor of chemistry at the University of Florida. A 20-minute situation comedy, "Never start something you can't RE-finish" produced by John Fenton for Klheger Films and sponsored by Dupont, is a new departure in industrial presentations. The hilarious film, in Ektachrome stars Nat Frye and was filmed in the East. James A. Michener's new series, "Adventure in Paradise," starring Gardner McKay as "Adam Troy," will ABCCommence Monday, Oct. 5 (9:30-10:30 P.M.) Titled "The Black Pearl," the initial seg will feature in the cast Patricia Medina, Anthony Steel, Kurt Kasznar and Lon Chaney, Jr. ... With TV adaptation by Budd and Stuart Shulberg, P & G will sponsor the two-part dramatization of "What Makes Sammy Run?" TNT NBC Sunday, Sept. 27 and Oct. 4 (8-9 P.M. EDT). Directed by John Forsythe and Barry Blenden heading the cast. Edna Walker-Malcosey's taped radio show, "Quest For Beauty," may get a chance on the nets due to success over local N'Orleans radio. Edna is a prize-winning poetess of the bayou country. ... Jim Conway, the voice of Kellogg's on the "Andy Williams Show," has just signed to "pitch" Serta mattresses on the Alex Drir newscasts from the NBCChicago TV outlet. Deal was set by Kal Ross and initial program will be seen Sept. 30. The philosophical jazz pianist, called "The Baron," who'll be seen regularly in the forthcoming Warner Bros. full-hour series, "Bourbon St. Beat," over the ABCChannels, is Eddie Cole, Nat King Cole's brother.

Britain Likes Pacific

"South Pacific" in Todd-AO is racking up exceptional grosses in the British Isles, according to Associated-English, vice-president and treasurer of Magna Theatre Corp., producers of the film. Currently there are 11 engagements in the area. The Dominion Theatre in London has reported its top gross for the 71st week of its engagement and has to date accumulated a gross of over $1,500,000. The Gaumont Theatre in Manchester also reported one of its top grosses for the 70th week of its engagement and to date has accumulated a gross of approximately $750,000. The West End Theatre in Birm-

Warner Phila. Exchange

Bldg. Sold for $180,000

SPECIAL TO THE DAILY

PHILADELPHIA, Sept. 15.—Warner Bros. Pictures Distributing Corp. sold its modern air conditioning exchange building at 230 No. 19th Street to the National Accident and Health Insurance Co. of Philadelphia for $180,000. The local insurance firm will occupy the upper building, ingham, the Queens Theatre in New-

102 Book Cont Du


Screen Gems Case Pending

The suit is the second anti-trust to be filed against film companies charging unlawful reduction in the distribution of the arts to TV. Still pending is a case involving Screen Gems, Columbia Pictures parent company, and Universal Pictures. The Government has gained an agreement whereby Screen Gems acquired the Universal pre-Hill Library in addition to that of Columbia.

At the present time Screen Gems remains a pending trial and determination of the case, from sublicensing additional Universal films at rate greater than 50 films in any monthly period. This approximates licensing rate under the Screen Code—Universal agreement up to now.

NTA Moving to Coast No Loss of Activity

National Telefilm Associates, w ill air its home office, 30 key executives, its facilities and behavior from New York to Los Angeles next month without a moment's loss in business activity. The East-West shift will get under way at the closest business Friday, Sept. 25, when squad of moving men invade present headquarters of NTA in the Coliseum Tower here.

It will be finished by next business day, Monday, Sept. 28, on the West Coast. At that time NTA's offices, with the same staff and the same equipment, will open in the National Theatre Building and Television Building in L.A.

102 Book Cont Du

At your fingertips—THE WHOLE BUSINESS WORLD OF THE SCREEN!

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.

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QUIGLEY PUBLICATIONS
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Date ____________________________
NAME __________________________
ADDRESS ________________________
WALT DISNEY, in doing a motion picture adaptation of the James Ramsey Ullman novel, "Banner in the Sky," sent a crew off to the Swiss and French Alps. It is the expected thing that this group spent several months filming the story and that the resultant background material is breath-taking, for that is characteristic of the Disney filming method. Indeed, the focal point of the picture, the salient factor to be used by exhibitors in selling the film, is the wonderful and authentic scenes in the Swiss Alps, in beautiful Technicolor.

Against this stunning background is set the story of the small Swiss village and its famed mountain guides, whose lives are spent among the awesome peaks, with tourists and real mountain climbers. The Ullman novel focuses on the young son, played by James MacArthur, of a noted guide who had died protecting a "client," according to the finest tradition of the guides. The boy's ambition is to climb the "Citadel," towering peak which has defied the best climbers, and a route to the top of which MacArthur is certain his father had found before his death. But the boy washes dishes in the local hotel, which in his climbing practice by the cook, a former guide, and morally by Janet Munro, the proprietor's daughter. The two youngsters are in love.

The young man's climbing ambitions are frowned upon most vigorously by his mother and his uncle, played by Franz Lerner, himself a leading guide, but the boy persists in his desire to climb. On a mountain ledge he saves the life of Michael Rennie, famous British climber, and the latter backs him in his effort to gain consent to become a guide and climber. It is Rennie's ambition to climb the dangerous and dread Citadel, and MacArthur's cherished dream to be able to accompany him. Finally he goes anyway, to join Rennie and a guide from a rival town who had left to attempt the ascent. The village guides, with MacArthur's uncle leading them, start up after the boy. The climbers are successful, but only after the boy has sacrificed his chance to reach the top to save the rival guide, who had been injured.


CHARLES S. AARONSON

**'Tomorrow' World Bow**

In Chicago Oct. 14

"Odds Against Tomorrow" will have its world premiere engagement on Wednesday, Oct. 14, at the Woods Theatre in Chicago. The opening of the United Artists release, a Harbel Production, is being accorded a big promotion campaign.

Already completed or under way are a tour by Harry Belafonte, who stars in the film; a book tie-up with Bantam Books, using rack cards, posters, radio and television; the release of two United Artists albums of recordings of the John Lewis-four that supported the motion picture; a campaign with disk jockeys, music stores and other retail outlets handling records; and a cross-country promotion tour by director Robert Wise, which is now under way.

Sun, Sr., Hospitalized

After Fracturing Hip

Special to THE DAILY

SPRINGFIELD, O., Sept. 15—Gus Sun, Sr., aged 91, was admitted to Mercy Hospital here with a fractured hip. The veteran showman is one of the best known figures in vaudeville and theatre circles.

**New Distribution Firm**

(Continued from page 1)

on Sergeant" will be released in September. Set for October are "Serious Charge" and a combination, "The Incredible Petrified World" and "Teen-age Zombies." In November, the Devil's Partner" and, an Italian import, as yet untitled, are scheduled.

Future product will be announced later for 1960.

**'Life' Is Big Abroad**

Universal-International's "Inspiration of Life" is heading for the highest grosses in the company's history, Amerisco Aboud, foreign general manager, announced. The film is establishing new marks in such countries as Brazil, Mexico, Argentina, Columbia, Cuba, Trinidad, Puerto Rico, Panama, Peru and Venezuela, he said.

**'Top' Breaks Records**

BALTIMORE, Sept. 15.—All existing box office records at the Playhouse, uptown art theatre, have been broken by the current engagement of "Boom at the Top," according to manager Joel Lewis. Although in its 20th week, business continues above average and weekends are capacity.

**Managers of Chakere Theatres in Meeting**

Special to THE DAILY

CINCINNATI, O., Sept. 15—Chakeres Theatres, Inc., are holding a Kentucky district managers meeting at the Campbell House in Lexington, Ky., today.

Phil Chakeres, president; Max Chakeres, vice-president; B. Moryl, controller; Frank Collins, general manager; Jack Haynes, film buyer; and Gene Luts, Kentucky district manager, are at the meeting.

Changes. These will follow the pace of the book on the best-sellers, and work in film promotion stars are signed for the leading role in production begins, etc. There is to be a promotion in which the girl will be asked to send in recommendations for the actors they would like to see create the fictional character.

**Book Club Selection**

Cerf announced that the novel will have an initial print order of 100,000 copies. It has already been selected as Book of the Month for December, he said, and will be published in sections of the Readers Digest Condensed Books. Further, Readers Digest will publish a select of its domestic and international editions and Life Magazine will reproduce the cover of the book as part of its illustrated article.

In all, according to Cerf, it is estimated "Hawaii" will reach 250,000 readers including serializing and book club selections timed with the initial publication.

**'Hawaii' (Continued from page 1)**

aspects of the campaign at a press conference yesterday conducted by Bennett Cerf, president of Random House; Fred Goldberg, a national director of advertising, publicity, and exploitation; and Leon Roth, Mirisch vice-president.

The campaign will begin prior to publication of the book in November with Random House planning to spend $25,000 between now and January 1, 1960. UA and Mirisch will then continue it through pre-production and shooting of the film, set for next year by Fred Zinnemann. Release of the film is not contemplated until sometime in 1961.

**Has Two Objectives**

Goldberg pointed out that the tie-in campaign will have two objectives: to build the Michener novel into a best-seller and keep it on the lists at least a year and at the same time to build "Hawaii" as a "top-flight film property." UA has learned in its experience with book promotion, he added, that to work with the publisher from the beginning pays off handsomely. He cited in particular the company's projects with "Not As a Stranger" and the forthcoming "Exodus."

Some specifics of the campaign, which is still in the process of being worked out, were presented by Roth. Included in the first phase will be heavy use of newspaper ads all over the country; network and local radio and television promotions; and displays in book stores and UA exchanges.
**MOTION PICTURE DAILY**

**TEN CENTS**

**NEW YORK, U.S.A., THURSDAY, SEPTEMBER 17, 1959**

**All the News That's News**

**The Full Report**

**Bank Profits Rise to $6,738,400**

**Concise and to the Point**

**Myers Says:**

**Allied 'White Paper' Drive Will Continue**

**'Folly' to Depend on ACE**

**He Says: OKs Conciliation**

**Special to THE DAILY**

**CINCINNATI, Sept. 16.—To the surprise of no one here, Abram F. Myers, Allied States chairman and general counsel, told the combined conventions of Indiana, Kentucky, and West Virginia Allied here today that the national independent exhibitor organization will not abandon its so-called "white paper" campaign in favor of whatever relief the American Congress of Exhibitors might be able to obtain for hard-pressed exhibitors. However, Myers urged exhibitors to make use of industry conciliation under the recent agreement between ACE and the Motion Picture Ass'n. of America that it be made available to help solve the problems of the small theatre.

"The only purpose of conciliation," Myers said, "is to afford the opportunity to appeal to the film industry." (Continued on page 7)

**ACE-MPAA Committee Resumes Meets Sept. 28**

The American Congress of Exhibitors—Motion Picture Association subcommittees on advertising and promotion activities is scheduled to meet next on Monday, Sept. 28 in the MPAA board room to continue its work preparatory to reporting to the board.

(Continued on page 2)

**Three to Speak at Lunch for Khrushchev**

From THE DAILY Bureau

**HOLLYWOOD, Sept. 16. — Introductory remarks are to be made at the luncheon for Soviet Premier Nikita Khrushchev at the 20th Century-Fox**

(Continued on page 3)

**Television Today—page 6**

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**UA to Deny Anti-Trust Violation in Suit Involving Acquisition of Film Libraries**

United Artists intends to file pleadings denying violation of the Clayton Act with which it and its subsidiary, United Artists Associated, Inc. were charged by the Department of Justice on Tuesday, Robert S. Benjamin, UA board chairman, said in a statement issued here yesterday.

Benjamin said UA has been advised by counsel that the transactions relating to UA and the acquisition of residual distribution rights in a number of RKO features are not a violation of the Clayton Act. He pointed out that no notice was received by UA that the law suit was contemplated before the anti-trust complaint was filed.

In its suit the Government charged that the acquisition by UA of assets of Associated Artists Productions and C. & C. Films, formerly competitors of UA in the distribution of feature films to TV, "served to lessen competition in the field." UA acquired from AAPP rights to the pre-1949 Warner Bros. feature library, and the RKO features from C.C.

The suit is similar to an action previously filed against Screen Gems, Columbia Pictures and Universal Pictures, attacking an agreement under which S. G. acquired the Universal Library in addition to that of Columbia. Trial in that case is still pending.

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**Norris, Feldman Will Address Texas Meetings**

C. Glenn Norris, 20th Century-Fox assistant general sales manager, and Edward Feldman, newspaper-magazine publicity representative, will fly to Dallas, Texas this weekend to address the next in a series of showmanship meetings being held by the film company. The meetings, to be coordinated by Tom McLeaster, Dallas branch manager, will hear merchandising plans for 20th product between now and the end of 1959, as well as plans for the Spy-"Cold War"—25.

(Continued on page 6)

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**Interest Rises in 'Herald' Conferences With 34 Circuits to Be Represented**

Industry interest in the forthcoming third series of Merchandising Conferences sponsored by Motion Picture Herald continues to rise with acceptance now received from executives of 34 circuits. The Conferences will be held here Sept. 23, 24 and 25.

Exhibitors from both the U.S. and Canada will participate in the meetings, previewing the latest product of major distributors and formulating valuable promotional concepts which they will share to their mutual advantage upon the return to their theatres.

Since the start of the Merchandising Conferences in the Spring of 1958, the Herald-sponsored event has won many new boosters. Theatre Owners of America, for example, recently informed its membership by bulletin that "exhibitors are remiss if they do not take advantage of the conference. We know of no comparable means for exhibitors to see product many months before it is released and prepare themselves to merchandise the film when it comes."

Further attesting to the popularity of the Conferences and the values accruing from them, the Showmanship Circuit intends using attendance at the sessions as a prize in current showmanship contest. The circuit expects

(Continued on page 3)
Shelton Back from Trip To U.S.I.A. Offices
From THE DAILY Bureau
WASHINGTON, Sept. 16.—Turner Shelton, of the U.S. Information Agency, returned today from an extended visit to the agency's representatives in the U.S. Embassy in Tokyo, in Japan, and in Europe on motion picture matters.
He reported that he had found the impact of both American theatrical films and the U.S.I.A. Special News Film particularly pronounced in the Near East and in Europe on motion picture matters.
Shelton said that the U.S.I.A. film production program for the coming year would be about the same as for this year. It will not be affected by the minor cut in the agency's budget voted by the last Congress, he said.

Government Officials Attend 'Beach' Showing
From THE DAILY Bureau
WASHINGTON, D.C.—Sept 16.—Vice-President Richard M. Nixon and other top government officials and guests attended a special screening of Stanley Kramer's "On the Beach" here this evening. Special previews of the United Artists release are also being held in the nation's capital for high-ranking political and military officials and members of the capital press.
The film has also been shown to ambassadors to the United States representing countries in which "On the Beach" will have its simultaneous world premiere on Dec. 17.

K.C. Exhibitors Hear Fox's Release Plans
Special to THE DAILY
KANSAS CITY, Mo., Sept. 16.—The forthcoming release and theatre production plans of Twentieth Century-Fox were outlined by Glenn Norris, assistant sales manager of the film company, to about 35 Kansas City exhibitors and other film personnel at a meeting yesterday at the Hotel Muehlebach here.
J. R. Negre, Kansas City branch manager for Fox, presented, and Chick Evans, area publicity man, discussed advertising plans for films due for release the remainder of this year.

Miss Koenig Joins Col.
Georgiana Koenig, who for the past seven years has served as assistant to the MPAA general counsel, Sidney Schrader, joins the legal staff of Columbia Pictures next Monday. Miss Koenig is one of the few women attorneys in the film business.

Pepsi-Cola to Award Prize at TOA Meet
A paid round-trip for two by plane to Brussels will be the prize the Pepsi Cola Company will award to an exhibitor or concer- nate attending its international convention which it will hold in Brussels from Nov. 8-12.
The party, which will feature excursions from 21 nations on the hotel cur- vous table, will be held Wednesday night, Nov. 11 from 9 P.M. to midnight at Hall Gulf in Chicago, the company's headquarters. The trip will include visits to Brussels, Antwerp, Ghent, Amsterdam, Antwerp, and Brussels, Belgium.

A.M.P.A.E. Committee (Continued from page 1)
next meeting of ACE-MPAA.
This is the first time that the third A.M.P.A.E. subcommittee is meeting to be held since the last A.M.P.A.A meeting held near the end of August. The joint committee on taining increased total also is perm- itted to meet in the near future. It was announced the A.M.P.A.E. Committee would meet again in "the latter part of Septem- ber," although no date for that meeting has been set yet.

Some Work Completed
The third A.M.P.A.E. subcommittee that is holding meetings, is the special committee that on obtaining aid for small, distressed theatres, and is being with the agreement last month to hear apply for aid through the indus- try's conciliatory system.

**PERSONAL MEMORIAL**

JEFF LIVINGTON, Universal Pictures Co. Eastern advertising manager, is in Chicago today from New York, to coordinate the campaign for the American premiere of "Sapphire," here Thursday.

George Seaton flew to Europe yesterday on a four-country search for talent for the upcoming "The Man in the Middle."

ANNA MAGNANI returns to Italy tomorrow, aboard the Cristoforo Colombo, following completion of her role in "The Fugitive Kind."

ARTHUR J. STEELE, executive vice- president of Columbia Pictures Corp., will make an extended tour of the Orient and Australia. He will make Califor- nia his first stop and then proceed to Japan, Hong Kong, Bangkok and Australia.

CHARLES W. CARPENTER, manager of Technicolor's New York office, left here yesterday on a week's visit to the West Coast.

JACK DIAMOND, Universal-International studio publicity director, leaves Hollywood Friday for a week of home office meetings in New York.

SCOTT LETT, general sales manager of Howco Films, was in Atlanta, for a visit with CHARLES JORDAN, Southern district manager.

ARTHUR KERMAN, president of Gover- nor TV attractions, leaves here today for Hollywood.

SAM KATZMAN, Columbia producer, leaves New York today for London, via B.O.A.C.

CARY GRANT arrives here today from London, via B.O.A.C.

ARCHIE HOLT, Oregon sales represen- tative for Universal Pictures, is in Providence Hospital, Portland, for ob- servation, following a brief illness.

To Promote 'Country' Robert Mitchum, who stars with Julie London in United Artists' "The Wonderful Country," leaves here Monday on a cross-country promotion tour keyed to the late September saturation booking of the film in more than 200 theatres.

Rank Profits
(Continued from page 1)
for all of Rank's subsidiary companies except the television film were released on Sept. 1.
In his statement today Lord Rank said that the rationalisation program applied to his cinema interests has now been extended to all groups. "I am satisfied," he said, "that a firm foundation has now been laid for steady growth of new activities over the future years."
The report shows that the Organ- isation, apart from theatres, distribu- tion and home office, embraces 17 ballrooms, 21 dance stu- dios, a record concern, music publish- ing, radio and tv line, tv sta- tion operation, and manufacturing units covering a large range of elec- tronic and other equipment, plastics, etc.

Production and Distribution Down
Over the past five years 35 per cent of the group's profits accrued from manufacturing and non-cinema activities, it was stated.
While programme and theatre opera- tions were up, film production and distribution showed a loss of £875, 000 (£2,450,000). Lord Rank pointed out that the loss included costs and terminal losses from our American film distribution company.
"When we commenced this ven- ture," Rank continued, "we were pre- pared for the possibility of losses for two or three years. Unfortunately after 18 months operation it became clear there was no reasonable pros- pect of achieving profitable opera- tion even after this initial period and we decided to terminate our losses.

"Good Friends' At UA
"Fortunately, however, we were able to arrange for our good friends at United Artists to take over distribution arrangements for films we had put in distribution by our American company."
The report issued today also referred to the renewal of the fran- chise agreement with Universal Pictures to dis- tribute its product here for another seven years.
Although production has been drastically cut at the Pinewood Stud- io, Rank added, "we are glad to say that studio space thus made available has been taken up by other producers and by our production of films made especially for television."
The latter project in association with American interests is "likely to be widened extensively in the near future," he said.

'Hot' Return Moved Up
The return of "Some Like It Hot" to Broadway has been moved for- ward to Sept. 25 at the Victoria Thea- tre, it is announced.
School Teachers' Group Links Films, Along with TV, Books, to Delinquency

The High School Teachers Assn., an organization of New York City teachers, has included motion pictures among the media which it said in a resolution under- taken by its members during the year. The resolution was given wide public ity in the metropolitan press yester- day The Motion Picture Assn. said it would make no comment on the resolution.

Other media mentioned along with films in the resolution are television, books and magazines. The group said these mass media serve to create generally a false picture of American life and standards of char- acter not only in our own country but also abroad. The resolution of the association's executive committee said:

"The teachers asked that a study be made with a "View." Protecting our high school students from these de- moralizing influences." Copies of the resolution were sent to Governor Nel- son Rockefeller and Mayor Robert Wagner. The H.S.T.A. requests the Motion Picture Producers of America (sic) to refrain from producing pictures which glorify for this immature age, heroes and leaders of the crim- inal underworld, pictures which dis- play insensitivity to well-established moral standards, programs which on both the theatrical screen too often depict weakness and inefficiency in our law-enforce- ment agencies and government officials."

Mary MacArthur Award Goes to Dore Schary

The annual Mary MacArthur Memorial Award will be presented to stage and screen producer Dore Schary at a testimonial dinner in the Grand Ballroom of the Waldorf-Asta- toria here on Sunday, Oct. 16, it was announced by Kenneth Bloomgarden, chairman of the Mary MacArthur Memorial Award Committee.

Schary will be honored "for his distinguished contributions to the dramatic arts in America and for his selfless devotion to humanitarian causes," Miss Hart will serve as dinner chairman.

Khrushchev Lunch (Continued from page 1)

Khrushchev will address the top industry officials from both Coasts invited to attend. Johnston and Schor is to be co-hosts at the affair with studio head Buddy Adler. The lunch will be held after a tour of the studio by the Soviet Premier.

Goldwyn Tie-In with Gershwin Celebration

The George Gershwin Memorial Foundation has joined forces with Samuel Goldwyn to sponsor a nation- wide celebration in honor of the birthday of George Gershwin which occurs on Sept. 26. Radio and television stations from coast to coast have been asked to salute the composer and the Goldwyn office has contacted its press representatives in every city where "Porgy and Bess" is playing— or due for a premiere— instructing them to follow through with the campaign locally.

George Gershwin Week

In Washington, the Library of Con- gress will open a special exhibit of Gershwin memorabilia to coin- cide with the premiere of "Porgy and Bess" in the nation's capital, and in Cincinnati, the mayor will proclaim the week of September 26 to be George Gershwin Week. Other cities are expected to follow suit.

Additional exploitation plans include editorials, citations by various musical organizations, tributes and study in the schools, and the inclu- sion of Gershwin music in the pro- grams of professional orchestral and school and community bands at football games and other sport events.

Portland, Ore., Enjoying Steady Rise in Business Special to THE DAILY

PORTLAND, Ore., Sept. 16.— A steady upward trend is being reported at all downtown theaters with numerous holdovers.

Herb Royster, manager of Parker's Broadway Theatre, announced a sixth week on "Young Man from North- west"; Stan Smith reported "stand- ing room only" for "The Nun's Story" at the Irvington Theatre; "Wind- jammer" at Fox-Skyview Hollywood ended a record 12-week run.

India C of C Man Here

K. S. Patilbhiram, associated with the South India Film Chamber of Commerce, has been meeting here this week with a number of film industry executives in an effort to promote a closer working relationship on educa- tional and specialized children's films between the United States and India. Patilbhiram met yesterday with representatives of the MPAA, relating department and teaching film custodians. He has been in the U.S. for the past four months and spent 12 weeks at the School of Social Adminis- tration at Ohio State University and made a tour in Ohio of juvenile correctional institutions and child service agencies.
William Goetz's "THE MOUNTAIN ROAD" has started on its way to greatness.
STEWART in THE MOUNTAIN ROAD with Lisa Lu • Glenn Corbett • Henry (Harry) Morgan • Frank Silvera • James Best • Screenplay by Alfred Hayes from the novel by Theodore H. White • Produced by William Goetz • Directed by Daniel Mann • A WILLIAM GOETZ PRODUCTION • a COLUMBIA release
Selznick-BBC Deal Includes 22 Films

From THE DAILY Bureau

HOLLYWOOD, Sept. 16. — The Selznick Company, Inc., in confirming parts of the sale of a package of pre-1948 films to the British Broadcasting Corp., has revealed that 22 films are included in the deal.

Fifteen of the films, all of which were made in the U.S., were produced by David O. Selznick personally, three by Dore Schary, one by Alfred Hitchcock and one by Kenneth MacGowen. "Come, With the Wind," produced by Selznick, but owned by MGM, is not included in the deal.

Also included in the package are two pictures not produced by Selznick or associated companies: "Becky Sharpe" and "Dancing Pirate." These were produced by MacGowen and John Speaks, respectively, for the old Pioneer Co.

Daily Screenings Set To Plug 'Art Theatre'

Richard Davis, president of "Art Theatre of the Air," will initiate a series of daily screenings at the Fine Arts Theatre here on Oct. 5 of 52 post-1935 films which comprise the new "Art Theatre" series for TV station representatives, ad agency executives and film buyers.

Screening Every Weekday

For the next six months, there will be a screening every weekday at 10 A.M. of a different film in the following coming series. Following the first 52 screenings, the entire program will be repeated for a second time, thereby giving each film buyer a second chance to view this product. Films to be shown will be announced the preceding week in trade papers.

Kerns Resigns Posts

ATLANTA, Sept. 16. — J. Robert Kerns, managing director of WAGA-TV here and area president of the Trans-Texas Broadcasting Co., has resigned both posts, it is announced by George B. Storer, Jr., Storer Broadcasting vice-president for television. Kerns, who succeeded Glenn Jackson in the local post in May, 1958, will be replaced by Terry H. Lee, managing director of the company's WTTI-TV outlet, in Milwaukee.

Emmy Awards Categories for 1959-60 Announced; 21 Divisions Are Selected

CHICAGO, Sept. 16. — Categories for the 1959-60 Emmy Awards were announced today by Walter Cronkite, Television Arts and Sciences. The list:

Leonard to Produce Series with Screen Gems

From THE DAILY Bureau

HOLLYWOOD, Sept. 16. — Producers Herbert Leonard has concluded a deal with Screen Gems whereby Leonard will produce, in partnership with S. G., a series of one-hour television films titled "The Searchers."

Leonard just returned from Europe to set production facilities for his "Three Man Sub" series of 39 half-hour films, which he will also produce. Leonard's partnership with S. G. is on primary locations in the Mediterranean.

SAG Nominates Reagan

HOLLYWOOD, Sept. 16. — Ronald Reagan has been nominated by the official nominating committee of the general membership for presidency of the Screen Actors Guild, to succeed Howard Keel, who declined renomination because of a commitment to star in a Broadway musical. Keel agreed, at the insistence of the committee, to accept nomination for first vice-presidency.

Wayne Morris Rites

HOLLYWOOD, Sept. 16. — Masonic funeral services for actor Wayne Morris, 45, who died of a heart attack Monday aboard the aircraft carrier Bonhomme Richard, will be conducted tomorrow at the Church of the Hills, Forest Lawn Memorial Park.

WBC Names Woodard

Charles Woodard, Jr., has been appointed vice-president and assistant to the president of the Westinghouse Broadcasting Company.

Urges Year 'Truce'

(Continued from page 1)

kind of product producer and exhibitor could both benefit from to implement harmony, stating that "making, as well as selling that kind of product, is the producer's responsibility, with the exhibitor sharing that responsibility of getting the most out of the product."

"The day when the exhibitor need only buy a picture, take a two inch ad and open the doors is past. Both

"Blue Laws' Vote (Continued from page 1)

laws' was 467 for and 278 against.

Members of the city Council met shortly after the polls closed, made known the results of the referendum, and adjourned leaving the present "blue laws" on the books. As previously reported in MOTION PICTURE DAILY, Anderson theatre operators had petitioned the council to repeal the taxes. Meanwhile, the council ordered the referendum, with tacit agreement to abide by the results.

Area theatres outside the Anderson city limits have been showing Sunday movies for many weeks. When cited by authorities on charges of violating the state blue laws, a magistrate's jury found the operators not guilty, and theatres have continued to operate on the Sabbath.

production and exhibition must tell the people to the best of our ability. Honest effort on the part of each can make it work smoothly and profitably," Nicholson pointed out.
White Paper

Berger Dons Gloves Again But Punch Lacks Ex-Leader's Old-Time Whammy

CINCINNATI, Sept. 16.— &#8203; Motion pictures were struggling financially to make ends meet in those days before the country financially unable to make a state convention was concluded in Minneapolis, former militant regional and national Allied leader, but in-}

attentive to his own welfare. "I was not, in the same sense that other men are, a political activist," he said.

After the convention, he returned to his law practice in Chicago, where he continued to be active in the motion picture industry. He was a member of the Motion Picture Association of America and served on its board for several years. He also was a founding member of the Motion Picture Producers and Distributors of America, later known as the MPAA.

He remained active in the business until his retirement in the 1960s, when he moved to Los Angeles to live with his family. He died in 1981 at the age of 90.

In his book "Motion Picture Daily," he writes about the early days of the industry, the struggles of the film community, and the role of the MPPDA in the era of the "Hays Code." He also provides insights into the personalities and events that shaped the industry, from silent films to the talkies.

Berger's career spanned the early years of the industry, and he was a driving force in shaping its future. He was a key figure in the development of the MPPDA, which was the first major industry organization to regulate the content of films. He was also a vocal advocate for the industry, often speaking out against legislation that he believed would harm the film business.

He was a respected figure in the industry and was known for his integrity and dedication to his craft. His legacy lives on in the work of the MPPDA and the industry it represents.

White Paper

Berger Dons Gloves Again But Punch Lacks Ex-Leader's Old-Time Whammy

CINCINNATI, Sept. 16.— "We have heard a great deal of late about 'dirty theatres' from some producers who make a visit to a subsequent run house every 10 years," Al Myrick, president of Allied T. O. of Iowa, Nebraska, told the Allied three-state convention here yesterday.

"In my opinion," he said, "such oracles would make a far more valuable contribution to the industry if they concerned themselves with their own 'dirty productions' on rape, murder, violence and sex."

Mich. Allied Year Book

DETROIT, Sept. 16.—The year book to be given those attending Michigan Allied's 40th annual convention will be in 32 pages with a two-color cover. The 10 by 7 format will contain 33 advertisements, tributes from Michigan Allied's officials, Detroit's Mayor Mifflini and a statement by Eric Johnston. In addition to the convention program and general information, there will be nine other features.

WB Move in Albany

ALBANY, N. Y., Sept. 16.— Warner Bros. has moved from its exchange on Fullerton Ave., one story of the RTA Building at 901 Broadway, a block below the opposite side of the street. In addition to manager Herb Gies and his workers, the new quarters have space for Warner Bros. Records representatives, a question on which to speculate," Myrick said.

And he adds: "If the purpose in initiating ACE, with all the inducements held out by Mr. Skouras, was to sidetrack or discourage the white paper campaign, it must be concealed in cabaret that it was partially successful."

"It was effective in two ways. First there were some in Allied who felt that having become a part of ACE, Allied should put its full trust in the movement, and suspend other, more aggressive activities."

Not Slow In Advising

"Second, representatives of the film companies and possibly the national circuits were not slow in representing to members of the Senate that a move in this direction would be advantageous to ACE, and that action by Congress or the Department of Justice was not necessary or desirable."

"Unless ACE in the next few months can provide something more substantial in the way of justice and fair dealing for exhibitors, unless it can come much closer to satisfying the complaints cited in the white paper, the chances of favorable action at the next session of Congress are very bright," Myers said.
The problem of the PAINTED GRASS

How to photograph grass in December so that it had June's tender green. That was the problem. That and—the producer hastily added—how to do it on a limited budget. How this problem was solved is a complete story in itself. Needless to say, it fell within the scope of the Eastman Technical Service for Motion Picture Film, an organization devoted to the service of the industry. Offices at strategic centers. Inquiries invited.

For more information write: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

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

Midwest Division
120 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.
Montague Asks U.K. Exhibitors, Distributors
Cooperate Along Lines Advocated by ACE

From THE DAILY Bureau

LONDON, Sept. 17.—An appeal for better cooperation between exhibitors and distributors in Great Britain along the lines advocated by the American Congress of Exhibitors in the United States was made today by A. Montague, Columbia Pictures' executive vice-president, guest of honor at an industry luncheon at the Savoy Hotel here.

He also urged producers and exhibitors to cooperate in the development of new stars and new writers. "Youth today wants to see itself reflected on the screen," he pointed out, "and, therefore, we must create new faces."

Disputing the idea that American distributors are "uninterested and unenthusiastic" in their handling of British pictures, he said that in the last six years Columbia has released 49 British films. This is 21 per cent of the total number of pictures distributed by Columbia in that period, he added, and they grossed over $39,000,000 in America and Canada and over $95,000,000 worldwide. "This proves the value of British films," he declared.

Montague is scheduled to return to New York on Sunday.

New Maryland Group
Slates 1st Convention

Special to THE DAILY

BALTIMORE, Md., Sept. 17.—The newly organized Maryland Theatre Owners Association, an affiliate of the Theatre Owners of America, will hold its first Fall conference at the Hotel Emerson here on Wednesday, Oct. 14, it was announced today by John G. Broumas, president.

Broumas said the one-day conference will open at 10 A.M., break for a luncheon, and conclude with an afternoon of round-table work shops on ticket selling and business building. A cocktail party is expected to follow the final session (Continued on page 3)

$6 Millions for Para.
Production in England

From THE DAILY Bureau

LONDON, Sept. 17.—Paramount will invest upwards of $6,000,000 in four major pictures to be produced in Britain in the coming year, announced Richard L. Patterson, newly-appointed managing director of Paramount British Pictures, at a trade press conference here.

These pictures, he said, will be part of an international program of which something like 60 per cent will be shot away from Hollywood. In addition to those to be filmed in Britain, others will be made in France, the continent (Continued on page 3)

Dollinger Says:
ACE Leading
Industry Into
'Great Era'

‘Better Understanding’
Cited By Allied Leader

Special to THE DAILY

PLYMOUTH, Mass., Sept. 17.—Faith in the American Congress of Exhibitors as.’leading to a better understanding between the two facets of the industry’ was expressed by Irving Dollinger, Allied States representative to the ACE executive committee, at the Independent Theatres, Inc. and Drive-in Theatre Association of New England convention here today at the Mayflower Hotel.

Addressing an audience of over 100 (Continued on page 2)

Loew's Film Festival
Promotion Plans Set

Plans for the forthcoming intown Loew’s Fall Film Festival, with emphasis placed on “away from the theatre” ballyhoo, were formulated at a meeting here Wednesday of Loew’s (Continued on page 4)

Next SPG Milestone Award
 Goes to Jack L. Warner

From THE DAILY Bureau

HOLLYWOOD, Sept. 17. — Jack L. Warner has been chosen by the executive board of the Screen Producers Guild to receive its next annual Milestone Award, it is announced by president Walter Mirisch.

The presentation will be made at the guild’s formal dinner dance, at the Beverly Hilton Hotel, January 24, 1960.

They Came to Cordura

Columbia—Goetz—CinemaScope

When the giant CinemaScope screen focuses down to the elemental human emotions of cowardice and courage, fear and heroism, hate and self-sacrifice, the effect can be overwhelming. So it is here that William Goetz, producer, and Robert Rossen, director and co-author of the screenplay, translating Clendon Swarthout's novel of an incident in the War with Mexico to the screen have kept the camera relentlessly on the raw reactions of six men and one woman through 123 minutes of hell in the desert.

Gary Cooper, playing it with classic Cooper restraint, is the U.S. cavalry major who, with a prior incidence of cowardice in his own life to remember and regret, is charged with conducting five men whom he (Continued on page 2)
**PERSONAL MENTION**

**Spyros P. Skouras**, president of 20th Century-Fox, leaves New York today for Hollywood, where he will host a luncheon for Soviet Premier Khrushchev, to be given by Euc Johnstone, president of the Motion Picture Association of America.

**Milton R. Racket**, president of Universal Pictures, has returned here from Europe after a series of meetings on the Continent with the company's foreign distribution executives and leading exhibitors.

Rogrell H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, returns to New York at the weekend from Hollywood.

**Martin Davis**, Paramount national advertising, publicity and exploitation manager, left here yesterday by plane for Europe on a 15-day visit to company production operations abroad.

**Al Fitzner**, United Artists Western division manager, and **Arthur Reisman**, Western contract manager, return to New York today following a two-day meeting of Midwest sales officials in Omaha led by vice-president in charge of domestic sales, **James R. Velde**. The latter will return here following his vacation.


**Billy Wilder** and his screenwriting collaborator **I. A. L. Diamond** have returned to Hollywood from New York.

**David E. Rose**, producer, will arrive in New York Tuesday aboard the “Queen Elizabeth,” to meet with M-G-M executives. He will leave for Hollywood on or about Oct. 1.

**Martin Jurov** leaves for Hollywood from New York today, following completion of “The Fugitive Kind.”

**NEW YORK THEATRES**

**Radio City Music Hall** — Rockefeller Center • C-6-6400

**Cary Evamarie James, Grant Saint Mason**

**Alfred C. Petri**

*“North by Northwest”* as M-G-M Picture in Outdoor • Technicolor • and SOLDFIELD SPECIAL • “TWO NIGHTS”

**St. Louis Newspaper Is Laundered by Compo**

The 107th in the series of COMPO ads in Editor & Publisher, which will appear tomorrow, pays a tribute to Richard H. Amberg, publisher of the St. Louis Globe-Democrat, for his reportorial precision for which his paper gives to motion picture news, COMPO ads have long advocated such action by newspapers because of reader interest in motion pictures and movie personalities.

“Richard H. Amberg, publisher of the St. Louis Globe-Democrat,” the ad says, “has done something that the little city of St. Louis has not. He has enlarged the space his paper gives to movie news.”

**Two UK Industry Men Candidates in Election**

From THE DAILY Bureau

LONDON, Sept. 17.—Two prominent industry leaders are standing as Labour candidates in the forthcoming General Election. Oct. 8. CEA president Douglas Richards is contest seat in Plymouth, and Sir Tom O’Brien, general secretary of NATKE (National Association of Theatrical and Cinematograph Employees), in Nottingham. Richards has previously been defeated when standing for Parliament. O’Brien has represented Nottingham West since 1945.

**Wise Begins Tour**

Producer-director Robert Wise left on a trans-continental promotion tour yesterday on behalf of Harbel Production’s “Odds Against Tomorrow,” a United Artists release. The film will have its world premiere in Chicago on Oct. 14 at the Woods Theatre. Wise is engaged in a heavy schedule that includes radio and television appearances and interviews with the press. He is also meeting exhibitors, media representatives and civic, social and community organizations to discuss the film, which he co-produced with Richard Shepherd.

**Dick Brooks**, of the Screen Gems publicity department, will leave here at the weekend for Chicago on promotional business.


**Sydney Goldman**, director of the theatre auctions at Radio City Music Hall, accompanied by his wife for the Smallpage, concert singer, will leave here today on the “Gripsholm” for a four-week European trip.

**UK Exhibitors**

(Continued from page 1)

the CEA, many Members of Parliament are not fully appreciative of the industry’s case for abolition and, whatever the result of the election, there are Members who have not previously acted on the case for abolition.

Letters should be written by local constituency members, personally, instructing the CEA, making it clear to cushions that while it does not wish to embarrass them by seeking undertakings, they will look forward to support in the event of their being returned to Parliament.

**Candidates in Pictoral**

Cinemas now exempt from tax are also advised to contact candidates pointing out that tax abolition is something required not only by exhibitors but by the trade as a whole, including production, and that unless the complete trade as such is in a healthy condition even those cinemas which have already been relieved of the tax may be in danger.

The Conservative Party makes no reference in its election manifesto to the industry’s case for abolition but the Labour Party promises to end the cinema tax if they win.

Whatever the outcome of the election, an early meeting of the All-Industry Tax Committee is scheduled so that plans can be put in hand.

**ACE Leading**

(Continued from page 1)

100 theatre owners, Dollinger told of the history of ACE and explained its function. “I asked for a convention in my territory and although the situation was serious, relief came in less than 24 hours.” Dollinger said “I have sat in and listened to the comments of the distributors, and they have serious ones also.

But with the formation of ACE, “I believe we are marching into a great era,” the New Jersey exhibitor leader told conventioners.

**Joseph Levine Speaks**

Another convention speaker, Joseph E. Levine, president of Embassy Pictures, turned to the interest in another direction, towards showmanship. Tremendous grosses on his “Hercules,” Levine reported, “did not happen by chance.” In 20 days, he said, “we spent $1,500,000 on the campaign, and we have reaped $15,000,000 at the boxoffice to date. This was not luck but a carefully executed campaign which took two months to complete. This proves that showmanship is hard work.” Levine praised Warner Bros. and his own staff of publicists and thanked them for their efforts in behalf of “Hercules.”

Embassy’s “Jack the Ripper” will have an equally impressive campaign.

**Sen. Randolph a Speaker**

CINCINNATI, Sept. 17. — It inadvertently stated in a report yesterday at the Ohio Valley States convention here yesterday that Sen. Randolph of West Virginia had been prevented by illness from addressing the convention. Sen. Randolph did attend the convention, but was not expected to speak. It was Sen. Hartke of Indiana who was unable to appear because of a heart attack suffered in Washington over the weekend.

Levine promised. He said a new day involving Embassy will be announced Tuesday in New York. Levine intimated they can take on up to six or more than three or four pictures a year from now on, he said, so that they can be distributed on a “hard-sell” policy.

Levine was the first speaker in the afternoon session of the convention which drew the largest registration of any IENF convention. Edward L. Webber, chairman of the meeting and introduction of Martin Moskowitz, assistant general sales manager of 20th-Century-Fox who read a wire from Buddy Alon on the Sporros F. Sporros sales drive J. Botton, west director of sales for Motion Picture Investors, gave a brief summary of that organizations fund, stating that both Bostons quota of $500,000 to which he hoped would be pledged at the IENF convention.
They Came to Cordura

Continued from page 1

is nominating for Medals of Honor from the ranch where the action took place across forty miles of desert to base at Cordura. Accompanying them as a military prisoner is Rita Hayworth as an American expatriate and owner of the ranch who was sheltered in the villa. His police, alcoholic, aggressive and cynical she learns about heroism from Cooper, even to the extent of making the somewhat curious sacrifice of giving her body to the most villainous of the men in exchange for a few hours of safety for Cooper.

At the start of the trip Cooper has not written for the citations for the men and during it, from some inner need of his own, he seeks to know from them the reasons for his compulsive moments of heroism. None can answer satisfactorily but each for his own reasons decides he does not want the medal, nor, after they lose their horses to raiding Vili-lists, the hardships of the trip. All are disposed to kill Cooper, Van Heiden the most actively because if he gets the medal the resultant publicity will expose him as a fugitive murderer and it is he to whom Miss Hayworth gives herself after she has learned to admire Cooper's courage and spirit of self-sacrifice.

The unique tie-in for the picture's stated thesis—an examination of the nature of heroism and cowardice—are murky does not detract from the suspense of the trip itself. That suspense, drawn mainly as the men turn against their leader and are forced by him to endure the torments of thirst and exhaustion so that the party may come safely to Cordura, is in dramatic contrast to the picture's opening. There, in sharp, swiftly drawn strokes, Goetz and Rosen paint an awesome picture of an old-time cavalry regiment in line attacking a fixed, if poorly defended, position.

The photography in Eastmancolor, stressing the raw reds and numbers of the Mexican border country, is skillfully used to further the story and the suspense, as is the score composed by Elie Siegmeister. Tab Hunter, Richard Conte, Michael Callan and Dick York are effective and effectively directed, as the other four medal winners but it is Miss Hayworth who easily takes the acting honors.

Running time, 1:23 minutes. Adult classification. October release.

JAMES D. IVERS

Para, Program

Continued from page 1

Middle East and elsewhere.

The British program will include Alfred Hitchcock's "No Bail for the Judge," with Audrey Hepburn; "The Stepmother" and "A Child Is Waiting," both with, it is hoped, Ingrid Bergman; and "Night Without End," a William Perlberg and George Seaton production, starring William Holden.

Detailing the resurgence of Paramount production, Patterson said "our distribution organization needs product and we are looking for talent—unusual talent." He also revealed that the Paramount story department had only recently closed three deals for story properties in this country at an aggregate cost of £65,000 ($202,000).

"I shall be actively seeking as many international properties as I can," he added, "suitable for the motion picture screen and no other medium.

Paramount is also interested in distributing pictures from all sources which may be considered to have international quality, he said. Two British films have been acquired for world-wide Paramount distribution, excluding Britain. One of them is Ivan Foxwell's recently completed "A Touch of Larceny."

Livingstone Quits

Continued from page 1

believed in the trade that it proses the merging of the Warner, Associated British and Pathé distribution organizations in the United Kingdom, with Livingstone becoming top executive.

375 to Fete Soviet Premier Tomorrow

From THE DAILY Bureau

HOLLYWOOD, Sept. 17 — Three hundred and seventy-five invited industry guests and the press will break bread with Premier Khrushchev at a special luncheon Saturday in the Cafe de Paris on the 20th-Fox studio lot, co-hosted by Spyros Skouras and Eric Johnston.

The luncheon menu in the Cafe de Paris will consist of shrimp cocktail, boneless breast of squab stuffed with wild rice, petit pois, parsnip potatoes, supreme of fruit, coffee and white wine.

Following lunch, which will be televised to KTVA, Khrushchev and party will visit a sound stage where bleachers, erected for the occasion, will hold the press and guests for a glimpse at filming a sequence of 20th's "Can-Can." Frank Sinatra will act as master of ceremonies with a Russian interpreter at his side.

Pitt. Gets Second New Indoor-Outdoor Unit

Special to THE DAILY

PITTSBURGH, Sept. 17 — Pittsburgh's second new drive-in theatre has just opened as the area's first indoor-outdoor theatre. It's the Ardomne on Yost Blvd., just off Ardmore Blvd., with room for 1,200 cars and a 10,000 square foot concession building. It will be operated by Associated Drive-In Theatres.

M-G-M Signs Producer

HOLLYWOOD, Sept. 17 — Analeto de Grunwald, one of England's leading producers and screen writers, has been signed to a Metro-Goldwyn-Mayer contract, it was announced today by Sol C. Siegel, vice-president in charge of production, and joins the studio organization after winding up his current activities in London.

come on and join THE 17 CLUB

Photo of the Day.
Television Today

Jack Benny to Begin 10th Year Over CBS

Jack Benny returns to the CBS Television Network in a new time period when "The Jack Benny Program" opens its 10th season on the network Sunday, Oct. 4. Starting on that date, the comedy show will be presented from 8:30 to 9:00 P.M., EDT, on alternate Sundays.

Jack's entire television gang—Don Wilson, Dennis Day, Eddie "Rochester" Anderson, and the Sportsmen Quartet, will join the star as he launches his new season. Sponsor is Lever Brothers, represented by the J. Walter Thompson Co.

ABC-TV Promotes Three To Vice-President Posts

The promotion of three ABC Television Network officers to the position of vice-president was announced yesterday by Oliver Treyz, president.

Charles T. Ayres, Eastern sales manager, has been appointed vice-president for the Eastern Division, TV Network Sales. Omar Elder, Jr., general counsel for the ABC Television Network, has been appointed vice-president and general counsel for the TV Network. Daniel Melnick, director of program development, has become vice-president in charge of program development.

Loew's Plans

(Continued from page 1)

Theatre executives, intown managers, division managers, and executives of the distributing companies.

Publicity and exploitation campaigns were outlined for such films as "It Started with a Kiss," "North by Northwest," "Anatomy of a Murder," "The Devil's Disciple," "A Hole in the Head," "But Not for Me," and "Samson and Delilah." The session was held at the Loew's Theatres' penthouse.

Distributor Representatives

Present at the meeting were Eugene Picker, president of Loew's Theatres; John Murphy, executive vice-president; Leopold Friedman, chairman of the board, Ernest Emerging, vice-president in charge of advertising and publicity, who acted as chairman, and the following advertising, publicity and exploitation representatives from the distributing companies, who also addressed the meeting:

Robert Ferguson, director of advertising and publicity, Columbia; Richard Kahn, exploitation manager, Columbia; Sidney Schaefer, advertising manager, 20th-Fox-Columbia; Jack Kaelber, national director of advertising and publicity, UA; Al Fisher, assistant exploitation manager, UA; and Bernie Youngstein, exploitation department, UA.

Also, Dan Terrell, publicity director, M-G-M; Bernie Serlin, assistant exploitation manager, M-G-M; and Jerry Levine, advertising manager, Paramount.

Also, Oscar A. Doob, M-G-M executive. And from Loew's Theatres: Milton Arnswalder, assistant in town theatres; Murray Lenekoff, assistant to Eugene Picker; Leonard Pollack, purchasing agent; Theo Jung, construction chief; John Kohler, head of projection department; James Shanahan, assistant advertising and publicity director; and Ted Arnow, Ann Bostemago, Harry Marcus and Paula Gould of Loew's publicity and advertising department.


Also, Albert Arnow, National Advertising, George Bronner, Morris Tanney, Robert Sterrett, Albert Boschi, Frank Doherty, Abe Zelenko, John Murphy, Executive Vice-President, and Leopold Friedman, Chairman of the Board, Loew's Theatres, Inc.

Russia May Send Entry To S. F. Film Festival

Special to THE DAILY

SAN FRANCISCO, Sept. 17—Russia may send an entry to the third San Francisco international film festival here in November, it was revealed today by Irving M. Levit, managing director of the association sponsored by the city art commission.

After announcing 15 foreign nations already having submitted feature pictures for competition, Levit, just back from a month's trip in Europe, said negotiations are underway with Russia, Denmark and Greece, none of which have participated in previous festivals here.

No U.S. Majors

Of the 15 nations already entered four are Iron Curtain countries—Hungary, Czechoslovakia, Yugoslavia and Poland. The remaining entries to date are Mexico, Holland, Great Britain, China (Hong Kong), Italy, France, Hong Kong, Japan, Korea, Sweden and India.

While major Hollywood producers seem to be sticking to their previous refusal to enter the competition, Levit said several independent American producers have offered films. He recalled that Franchot Tone's independently produced "Unche Vanya" won an award in the first San Francisco film festival in 1957.

Levit said there is an abundance of short subjects with more than 20 United States and nearly number of foreign producers include Belgium, Czechoslovakia, Denmark, Finland, Great Britain, Italy, Holland and Poland.

Invitational Bow at State For "Career"

Paramount's "Career," a Hal Wallis Production, will have an invitational premiere at Loew's State Theatre here, following the run of the current film.

In addition to celebrities of the entertainment world, guests will include prominent personalities in government, business and civic circles.

"Men To de Rochement"

Louis de Rochement Associates have been appointed to handle the theatrical distribution—and later non-theatrical distribution—of "Power Among Men," the first United Nations feature film.

"They Came to Cordura"

"Devils Disciple" were featured in a story written by Robert Traver, who later went on to write the novel from which it was adapted, and is aimed at those interested in fine location photography (upper Michigan), and a musical score by Duke Ellington.

WALTER II

National Pre-Selling

"IT STARTED WITH A KISS," farce comedy starring De-

Reynolds and Glenn Ford, is viewed in the Sept. 14 issue of "L.A. Movie" at a Glendale Red Seal theatre, taken in a gay mood apparently spied by some rare wines in a Robert Traver's novel. A book of pictures which should urge a "Life" readers to see this new film.

Shirley MacLaine, the most visibly original personality to come of Hollywood for some time is on the Sept. 15 issue of "L.A. Movie," being illustrated with full color photo while Shirley in many moods. In our opinion, she so thoroughly portrays character she plays in each of her films that you must look fully to be certain it's Shirley MacLaine you're watching. Her next releases are "Career" and "Can-C.

A striking ad on Hecht, Hill & Lancasters's "Take a Giant Step" is in the September issue of "The ENT." edition.

Claire Kelly, MGM's new star who was born in California with given name was on the cover of "Week's" Sept. 13 issue. The fact she was born in California and lowered to use her own name in Hollywood.

Joe Hyams, who has written cover story on this new Kelly, que- her saying on marriage, "I'll never marry an actor. An actor's more trouble than it's worth in more important things of life: I'd rather marry somebody else than an actor, but it's not enough to marry anybody."

"This Kind of Woman," review by Florence Bowers in the Sept. issue of "Redbook" was made.

New Yorkers found their town location for this Paramount film starring Sophia Loren, Tab Hunter, George Sanders and Keenan Wynn. An already-crowded train platforms were further jampacked with cameras, lighting and production crews.

"They Came to Cordura" "Devils Disciple" were featured in a story written by Robert Traver, who later went on to write the novel from which it was adapted, and is aimed at those interested in fine location photography (upper Michigan), and a musical score by Duke Ellington.
NTA Makes Deal with Russians for Exchange of TV Programs and Films

An agreement for the exchange of both television programs and motion pictures between the Soviet Union and National Telefilm Associates, Inc. has just been reached in Moscow, it was announced at the weekend by Oliver A. Unger, NTA president, and Vernon Burns, vice-president of NTA International and managing director of National Telefilm Associates, Inc. (UK) Ltd. They said at a press conference that this is the first compact
(Continued on page 4)

Safeguards Set Up by Anti-Trust Decisions

Several recent court decisions have established the principles that more than just parallel action is needed to prove conspiracy or violation of the anti-trust laws and that it is permissible in the law for distributors to act independently and to come to the same business conclusion, Herman M. Levy, general (Continued on page 5)

Skouaras Asks Premier For Open Soviet Market

I-wish to convey to the government that there is need for a situation in which we will have the freedom to exchange our products with the Soviet Union, and I hope that this will be done soon, Skouaras, co-host (Continued on page 5)

Academy Officials Due Here Thursday to Discuss '60 'Oscar' Telecast Sponsorship with MPA Board

The question of continued industry sponsorship of the annual Academy Awards telecasts will be discussed at a meeting of the board of directors of the Motion Picture Association here on Thursday. A group representing the Academy and headed by president B. B. Kahane will come here from Hollywood to attend the meeting.

The industry, through the MPAA, has an option on the 1960 Awards telecast which, if exercised, would keep television's biggest audience attracting program on a non-commercial basis for another year. However, exercise of the option is a most question inasmuch as several members of the MPAA board are known to feel that the cost of the telecast—approximately $750,000— is excessive.

There has been considerable sentiment among executives whose companies foot the bill for either demanding a far less costly format or relinquishing industry sponsorship of the program. Some favor the idea of the program being offered to all networks as a sustaining or public service program. Whether or not the Academy representatives have a drastically reduced cost proposal to breach is not known here. It is reported, however, that NBC-TV may come up with a lower cost plan.


Provides Streamlined Unit Required Today, They Say

By PETER BURNUP

LONDON, Sept. 20—The formation of a new distribution company, Warner-Pathé Distributors, Ltd., was announced at the weekend by Jack L. Warner, president of Warner Bros., and Sir Philip Warner, chairman of Associated British Picture Corp., Ltd. In their joint announcement, Warner and Warner said that the "changing phase through which the industry is now passing necessitates effective consolidation, wherever practicable."

"It is felt," they continued, "that the concentration of United Kingdom distribution of the two companies into one, compact organization is in the
(Continued on page 5)

Over 100 Exhibitors To Attend S.L.C. Meeting

Special to THE DAILY

SALT LAKE CITY, Sept. 20—More than 100 exhibitors from the Utah, Nevada and Idaho areas will convene at the Ambassador Club here Tuesday for the two-day fall meeting of the Mountain States Theatres Association, according to president John Krier.

Roy Cooper of San Francisco, assistant president of TOA, will deliver the keynote address at 10:30 A.M. The balance of the day's program will
(Continued on page 2)

Optimism Is Keynote of Tri-States Convention

Special to THE DAILY

MEMPHIS, Sept. 20—Optimism is the keynote of the Tri-State Theatre Owners convention Tuesday and Wednesday at the Hotel Chicsa here. A. L. Royal, Tri-State president, an early arrival for the convention, said: "Theatre business over the South generally is the best in eight years. It
(Continued on page 2)
Want Ike, Khruschev to See ‘On the Beach’

From THE DAILY Bureau

WASHINGTON, Sept. 20.—Top-level political, military and diplomatic leaders and members of the Washington press who have attended special screenings of Stanley Kramer’s “On the Beach” in the nation’s capital are hoping that President Eisenhower will follow the lead of United Artists release with Premier Khrushchev before the Russian leader leaves for Moscow, according to Jay Carmody, drama editor of “The Evening Star.”

Carmody said that “the schedule of the two heads of state is already overcrowded, but the right to dream is not thereby abrogated so far as Kramer and those who have seen the picture are concerned.”

‘Cordura’ Will Open at Criterion Here Oct. 21

The Broadway engagement of “They Came to Cordura,” a William Goetz Production for Columbia released, has been awarded to the Criterion Theatre. It was announced at the weekend by Rube Jackter, Columbia vice-president and general sales manager. The film will have a gala benefit premiere on Wednesday evening, Oct. 21.

The benefit opening will be sponsored by the Lila Motley Cancer Fund. Authority on proceeds going to the Radiation Pavilion of the New York University’s Bellevue Medical Center. “They Came to Cordura” will have twin American premieres at the State-Lake Theatre in Chicago and the St. Francis Theatre in San Francisco on Oct. 1.

Salt Lake City

(Continued from page 1)

include a luncheon meeting and an afternoon session devoted to advertising, equipment and product.

The group also heard a discussion on newspaper, radio and television advertising; concession and theatre equipment suppliers will discuss new equipment and techniques in theatre operation, and the branch manager of each film company will discuss his company’s product.

In the evening, a special preview screening has been arranged for Universal’s “Pillow Talk.”

Krier said that Wednesday will be devoted to “all fun” with a golf tournament during the day and a cocktail and dinner party in the evening.

Rank Closing Offices

The J. Arthur Rank Organization, Inc. will officially close the Rank office here at 720 Seventh Ave. on Friday.
From the heart of America...
THE BUZZ THAT BUILDS BIZ!

United Theatre Owners
OF ★ THE
Heart Of America

1802 Wyandotte St. Kansas City 8, Missouri Phone Harrison 1-5981

"MR. HOLLYWOOD MOVIE BEE TRAILER AVAILABLE"

"We are sure the membership of UTO is interested in the production of the 'Mr. Hollywood Movie Bee Trailer' which was started during SHOW-A-RAMA and is now available to anyone interested. We have seen this trailer here in Kansas City, and it is a terrific production in color and does a very fine job in building up interest in forthcoming product from Hollywood. This trailer itself costs $10.00, and it is so designed that you should add eight or ten trailerettes to it which we understand cost 90¢ a piece. These trailerettes should cover the stars and the names of forthcoming major attractions from Hollywood studios.

This trailer has been used by quite a number of people who are using the 'Mr. Hollywood Movie Bee' campaign and everyone has been extremely enthusiastic about the comment which is forthcoming from the audience after they see the trailer. It has such a terrific impact upon the audience that we can heartily recommend it to any member of UTO and same may be ordered direct through your National Screen Service Branch.

If you don't want to use this in the Drive-In, buy it now and use it for opening your downtown theatre this fall. It is one of the finest trailers you will ever have on your screen to sell your coming attractions. ORDER ONE TODAY ** ORDER BLANK ENCLOSED".

BEVERLY MILLER,
PRESIDENT

Thank you U.T.O.!... They're really buzzin' out all over about a humdinger of a business - booster!
Russian Deal

(Continued from page 1)

of its kind in the television industry, as well as the first in the motion picture field between the USSR, and an individual American company.

Does Not Cover TV

While the Soviet Union and the Motion Picture Export Association have had a long-standing contract providing for the exchange of films for theatrical distribution, the MPEA is an industry-wide group, and its arrangement does not apply in any way to television, the NTA executives pointed out.

The NTA-U.S.S.R. arrangement provides for the distribution of American films and programs in Russia and Russian films in this country on television and in theatres. The compact is in the form of a letter of intent between NTA and the All-Union Corporation for the Export and Import of Films (Sovexportfilm). It was negotiated by Burns and Alexander N. Vvedenov, president of Sovexportfilm, and A. G. Makarenko, president of the Sovexportfilm American and English Departments in Moscow.

Will Screen Pictures

The letter provides that in accordance with the two organizations’ desire to institute reciprocal trade in films for both television and theatres, a screen picture control list will be kept by the other. The Russian films are to be screened in New York or Los Angeles and the NTA properties in Moscow. Terms governing each transaction are to be individually negotiated.

Unger, commenting on the successful conclusion of months of negotiations, said, “Many companies in our field have endeavored to reach an agreement with the Soviet Union for a cultural exchange film program. NTA is delighted to be the first to set a firm working arrangement with the Soviet film officials. Plans are now proceeding to implement the screening procedures provided for and we hope to effect our first exchanges very shortly.”

Close Phila. Theatre

For Major Renovation

Special to THE DAILY

PHILADELPHIA, Sept. 20. — The Stanley Theatre here will close temporarily for a complete renovation. The redeveloping program was announced by Frank J. Dan of Stanley Warner Theatres. The alterations planned are budgeted at $500,000 and will include new seating with wide spacing between rows; new wide screen and sound equipment; and a new airconditioning system.

The circuit will make the new Stanley its flagship theatre. The company is 38 years old.

‘Herald’ Meets Draw

(Continued from page 1)

product and formulating promotion ideas to be utilized in their theatres.

Exhibitors from the U.S. and Canada representing 36 circuits will participate in the Conferences, which extend through Friday afternoon. Each exhibitor will come from all sections of the country.

Safeguards

(Continued from page 1)

used by Theatre Owners of America, states in an industry case digested at the weekend.

Levy discusses in detail court findings in the recent suit of Lawlor and債rger against National Screen Service Corp. and cites other cases of support of his point. "This principle in industry case law," he says, "seems clearly established: distributors, C.B.I. or no C.B.I., from business motives need not be anxious or frightened if they all individually approach a problem in the same way and obtain the same result. This is so whether it concerns offering one theatre for project another with competitive bidding or competitive negotiation; and to go to a major field, selecting rates, instead of television, as outlets for pictures."

Protects Distributors

Levy comments further that the results protect the distributors in the fads mentioned if they wish to take advantage of the law. It is time for us to recognize that sound business reasons must control and not discern of individual exhibitors, I said the protection of all exhibitors. Fear of one's business, and the desire for perhaps a temporary money gain can lead only to the path of resistance and retrograde preservation."

In the NSS case, Levy points out, plaintiff sued that company and eight major distributors alleging the exclusive licenses granted the distributors to NSS for the manufacture and distribution of cameras were violative of the anti-trust laws.

The court ruled, among other things, that the plaintiff failed to prove a conspiracy either by express or by parallel action. It held the defendants had acted independently in licensing NSS to perform the manufacturing and distributing of the standard accessories of the business.

-G-M Sales Office Is

inaugurated in Iran

Metro-Goldwyn-Mayer International Inc., has opened a new sales and distribution office in Iran with N.G. Gashi as manager, president Morton Spring announced here at the weekend.

Modi will headquarter in Tehran's career with M-G-M includes posts in Iraq and in Israel.

UTB Begins Tour

Another "Pillow Talk" personality talk to the road over the weekend in producer Ross Hunter came from Hollywood to launch a pre-marital publicity and promotion tour of the film. Hunter, who produced "Pillow Talk" with Martin Schmer, has been set to cover a

TV Course on Movies

Slated on Channel 11

The Museum of Modern Art, in association with the Regents Educational-Television Project, will present "The American Film: An Introduction," a series of 12 half-hour programs on WPXITV Channel 11, Tuesday at 2:00 P.M. beginning this week. Richard Griffith, curator of the Museum's film library, planned and will narrate the series, the first educational TV course on the history of the film. Margery Stern is producer and Lee Polk director for the Regents.

Popular Art Form

Based on the Museum's film catalog, which can serve as a study guide, "The American Film" will investigate the movie from its inception as a scientific toy to its status as the most popular art form of the 20th century. Among guests to appear during the series are Lilian Gish, who will discuss the work of D. W. Griffith, author-director Arthur Mayer, Harold Lloyd and Mrs. Robert Flaherty. Film clips will be used extensively.

Khruschev Lunch

(Continued from page 1)

with Eric Johnston and buddy Adler, at the luncheon for the Red Premier at the 20th Century-Fox studio here yesterday.

Skouras said that during his visit to Moscow this summer, Russians of all descriptions told him how much they desired to see American motion pictures. He said the right to sell films in the Soviet to the extent of the market's requirements should be extended to all American producers and that permission should be granted to American companies to open up their own distribution branches throughout the Soviet, as they do in other nations throughout the world.

He pointed out that there are no restrictions against the importation of Russian films to America and the Soviet is free to send in as many as the market will absorb.

UA, Eumig Cameras

Set 'Country' Tie-up

United Artists and Eumig Movie Cameras have set a national promotion for D.R.M.'s "The Wonderful Country," starring Robert Mitchum and Julie London, key to more than 200 regional bookings throughout the country late this month and early October.

Full-page ads featuring Miss London, with full picture credits for the UA release, will appear in leading camera magazines beginning this month. In addition, three different types of window displays plugged the film have been prepared for department stores and retail outlets.

Warner-ABPC

(Continued from page 1)

best interest not only of both companies but also of the industry generally."

The two expressed the view that the amalgamation would lead to increased British production inasmuch as they feel the closer working arrangement between the two organizations in the distribution field would be a great inducement to Warners to participate more fully with A.B.P.C. in film production at the Elstree studio.

Full Production Program

The full production program of Warner Bros., Barabank studio and of A.B.P.C.'s Elstree studio will be distributed by the new Warner-Pathe distributors here.

Steve Broidy, president of Allied Artists, which has a contract for the distribution of its product in the United Kingdom by A.B.P.C., has signified their interest in distributing the films of the new arrangements for handling A-B's product here, it was stated.

Livingstone Heads Sales

Walter is chairman of the new company, Louis Lewis is managing director, and they, with D. J. Goodlake and Arthur Abeles comprise its board of directors. Percy Livingstone, who resigned yesterday from 20th Century-Fox, Ltd., becomes general sales manager of the new company.

In a separate announcement, A.B.P.C. states that Mac Gregor Scott has been appointed managing director of Associated British-Pathe, Ltd., which previously handled all of the corporation's product.

Handle Overseas Sales

The understanding is that A.B.P-C., in addition to production of the Pathe newsreel, has an expanding business in the production of television commercials and industrial films. In

Kodak Education Aids

Total Over $600,000

Special to THE DAILY

ROCHESTER, N.Y., Sept 20. — Aid to education contributions amounting to more than $600,000 were announced by the Eastman Kodak Company recently. Under the company's program this year, 75 district grants and 44 fellowships were awarded American colleges and universities.

During the past five years, Kodak's total expenditures under the plan have amounted to more than $3,000,000. "We look upon this program as an investment in the future of American education—an investment which will continue to benefit the company as well as the nation," stated Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Eva Marie Saint Gets

Top Role in "Exodus"

Eva Maria Saint has been signed by Otto Preminger for the leading female role in his film version of the best-seller novel, "Exodus."

Signing of Miss Saint to play the role of Rachel, daughter of Kitty Fremont, marks the third important casting announcement by the producer for his production, which will get underway next spring in Israel. Other casting set for the United Artists release is that of Paul Newman, who will play Ari Ben Canaan, the Israeli freedom-fighter, and Timmy Evertt, who will be seen as Dov Landau.

are you among the leading exhibitors who have joined
COMING THIS FALL...
UNITED AIR LINES BRINGS YOU
THE WORLD'S NEWEST AND FINEST JET,
THE DC-8 JET MAINLINER

THE FAMOUS RED CARPET ROOM on United Air Lines new DC-8 runs the full width of the cabin—offers the relaxed comfort of a living room aloft. You'll find it a favorite gathering spot for jet age travelers.

COMFORT-CONTROL SEATS—lean back and your light leans with you. Cooling, ventilation, call button at your finger tips.

Newest, biggest, roomiest, quietest of all the jets. This is United Air Lines new DC-8 Jet Mainliner. Bigger than any other jet now flying or being built ... roomier than any other jet with special comfort control seats ... quieter than any other jet thanks to special soundproofing inside and out. United Air Lines took extra care to make this the best jet service for you—First Class or Custom Coach. Make your reservations now coast-to-coast. Call your travel agent or United Air Lines.

EXTRA CARE HAS MADE IT THE BEST OF THE JETS
Governor Signs
Penn. Censor Measure Goes into Effect

Boroughman Group Planning Legal Test of New Law

Special to THE DAILY
HARRISBURG, Pa., Sept. 21 — A new motion picture censorship law, taking up a three-member Board of Motion Picture Control, is in effect in Pennsylvania following signing of the bill by Gov. Lawrence J. Frank last week.

Challenge of the constitutionality of the new law was being planned at a weekend, according to an announcement by William Goldman, Philadelphia, president of the Pennsylvania Association of Amusement Owners, Inc., who said his group retained legal counsel for the suit test.

Attacking the new law, Goldman stated that “censorship has been made in nearly every state of (Continued on page 6)

DD Films to Columbus

Anti-Obscenity Bill

Special to THE DAILY
COLUMBUS, O., Sept. 21. — The city Council unanimously approved emergency amendment to the city's anti-obscenity ordinance to include motion pictures following Mayor M. E. Menshener's request for a law with teeth in it aimed at “obscene” movies.

The measure becomes effective immediately.

(Continued on page 6)

Roman Dinner for

Horace Adams Is Slated

Special to THE DAILY
CLEVELAND, Sept. 21. — While the Independent Theatre owners of Ohio's convention in Columbus on Oct. 27-28 are still in the making, it is learned that on the 28th a testimonial dinner will be held in honor of Horace Adams, outgoing president who has served three or four terms as Association head.

It is understood that Irving Dolger will be one of the speakers.

AB-PT Employee Stock
Option Plan Approved

A stock option plan for key executives and employees of American Broadcasting - Paramount Theatres was approved yesterday by the board of directors.

The restricted stock option plan will be submitted to the stockholders for approval at a special meeting to be called on Nov. 24.

Sandra Dee to Appear
At TOA Chicago Meet

Sandra Dee will lead the parade of “new faces” expected at the 12th annual convention of the Theatre Owners of America at the Hotel Sherman in Chicago, Nov. 8 to 12. President George G. Kerkotes has announced. He said he had just been advised by David Lipton, vice-president of Universal, that Miss Dee's availability for the convention.

This commitment came as a result of Kerkotes' request to all major film companies.

(Continued on page 4)

May Name Tisch Man
To Loew Theatres Board

Election of a representative of Tisch Theatres, Inc., to the board of directors of Loew's Theatres is expected to take place at a meeting at the latter's board today. Tisch Hotels has been acquiring Loew's Theatres stock as an investment over a period of several months. It's latest reported holdings to the Securities and Exchange Commission for the month of September.

(Continued on page 4)

Over 100 Exhibitors from 36 Circuits Set
To Attend 'Herald' Conferences Here Tomorrow

Over 100 exhibitors representing 36 circuits in all parts of the country will gather in the Warner Bros. screening room here tomorrow for the opening session of the third series of Merchandising Conferences sponsored by Motion Picture Herald.

For three days, through Friday, the showmen will preview six films, discuss promotional possibilities for the product and participate in a round table devoted to general advertising and promotion problems.

At Warners tomorrow morning the exhibitors will see and discuss "The Miracle." In the afternoon Paramount's "But Not For Me" has been scheduled. Set for Thursday are Columbia's "Yesterday's Enemy," 20th Century-Fox's "Best of Everything" and Universal's "Pillow Talk." The round table meeting will take place Friday morning, and United Artists' "Odds Against Tomorrow" will be shown that afternoon.

Closed in May

Iowa Theatre Reopened By
Conciliation

Owner Says Rentals Relief Enables House to Prosper

The first instance thus far disclosed of the trade of a closed theatre being enabled to reopen through film rentals relief obtained through the industry conciliation machinery is brought to light yesterday by Theatre Owners of America here.

The theatre is the Perry, a 750-seat house in Perry, la., and the only conventional theatre in Dallas County. It is owned by Harold Field, president of Pioneer Theatre Corp. of St. Louis, Mo., who also is an executive committee member of TOA.

Field said that immediately after reading of the recent American Congress of Exhibitors-Motion Picture Association of America agreement under which conciliation was held out as the means of saving small theatres.

(Continued on page 2)

Conciliation with UA

Asked by Mass. Theatre

Special to THE DAILY
BOSTON, Sept. 21. — Julius Covitz, owner of the subsequent run Fairmount Theatre, Hyde Park, Mass., has formally requested conciliation with United Artists' Harry Segal, branch manager here.

In his letter, Covitz stated that he has repeatedly attempted to date pictures which have not been picked up.

(Continued on page 2)

New Miami Circuit Has
Plans for Expansion

Special to THE DAILY
MIAMI, Sept. 21.—Murray and Fink Theatres, new circuit headed by K. Gordon Murray and Joseph Fink, has acquired four theatres in this state and plans to build two more in the Miami area pending zoning changes.

Negotiations are also underway for additional theatres.

Fink was formerly associated with
Conciliation Reopens House

(Continued from page 1)

On availability by the Oriental Theatre, Mattapan, a first subsequent Boston run. The Fairmount run follows the Oriental by one day.

The letter asserts, “When these pictures are finally released to us they will have more box office value. We feel that this is creating a conflict of interest and is detrimental to our interests.” The Fairmount is booked by Joseph G. Cohen Enterprises.

The case is the only one to come to trade attention in this area since the American Congress of Exhibitors and the Motion Picture Association requested agreement last month to endeavor to avoid similar situations in the theatre industry through the conciliation system.

Cleveland Council Meets

CLEVELAND, Sept. 21—Committee chairman of the Cleveland Motion Picture Council of Greater Cleveland, a new organization, was introduced at a meeting held here in the Highbee Auditorium, after which the members were guests of the Stanley Warner to view "Darby’s O’ Gill and the Little People.”

The council meeting was conducted by newly-elected president Prof. Mildred Kordan of Fenn College.

Announce Winners in AA Goldstein Drive

Returns from the recently completed Morley “Razzle” Goldstein appreciation drive held by Allied Artists show the national billings exceeded the established quota, Goldstein, vice-president and general sales manager, reported yesterday.

Three branch managers won prizes of $1,000 each. They are N. Furst, New York City; Max Gill, Philadelphia, and Mathew, Company. Salesmen and bookers in the winning offices will receive two weeks’ salary.

Second place branch offices are Los Angeles, Cleveland and Buffalo, with managers M. J. McCarthy, Santa Claus and Lou Lesser receiving $500 cash prizes and salesmen and bookers taking one week’s salary. Third place winners were San Francisco, Boston and Omaha, Managers James Myers, Ben Abrams and Sol Franklin each getting $250 and the salesmen and bookers being awarded one-half week’s salary.

Long-Closed Theatres

In Hartford Reopen

Special to THE DAILY

HARTFORD, Sept. 21—Two long-shuttered Hartford theatres—Commercial and the Present, the art, and Harris Brothers’ State Theatre have resumed operations.

The Art has re-lighted with a first run foreign film policy and the State has add a presentation of Saturday-Sunday name vaudeville-motion picture programs. Both theatres had been closed since early spring.
Exhibitors Song from “Porgy and Bess”
“BESS YOU IS MY WOMAN NOW”

SAMUEL GOLDWYN’S

PORGY AND BESS

SEATS NOW ON SALE
THROUGH JAN. 1, 1960 IN
FIRST 6 ENGAGEMENTS!

14th WEEK • WARNER THEATRE, NEW YORK CITY
11th WEEK • CARTHAY CIRCLE THEATRE, LOS ANGELES
10th WEEK • CORONET THEATRE, SAN FRANCISCO
10th WEEK • McVICKER’S THEATRE, CHICAGO
8th WEEK • ASTOR THEATRE, BOSTON
7th WEEK • TIVOLI THEATRE, TORONTO

and next...
Sandra Dee (Continued from page 1) panoramic to send their new stars so that exhibition could assist in publicizing these new personalities.

Kerasotes, in letters to the president of all the companies, termed the development of new stars “one of the salvations of our industry” and told them he felt “the convention would be an excellent stage for these young people to meet and be introduced to exhibitor leaders.”

Personal Appearances Planned

Personal appearances for the young stars on radio, television and at theaters in the Chicago area to assure their exposure to the public will be planned by TCA in addition to having them participate in the convention, Kerasotes said.

Academy Seeks (Continued from page 1)

world to submit entries, limited to one entry per country. The early request affords each country sufficient time to select its best film, thus providing Academy members the widest possible group of pictures for final “Oscar” selection, according to Luigi Luraschi, chairman of Academy’s foreign language film committee.

Rules Unchanged

Rules for the 32nd awards competition remain the same as last year. The award will be made to the best feature length film (over 3,000 feet) produced by a foreign company, with a non-English sound track and first shown in a theatre for profit during 1959. The picture has not been shown in the United States.

Hal Elias Named (Continued from page 1)

first as head of Western exploitation and then as assistant to Fred Quimby in the shorts department for 15 years. In 1932 he succeeded Quimby as head of the shorts department. For the past year he has served as secretary-treasurer of Television Commodities, Inc., at Paramount Sunset, from which post he has resigned to join UP.

Elias has been a member of the Board of Governors of the Academy of Motion Picture Arts and Sciences for 10 years as a representative of the short subjects branch, and he is currently secretary of the Academy board.

‘Beach’ Bow for Madrid

Madrid has been added by United Artists to the list of major cities in which Stanley Kramer’s “On The Beach will have its six-continent global premiere on December 17. Madrid was the only European capital to the 41 additional capitals that have asked to participate in the first global launching of a motion picture. The Madrid premiere will be at the Lope de Vega Theatre. Selection of Madrid by UA and the Kramer organization brings to 18 the number of cities which will have simultaneous premieres of the picture.
Exhibitors Song from “Porgy and Bess”
“OH, THEY CAN’T SIT DOWN”

SAMUEL GOLDWYN’S
PORGY AND BESS

STANDING ROOM
ONLY IN NEXT
6 ENGAGEMENTS!

October 1 • VALLEY THEATRE, CINCINNATI
October 7 • MERCURY THEATRE, DETROIT
October 7 • GOLDMAN THEATRE, PHILADELPHIA
October 14 • UPTOWN THEATRE, WASHINGTON, D.C.
October 28 • TOWN THEATRE, BALTIMORE
November 4 • PALACE THEATRE, CLEVELAND
Pennsylvania

(Continued from page 1)

the Union, either by legislation or judicial decision.

Terrorizing the legislation "a reactionary measure which does this Commonwealth no credit," Goldman asserted: "It is most inapropiate that Pennsylvania, the cradle of American liberty, should take this move to destroy our cherished right to freedom of expression."

The new law defines the term obscenity in an attempt to overcome objections of both the U. S. Supreme Court and the State Supreme Court that the old censorship law was too vague. The courts had ruled the old law unconstitutional, basing their decision largely on the definition of the term "obscene."

Under the new act, obscenity is defined as that which "if to the average person, applying contemporary community standards, its dominant theme, taken as a whole, appeals to prurient interests."

"Under-17 Provision"

The new censorship law empowers the board to disapprove films regarded as obscene. It also prohibits showing of motion pictures to children under 17 that are obscene or tend to incite to crime by portraying crime or contempt for the law as acceptable conduct.

The law requires exhibitors to register with the state and to notify the board, which will operate as a unit of the Department of Public Instruction, of all first-showings of films.

In cases where a picture is disapproved, the bill provides a penalty of from $500 to $1,000 fine and up to six months in jail for illegal showing of the film.

The Governor is authorized to name the members of the board.

The chairman will receive an annual salary of $5,500, and its two members $5,000 each. An appropriation of $75,000 for operation of the board during the current biennium is also provided.

Goldwyn to Host Press Club at 'Bess' Preview

From THE DAILY Bureau

WASHINGTON, D.C., Sept. 21—Samuel Goldwyn will host to the National Press Club at a special preview of "Porgy and Bess" on the evening of Oct. 11 at the Upton Theatre here. The preview is one of the occasions National Press membership has gathered outside club quarters, and precedes the premiere opening here of the film, sponsored by the International Student House.

Later in the week, Mrs. Goldwyn will be host at a tea for members of the National Women's Press Club, to be held at the Sheraton-Clinton Hotel.

U.A. Duo to 75 Houses

United Artists' "Ten Seconds To Hell" and "Day of the Outlaw" will open in 75 boxes in the metropol-itan New York area, starting Septem-
ber 30. Ten circuits are represented in this saturation booking along with key independent theatres. These include theatres operated by Loew's Theatres, Randol, Strand, Century, B. S. Moss, Liggett & Florn, Inter-
boro Fabian and R.K.O.

Columbus Bi

(Continued from page 1)

immediately upon the mayor's signature. It calls for a fine of $300 or 90 d in jail, or both, upon conviction.

The mayor requested the amend- ment after Judge Horace Troop, who had presided over the case of Roja Seco, former assistant manager of the Fox art theater charged with exhibiting an "obscene" film "Ten Days in a Nudist Camp" by Jules Josephson. Justice Seco claimed failure to include motion picture books.

The amended ordinance reads: "Any person shall print, sell, offer for sale, give away, exhibit, or publish, or be in possession of under his cover any obscene book, pamphlet, magazine, paper, picture, motion picture image, cast statuary, drawing, writing, or any other artistic object which is obscene."

Local theatremen pointed out that the ordinance does not define obscenity.

Briskin to S. F. for "Tingler" Bow, Meet

From THE DAILY Bureau

HOLLAND, Sept. 21—S. Briskin, Columbia Pictures' vice president in charge of studio operations, will fly to San Francisco Wednesday to attend the West Coast premiere of "Tingler" at a Golden Gate Theatre. At the premier time Briskin, who is captain of the Western Division in the company's current "Salute to the President" salute in honor of A. Schieder, will meet with the Western Division branch managers there to discuss premiere also.

The areas which encompass 50,000 of the President's drive are San Francisco, Seattle, Los Angeles, Denver and Salt Lake City. In addition to division heads Norm Jacker (Southern California—Rock Mountain), Jack Tillman (Northwest) and Jack Judel (Southwest), the fol-
lowing branch managers will be on hand to meet with Briskin: William Evenson, Los Angeles; Mel Klein, San Francisco; Jimmy Beale, Seattle; Jules Needelman, Denver; and Sam McAden, Salt Lake City. Briskin will return to the studio on Thursday.

New Cleve. House Polic

CLEVELAND, Sept. 21—The Lower Mall Theatre, downtown up 10 of the Community Circuit, has changed its policy from foreign pictures to top domestic product, playing films 21 days after first run. The plan followed by most of the suburban area houses.

Blyn. 'Samson' Strong

Cecil B. DeMille's "Samson and Dalila," set a 15-year attendance record at the Paramount Theatre here over the weekend, according to managing director Eugene Pleaslee. The Paramount re-release grossed $30,500 for the three death Sunday.

are you among the leading exhibitors who have joined
New Dallas Exchange
Building Set by Fox
Special to THE DAILY
DALLAS, Sept. 22. — Plans for the building of a new $250,000 20th Century-Fox exchange in Dallas were announced here today at the company’s area showmanship meeting held in the Sheraton-Dallas Hotel.
More than 200 Southwestern ex-
(Continued on page 5)

Roy Cooper Urges Exhibitors to Help
Retain Summer Gains by Extra Effort
Special to THE DAILY
SALT LAKE CITY, Sept. 22. — Exhibitors will need more than an increased supply of good product, important as that is, if the gains in theatre attendance made this summer are to be retained, Roy Cooper, assistant to the president of Theatre Owners of America, told members of the Mountain States Theatres Ass’n in convention at the Ambassador Club here today.
“Our future is bright only if we, as individual exhibitors, work collectively to create the conditions necessary to achieve that future,” Cooper said. There are three major things exhibitors can and must do to help
(Continued on page 4)

Seth Raisler Resigns
Columbia Pictures Contract
The resignation of Seth Raisler, manager of the Columbia Pictures contract department was announced yesterday by Ruhe Jacker, Columbia vice-president and general sales man-
(Continued on page 4)

Largest Holder
Tisch Elected
Loew’s Circuit
Board Member
Also Chairman of Finance
Group; Picker Nails Step
Lawrence Tisch, 36-year-old presi-
dent of Tisch Hotels, yesterday was elected a member of the board of di-
rectors and chairman of the finance committee of Loew’s Theatres,
Eugene Picker, president of Loew’s Theatres, in announcing the election said Tisch, who will have an office at the theatre company and will devote “as much time as he possibly can” to his new post, now “is the most substan-
tial individual stockholder in the company.”
Tisch estimated his holdings at about 15 per cent of the Loew’s Theatres stock outstanding and said most of it had been acquired since last March. In reply to questions at a luncheon
(Continued on page 4)

Anglo-U.S. Pact Renewal
May Be Closed Today
Agreement on a one-year extension of the Anglo-U.S. film remittance pact is expected to be concluded today or tomorrow. Negotiations for renewal of the pact which expires Friday have been conducted by Erle Johnston, Motion Picture Export Association presi-
dent, by mail, cable and trans-Atlantic phone with officials of the British Board of Trade over the past several weeks.
Only minor changes in the pact, which provides for remittance of $17,000,000 of U.S. film earnings in Britain annually, plus one-third of the U.S. investment in production in Brit-
(Continued on page 4)

Heavy Exploitation
Para. Gets
The Ripper,
Levine’s Next
(Continued on page 5)

Levine Named Head
Of Fox TV Company
The appointment of Peter G. Levine as president of 20th Cen-
tury-Fox Television Productions, Inc. was announced yesterday by Spyros P. Skour-
as, 20th Century-Fox Film Corp. president. Skouras is the chairman of the board of the Fox TV subsidiary and W. C. Michel, executive vice-
president of the parent company, is vice-
chairman of the TV organization.
Levine is currently director of television at Young and Rubicam and rejoining the film company with
(Continued on page 5)

Herald’ Merchandising
Meetings Open Today
The third series of Merchandising Conferences on new product being sponsored by Motion Picture Herald gets underway here this morning with exhibitors attending from large and small circuits all over the country as well as Canada. Registration for the conferences, during which six new films will be screened and their advertising and promotional campaigns, discussed, is more than twice that for the second Herald Conferences last April.
Pictures to be screened today in-
clude Warner Bros. “The Miracle”
S. & E. Theatres Starts
Big Showmanship Drive
Special to THE DAILY
CHARLOTTE, N.C., Sept. 22. — Stewart and Everett Theatres is engaged in a showmanship drive aimed at boosting boxoffice sales, according to Ernest C. Stellings, president. The drive, honoring W. W. Cunningham, Eastern district manager and a 20-
year man with the circuit, was launched last week at a two-day meeting of all circuit managerial personnel at the Biltmore Hotel in More-
(Continued on page 4)
PERSONAL MENTION

JERRY WALD will arrive in New York early next week from the Coast.

Fred Golding, United Artists national director of advertising-publicity, is in Chicago from New York for conferences on the world premiere of Harbel Productions’ “Odds Against Tomorrow.”

SAMUEL SCHNEIDER, industry executive, and Miss SCHNEIDER will leave here by plane for Friday on Paris, Vienna, Rome, Athens and Israel.

SIDNEY LAIRD and L. J. DUNCAN, of West Point Announcement Co., West Point, Ga., have left here for Washington.

CHARLES TERWILIGER, motion picture advertising manager of Macadden Publications, will leave here Friday for Germany.

Rugoff & Becker Will Operate Paris Theatre

The appointment of Duncan McGregor, Jr., as a vice-president of Rugoff & Becker Management Corp. and president of the circuit in Paris, at the Paris Theatre here in conjunction with McGregor were announced yesterday by Donald S. Rugoff, president. McGregor will continue as head of the Paris Theatre Corp. Another new appointment in the Rugoff & Becker Corp., concerns Stanley Silverman, who has been named vice-president of the corporation in charge of operations.

Att: ALL THEATRES

...it’s SCREEN TIME!

NATIONAL SCREEN’S
BIG NEW PROMOTIONAL BUSINESS BUILDER

Your copy available at your LOCAL SCREEN EXCHANGE

‘Cordura’ Field Force Large

(Continued from page 1)

were crystallized here late last week by conferences between producer William Goetz and home office advertising and publicity executives.

Lazarus said that the field forces would exceed those used for Sam Spiegel’s Academy Award-winning “Bridge on the River Kwai” two years ago. The exploitation men will cover every single major market in the country, the vice-president pointed out.

Sees 10 Million Impressions

Lazarus also announced that another promotion effort had been established with the placing of a four-page full-color ad in “Pictorial Review” and “Pictorial Living,” magazine supplements of the Hearst newspapers. The ad is appearing this month in every one of the papers covered by these supplements, with a total circulation of 4,600,000 and almost 10,000,000 reader impressions, he pointed out.

Pictorial Review” had previously carried a front-page full-color cover by Spiegel’s feature photographer, caricatures of the film’s stars in scenes from the movie; a feature story by Louella Parsons; and an inside rotol layout on the film.

Drive ‘Most Comprehensive’

Reviewing the pre-release campaign, Lazarus called it the most comprehensive ever undertaken. “We have never conducted a promotion campaign of such great duration and magnitude for a single motion picture,” he said.

Allender to Leave Loew’s; Joining FTC

Lou Allender yesterday announced his resignation as New York metropolitan branch manager of Loew’s, Inc., in order to join the Island Theatre Circuit on Oct. 5. Allender will supervise the Island booking department and will assist in film buying for the circuit, according to Morty Lightstone, vice-president and chief film buyer.

Island Theatre Circuit, a buying and booking combine handling approximately 100 theatres throughout the country, at the same time announced the promotion of Sidney L. Klein, who will supervise the “art” department.

‘Ben-Hur’ Benefit Will Aid N. Y. Variety Club

The Variety Club of New York will sponsor a benefit premiere of M-G-M’s “Ben-Hur” in conjunction with the Cancer Control Research Foundation of New York’s State Theatre there on Nov. 20. Harry Brandt, president of Brandt Theatres, will head the premiere committee, according to Ira Meinhardt, chief barker.

Proceeds from the benefit will go to help the establishment of Variety Club headquarters here and to the Research Foundation, fund-raising arm of the Institute of Applied Biology. Tickets are priced from $5 to $25 and reservations will be filled in order of receipt.

TODAY


12:30 P.M. Lunch at Arnold Rubin Restaurant, East 58th St. and F Ave.

2:30 P.M. “But Not for Me,” Paramount, Music Hall screening room, 7th floor, 1270 Sixth Ave. Follow by discussion period.

THURSDAY


12:30 P.M. Lunch, Hotel Gotham, Embassy Room, 5th Ave., and 55 St.

2:30 P.M. “The Best of Everything,” 20th Century-Fox, screening room, 9th floor, 445 West 56th St. Followed by discussion period.

8:15 P.M. Benefit supper, Uni-matic, room, 8th floor, 445 Park Ave.

7:30 P.M. “Pillow Talk,” Uni-matic, screening room, 4th floor. Follows by discussion period.

FRIDAY

10:00 A.M. Round table discussion on general advertising and promotion problems, Astor Hotel, East Balcony room, 44th St. and Broadway.

12:30 P.M. Lunch, Astor Hotel, Court Ballroom.

2:00 P.M. “Odds Against Tomorrow,” United Artists screening room, 14th floor, 729 Seventh Ave. Followed by discussion period.

‘Tanango’ Still Big

“Tanango,” which got off to a big start in its U.S. premiere at the Fox Theatre in Detroit, continues to gallop in New York, Philadelphia, Chicago, Rochester and Buffalo, Hal Roach-Disc Corp. reported yesterday. The film grossed $38,000 for the first week of a New York’s Capitol Theatre; $8,800 for the first four days at Rochester Paramount Theatre; $11,400 for the first four days at Pittsburgh’s Fulton Theatre; $17,100 for the first five days of Philadelphia’s Fox Theatre; and $5,750 at the Paramount Theatre in Buffalo.
BECAUSE
it brings together two popular stars, beautiful Olivia De Havilland and the new idol Dirk Bogarde!

BECAUSE
it's even more dramatic than the exciting romantic stage hit!

BECAUSE
the courtroom sequences are as absorbing as any on the screen!

BECAUSE
it's just powerful ticket-selling ENTERTAINMENT!
Television Today

Hollywood TV Service Names 6 Division Mgrs.

From THE DAILY Bureau

HOLLYWOOD, Sept. 22 — Hollywood Television Service has organized a new national sales force and has named six division managers, according to Earl Collins, president. Hollywood TV handles sales of Republic Studios product for television.

Heading the Eastern division will be Leon Herman of Buffalo. Douglas Fremont of Atlanta will handle the Southeastern territory, Bill Saal, longtime Republic Studios executive will handle the Southwestern division out of Dallas. Mid-Central sales head will be John A. Alexander while Ken Weldon will handle the Central Division and John C. Alcolate the Western Division.

CBS Appoints Judge

The appointment of Tom Judge as director, production sales, operations department, CBS Television Network effective immediately, was announced by Edward L. Saxe, vice-president, operations. Judge replaces Nevell T. Schwin, who has left the industry.

Cooper Urges

(Continued from page 1)

Big Bump in Salary

Jack Cooper has been named director of special projects for the CBS Television Network Sales Department, effective immediately, it was announced by William H. Byland, vice-president of sales administration. Cooper has been vice-president in charge of planning and development for the CBS Radio Network since March, 1959 and was vice-president in charge of network sales for CBS Radio since July, 1951.

New Area Manager

John Carol has been named area manager of the network’s new territory. His home territory of Northern California is undergoing extensive remodelling and refurbishing, and some that are installing refrigeration and air conditioning for the first time.

MilestoneReached

Stated Judge: “This is a milestone reached by CBS, a major additional step in its drive to win the business of the independent theatre men, and a step that will, I am sure, contribute to the strength of the theatre industry.”

New York

Rosen Heads Film Div.

For Gen. Sarnoff Dinner

Sam Rosen, executive vice-president of Stanley Warner Corp., will head the Motion Picture Division for the General David Sarnoff Dinner, given by the B'nai B'rith Foundation of the United States. The dinner will be held in the Grand Ballroom of the Waldorf Astoria on Tuesday evening, Nov. 10.

New York

Tisch Elec...
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DALLAS EXCHANGE

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DALLA
"Pillow Talk" Has Gala N.Y. Press Preview

STARS OF THE PICTURE. Universal-International executives headed by President Milton R. Rackmil; exhibitors and motion picture writers and editors from more than fifteen cities were among the 2,500 people who attended the invitational press preview of "Pillow Talk," the new U-I—Arvin romantic comedy in Eastman Color and CinemaScope at the RKO 86th Street Theatre in New York last night. Starring Rock Hudson, Doris Day, Tony Randall and Thelma Ritter, "Pillow Talk" was produced by Ross Hunter with Martin Melcher.

On hand last night were Hudson, Randall, Miss Ritter, Julia Meade, who has a featured role, and producer Hunter. The motion picture writers and editors were from the cities where "Pillow Talk" is scheduled to have early openings. It will have a two-theatre New York World Premiere at the RKO Palace and Murray Hill Theatres in New York on the evening of October 6th.

Photos by IMPACT PHOTOS

Arriving at the theatre are Rock Hudson and Cindy Robbins; Sol Schwartz, president of RKO Theatres, and Mrs. Schwartz; Mrs. Milton R. Rackmil and Milton R. Rackmil, president of Universal.

Harry Mandel, vice-president of RKO Theatres; Charles Simonelli, Universal's Eastern advertising-publicity department manager, and Hudson.

Ross Hunter, producer of the picture, arrives at the invitational preview with Julia Meade, who has a featured role in the film.

Thelma Ritter, who is co-starred in the film with press representatives Allen Widom and Vigo Anderson prior to the performance.

With Hudson at the preview are out-of-town newspaper representatives Arnold Hirsh, Stanton Samuelson, Arthur Spaeth, Henry Wister and Arthur Darack.

With Tony Randall are out-of-town newspaper representatives Tom Blakely, Leonard Mendowitz, Eleanor Hughes, Mrs. Sam Berenson and Sam Berenson.
Third Merchandising Conferences Begin

'Herald' Meetings Aid In Industry Relations

Quigley Cites Opportunities for Better Understanding; Sessions Largest Yet

By RICHARD CERTNER

The most important function of the Merchandising Conferences on new product sponsored jointly by Motion Picture Herald and the film companies is the opportunity it affords for exhibitors all over the country to become personally acquainted with 30 or 40 key advertising-publicity executives. Martin Quigley, Jr., editor of the Herald, said here yesterday in opening the first session of the third series of Conferences.

Over 70 exhibitors representing large and small circuits throughout the U.S. and Canada gathered at the Warner Bros. screening room in the morning to see the first of six pictures which they will discuss as well in the Conferences continuing today and to-


"Ticket-Selling Theme Of Ohio I.T.O. Meet"

Special to THE DAILY

COLUMBUS, O., Sept. 23—Plans for increasing motion picture patronage will be the principal theme of the 24th annual convention of ITO of Ohio, to be held here Oct. 27-28. The convention will feature a research session, a media and advertising-publicity sessions. Advertising-publicity directors of two major film companies will address the latter.

Marshall Fine, acting president of the (Continued on page 8)

Educators Invited to 'Porgy' Screening Here

More than 1,000, public, private and parochial junior high and high school principals, music department chairmen, and school newspaper editors have been invited to a special screening of Samuel Goldwyn's "Porgy" and (Continued on page 8)

Creative Evolution
Healthy, Grant Says

BY JAMES D. IVERS

The evolution of production in the last ten years, in which the creative talent-star, producer or director-influenced by the effect of the tax structure, has taken direct control of picture-making, has been the healthiest thing that could have happened to the (Continued on page 8)

Tri-States Convention Hears Roscoe; London Again Heads Michigan Allied

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MEMPHIS, Sept. 23—George Roscoe, New York, Theatre Owners of America field representative, told the Tri-State Theatre Owners closing session of a two-day convention here today that the upturn they have found in the theatre business in the South is national in its scope.

Roscoe explained the TOA cancellation plan to exhibitors and told (Continued on page 8)

Re-Name Members of Code Review Board

The Production Code Review Board members all were reappointed for a third one-year term yesterday by Eric Johnston, Motion Picture Ass'n, president, as predicted in Motion PICTURE DAILY on Sept. 1. The 20-man board consists of 10 MPA directors, six exhibitors and four non-member producers.

In its two years of existence the (Continued on page 2)

Program for Today's Merchandising Meets

The program of the Herald merchandising conferences for today is as follows:


12:30 P.M. Lunch, Hotel Gotham, Embassy Room, 5th Ave. and 55th Street.

2:30 P.M. “The Best of Everything,” 20th Century-Fox screening room, 6th floor, 444 West 56th St. Followed by discussion period.

6:15 P.M. Buffet supper, Universal board room, 8th floor, 445 Park Avenue.

7:30 P.M. "Pillow Talk," Universal screening room, 4th floor. Followed by discussion period.

The campaign and discussion on Paramount's "But Not for Me," which was screened yesterday afternoon, and on Columbia's "Yesterday's Enemy," which is to be screened this morning, will be reported in tomorrow's Motion Picture Daily.

Troit, N.O., Vancouver
in U.S. Sales Drive

Gated Artists' Detroit, New Orleans Vancouver branches, led by the managers Syd J. Bowman, Ed Pahl, and Harry Woolfe, respectively, are winners of the city's 40th anniversary sales drive, it was announced yesterday by go-cap, James R. Volke, vice-president of domestic sales, and Roger Lewis, vice-president in charge of advertising, publicity and exploitation. Ilton E. Cohen, Eastern and adman division manager, led in the

vine to Assist on Troit Dinner Plans

Martin Levine, vice-president and rail manager of Brandt Theatres, assist Sam Rosen in heading the pipe division for the Gen-David Samoff dinner honored the B'nai B'rith, for the benefit of the order's youth program.

The dinner will be held at the Wald-Astoria Nov. 19, 1959, General went, chairman of the board of the Corporation of America, will awarded the B'nai B'rith president's medal by the order's new chief utive, Label A. Katz.

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Lider Backs Trial for ACE

(Continued from page 1)

James Nicholson, president of American International Pictures, and Leon Blender, general sales manager, left here yesterday for the Coast.

Wolfe Cohen, president of Warner Brothers International, has left Hollywood for Europe.


Sinny Corn, president of Highroad Productions, returned to New York yesterday from London.

Arthur Kerman, president of Governor Television, Inc., will return to New York tomorrow from the Coast.

John Harbell, executive of Martin Theatres, Atlanta, has returned there from Jacksonville.

Robert Goldsmith, salesmen for Allied Artists in Washington, was married this week to Owie Welch.

Jean Negulesco, director, will arrive here next Tuesday from Hollywood.

Room' Sets New Record

"Room at the Top" has broken every record in the eight-year history of the Fine Arts Theatre here, the distributor reported. In the twenty-six weeks since its premiere, it has played to 218,000 patrons and grossed $384,480. The previous record holder for the downtown theatre was "The Lavender Hill Mob," which grossed in excess of $300,000.

Party for Jimmy Stewart

Russell Downing, president of Radio City Music Hall, was host at a cocktail party for Jimmy Stewart at the Grill here yesterday for Jimmy Stewart, press representatives and others. Stewart's new starring picture for Warner Bros., "The F.B.I. Story," opens at the Music Hall today.

U.A. Sales Drive

(Continued from page 1)

final division standings. James Henkel, Central district manager, was winner in the district division.

Second place prizes were awarded to the branch managers, salesmen, bookers, buyers and cashiers of the Jackson, Toronto and New Haven branches. The Bozeman, Fairbury and New Haven branches and their sales personnel placed third in their respective divisions. Runner-up in the district standings was Charles S. Chaplin, Canadian district manager.

"Li'l Abner" to Open

At Roxy for Christmas

Paramount's "Li'l Abner" will be the Christmas holiday attraction at the Roxy Theatre here, it was announced jointly by Hugh Oman, Paramount eastern sales manager, and Robert C. Rothfeld, president and managing director of the Roxy.

that ACE is a hoax, or should be given three months more, or that non-Alled men on ACE are insincere in their efforts to help the small exhibitors.

"Are not those present at the summit meetings and those prior thereto," Lider asks, "better qualified to report the climate of the meetings, the attitudes and sincerity of all present? Should they not be given that opportunity?"

"Why not continue the (ACE) meetings—it may prove to be faster and cheaper to continue our present long run in building up our box office than the two-year-old White Paper," ACE was organized only last November.

"Frankly," Lider says, "I am skeptical about the prospects of ACE and the distributors coming up with a magic formula. I am just as skeptical about the White Paper campaign results."

Calls Convention Largest

Referring to his organization's recent convention at Plymouth, Mass., he said it was the largest ever assembled in the territory and displayed greater unity and cooperative spirit than ever before. He cited Irving Dolinger's convention address in which "the sincerity of the other men of the ACE executive committee in their efforts to establish and achieve the purported goals of the Congress" were praised.

He said his organization, "stronger today than ever," stands ready to support any constructive program "which will help not only the small exhibitor but distribution and production" as well.

Code Review Board

(Continued from page 1)

review board has not had a single case brought to it on appeal. It is felt to be the result of the so-called Code interpretation policy, in consequence of which there is no instance of a Code seal being refused a major producer's picture and it might occasion an appeal action to the review board.

The non-MPPA members of the board are: Russell V. Downing, Leopold Friedman, Leon H. Goldenson, George Kersotes, Ben Marcus, Sol A. Schwartz, John Ford, William Goetz, Stanley Kramer and George Sidney.

The board was named two years ago following complaints from some independent producers that under the old system of appeals from Production Code Administration refusal of Code seals the independent producers in the persons of MPPA board members became the sole arbiters of the independents' appeals.

U.N. Head to Sponsor Film Festival Here

Patron of the United Nations Festival, the first event of its kind to be held in this country, will be Excellency Victor Andres Belaunde, the elected President of United Nations General Assembly.

Belaunde, a prominent Peruvian diplomat, will head a committee of diplomatic sponsors of the five-day event to benefit United Nations International Children's School. The Festival runs from Oct. 3 to 6 at the Murray Hill Theatre, a new art film house, on East 40th Street.

The sponsoring committee also includes the chairman of the delegation of each of the 81 member-nations of the United Nations.

Four of the five films are records of foreign productions to be shown special arrangement with producers and distributors. Because of the unprecedented stature and prestige of their American premier titles of individual films are being withheld by the sponsors. The U.S. has been honoring the United States, will be the premiere of Universal's "Pillow Talk."

Cinema Lodge Financi

Meeting Next Tuesday

A luncheon-meeting of the executive board of the annual fund-raising committee of Cinema Lodge B'nai Brith will be held next Tuesday, at Sardi's, it was announced by Alfred W. Schwall, president.

Joseph Maharam is chairman of the year's sale of the $25 contribution certificates, proceeds of which are allocated to the B'nai Brith Service Fund, the principal fund-raising arm of B'nai Brith agencies in this country. In addition to the awarding of a 1959 Cadillac, the lodge will offer a second prize—a 21-inch RCA television set. Sale of the certificates is limited to 600.

The major item of interest to be discussed at Tuesday's meeting will be the luncheon to be held during the second part of October, the Auditorium, when the drawing will take place. The exact date will be announced shortly.

Columbia Field Men

Arrive Here Today

Columbia Pictures' field exploitation men from Detroit, Philadelphia and Washington, D.C., arrive in New York today for four days of conferences on forthcoming Columbia leases with Jonas Rosenfeld, Jr., executive in charge of advertising at Columbia; Robert S. Ferguson, national director of advertising, public and exploitation; and Richard Kalivak, exploitation manager.
the newest screen achievement from the author and creator of “20,000 Leagues Under The Sea” and “Around The World In Eighty Days”...

GO with 20th for Thanksgiving on Jules Verne’s spectacular JOURNEY TO THE CENTER OF THE EARTH
EXPLORE

Jules Verne's

Journey to the Center

The Crater of Snakells-Jökull

The Cavern of Light

The Stratum of Cinnabar

Stalagmites and Stalactites

The Floor of Transparent Zircon

The Giant Flesh-Eaters

The Grotto of Quartzes

The Cascading Salt
OF THE EARTH

The Underground Labyrinth
The Cave with the Natural Bridge
The Forest of Mushrooms
The Underground Ocean
The Limestone Shaft

produced by 20th Century-Fox in
CINEMASCOPE
COLOR by DELUXE
STEREOPHONIC SOUND

THE CAMPAIGN WITH GO FOR THE PICTURE WITH GO
Starring Pat Boone in his most important role...revealing a new dramatic maturity!

James Mason the unforgettable Captain Nemo of "20,000 Leagues Under the Sea" in his supreme characterization

Arlene Dahl a striking beauty, a fiery personality, a fine talent

Diane Baker the outstanding young star of "The Diary of Anne Frank" and "The Best of Everything"

Produced by Charles Brackett who gave you "The King And I"

Directed by Henry Levin who gave you "Bernardine"

Screenplay by Walter Reisch and Charles Brackett

The picture with GO

The campaign with GO

Biggest merchandising tie-in with Jay Emmett Associates, Inc. on Pat Boone products!

3 weekly Pat Boone ABC-TV network shows pre-sell thru November!

Outstanding promotion of songs with Pat Boone on Dot Records!


Tremendous national TV concept with 10 TV trailers, film clips, TV subjects!

A promotion wonderland... aimed to saturate every age level... every audience bracket to America!
Keynote of the campaign planned by Warner Bros. for "A Summer Place" "exploitation-in-depth," with the emphasis on acquainting as large an audience as possible with what the picture is about prior to its release. Details of this promotional drive were outlined yesterday by members of the Warner advertising-publicity staff at a first session of the current Merchandising Conferences sponsored by Motion Picture Herald in conjunction with the major film companies.

Warner representatives on hand were Meyer Hutner, publicity director; Charles Cohen, advertising director; and Max Bercutt, national coordinator of advertising and publicity. Describing "A Summer Place," as one of the "holiest" films ever released by his company, Hutner said it contains two extraordinary performances by two important newcomers—Sandra Dee and Troy Donahue. Both are certain to become big stars, he declared, and since each star is worth $200,000,000 to the industry, all of us have a stake in the picture, Donahue, who is in town to promote the picture, was introduced briefly to the exhibitors.

Posters Go to Exhibitors Gratis

Cohen then proceeded to enumerate the list of promotional materials available, including a 40 by 60 poster and a 48 by 96 linen poster. Donahue aimed at making him a star. This will be offered exhibitors gratis. In addition to the two regulars there will be one to introduce Donahue and four special teaser clips designed to be scattered throughout the program weeks ahead of the picture's opening date. There will also be a radio spots series.

Cohen showed the exhibitors excerpts of fan and general magazine articles which he said reflect the theme of the film as "taking an honest, unflinching look at the problems of growing people in love without snickering or finger-pointing." The latter, he explained, is a quote from Sloane Wilson, author of the book on which the film is based, made after he attended a screening of it.

Highlight of the "Summer" campaign is the lobby and promotion using "Movie Parade," a special 12-page publication with four colors front and back containing scenes from the picture and a preview of the plot "without giving away too much." Bercutt said the "Parade" is designed to be distributed at the point-of-sale, the theater-by ushers and attendants as patron's leave.

Bercutt said this is the first time this type of promotion has been employed by a film company, the usual practice being to place such supplements in a newspaper. He predicted the "Parade" would build up a terrific potential audience for the film and urged the exhibitors to cooperate to make it a success. Warners is printing 1,200,000 copies which will be distributed free through their exchanges.

Other aspects of the "Summer" drive presented by Hutner included a luggage line with five record companies set to release the theme from the film; 23 magazine breaks already achieved; a paperback edition of the novel; and potential plans for several tours.

The Warner men explained to the Conference delegates that the "Summer" campaign is only half-completed to date and asked for suggestions from the floor. Among those advanced were the idea of inserting an autographed still of Donahue in each copy of the "Parade"; taking dialogue quotes from the film to use as balloons with stills in the lobby; and making additional copies of the "Movie Parade" available.

Discussion on promotional aspects of the product. Second is the round table meeting on Friday morning to be devoted to general advertising and promotional problems.

"Third, and most important," Quigley said, "is the opportunity provided at the Conference social affairs and round table for you to visit not only your colleagues but the men from the film companies. Each of you will find that the other does not have horns—nor does he live in an ivory tower."

Called "Collective Enterprise"

Quigley outlined briefly the development of the idea for the Conference round table and distributors together in advance of the release of a film to work out promotional concepts to their mutual advantage. He explained that the Conference, as a collective enterprise between the Herald and the film companies,

"These meetings assert once again," he pointed out, "the importance of proper selling of pictures. And they give the lie to such nonsense as a story recently printed in the lay press saying that 80 per cent of the bookings of motion picture theatres is more interested in promoting concessions than films."

Pledges 'Crowded Three Days'

Quigley promised the Conference delegates a "crowded three days" and urged them to submit in advance any ideas they might have for discussion at the round table on Friday. This will be a "no holds barred session," he said.

The exhibitors then saw Warner Bros.' "The Miracle," but the discussion which followed was on the company's "A Summer Place," which was shown at trade screenings all over the country last week.

A number of suggestions for the "Summer Place" campaign were contributed by exhibitors (see separate story), and in addition the talks produced some general comments on advertising and promotion.

Proposal by Goldberg

A recommendation was made by Harry Goldberg of Stanley-Warner for some changes in the types of stories being sent out by the Compo publicity network in major cities. So far, "efforts of this group have been confined to planting stories with newspapers and television and radio stations of a general nature—upbeat business reports, industry trends, etc."

Goldberg suggested that the Compo network started sending out material referring to specific pictures, and offered as an example the possibility of a story on Sandra Dee and Troy Donahue as "new faces" for the motion picture screen with specific reference to their appearance in "A Summer Place."

"The time is ripe," Goldberg said, "to lose the provincial approach based on the fear of giving a competitor an advantage."

Plea Made for Local Houses

Other exhibitors urged all the film companies to extend the flow of promotional aids to subsequent-run and small-town theatres and not restrict major support to the key first-runs. Following the Warner discussion the exhibitors had lunch at Arnold Ruben's Restaurant. In the afternoon they attended a screening of Paramount's "But Not for Me," followed by presentation of its campaign.

Canadians Issue Second Anti-Pay-TV Herald

SPECIAL TO THE DAILY

MONTREAL, Sept. 23—The second in a series of You-nah being distributed by Canadian theatres as part of an anti-pay television campaign has been issued by the Citizens Committee for free TV.

The herald states that second-run features, which will cost the average viewer as much as $2 an hour to watch, will comprise the bulk of programming on the cable-toll-TV to be tested at Etobicoke, near Toronto, late this fall. The test is scheduled by Trans-Canada Telemeter, subsidiary of Paramount Pictures.

In its new herald the Citizens Committee quotes E. E. Griffibbons, Trans-Canada Telemeter president, as saying that second run films will be the principal attraction of the new service. The herald points out Griffibbons "originally promised first-run film fare."

Top Award of SMPTE

Going to Dr. Edgerton

Dr. Harold Eugene Edgerton, professor of electrical measurements at the Massachusetts Institute of Technology, has been named to receive the Progress Medal Award of the Society of Motion Picture and Television Engineers, the highest citation of the society. Presentation will take place during the 58th semi-annual convention of the SMPTE, Oct. 5-9, at the Statler Hilton Hotel here.

Dr. Edgerton is vice-president and chairman of the board of Edgerton, Gemmausen and Crier, Boston firm which has been engaged in extensive research and development work, including the photographing of the A-bomb tests.
Ohio Meeting

(Continued from page 1)

the organization, said: “Having completed a legislative campaign that daily is being enacted in every theatre in the state, it is now time for the theatres to plan to increase motion picture patronage.”

The convention had been planned to set up campaigns, and to present money-making ideas in both theatres and concessions for every theatre, however small or large.”

Film-makers and theatre owners are open to all theatre owners, and attendance is not limited to members of ITO of Ohio.

The closing banquet Oct. 25 will honor Horace Adams, president of the organization for the past five years and president of national Allied States for the past two years. Irving Doolin, of Jersey Allied, and national organizations’ representatives on the American Congress of Exhibitors, will be the principal speaker.

‘Angry Man’ Called A-1

By Legion of Decency

The National Legion of Decency has placed in its A-1 classification Columbia Pictures’ “The Last Angry Man,” at the same time recommending the picture as “an inspiration to people of all races and creeds.”

The Legion noted that “the self-sacrifice and dedication to humanity which characterize the life of the protagonist are intellectually rewarding as well as heart-warming.”

Creative Evolution

(Continued from page 1)

industry. That is the opinion, admittedly subjective, of Cary Grant, star of “Operation Petticoat” which was made by him in association with Robert Arthur for U-I release.

Released with a screening approach to the business of picture making, the star-producer talked to the press in his Hotel Plaza suite yesterday on his plans for the immediate future, on changes in Hollywood production, on how best to promote a picture, on comedy versus tragedy, and on “adult” pictures.

Has Two Now in Work

He has two projects currently in work. The first will be production of “The Grass Is Greener,” a play by author-writer Hugh Waddell and his wife, which is presently a success on the London stage. This he will do in association with Stanley Donen and co-starring Deborah Kerr, for U-I release, his second for that company. Next, as yet untitled, will be a comedy with Ingrid Bergman, in which both will play dual roles.

He complimented Universal on once again becoming a “healthy company” and reported that his association with the company on “Petticoat” had been a “fine time.” The picture, incidentally, booked into Radio City Music Hall as its Christmas film, will be the 24th Cary Grant picture to play that theatre. Films starring him have

Exhibitors Attending ‘M. P. Herald’ Product Merchandising Conferences

(Continued from page 1)

MURRAY ALPER, Randoff Amuse- ment Corp.

PAUL BALE, Warner Reade Theatres.


IRVING BENN, Randoff Amusement Co.


GEORGE BIRNIE, Stanley Warner Fabian Theatre, Paterson, N. J.

EDWARD BRUNNER, Loew’s Valencia Theatre, New York.

WILLIAM CROCKETT, Schine Theatres, Richmond, Ky.

WILLIAM COPLEY, Schine Circuit, J. DANIELS, Stanley Warner, Stanley Theatre, Jersey City, N. J.

HARRY DAVEY, Randoff Amusement Co.

BERNIE DIAMOND, Schine Theatres, Durwood Duty, Shea Theatre, Ash- tabula, Ohio.

SY EVANS, Schine Circuit, Inc.

HAROLD FIELD, Pioneer Theatre Corp., Minneapolis.

JERRY FOWLER, Schine Circuit, Geneva, N. Y.

MARTIN FRIEDMAN, ABC-Para- mount.

MANNY FRUSCH, Randoff Amusement Co.

GEORGE GERRER, District Theatres Corp., Washington, D. C.

EDWIN GOLD, Randoff Amusement Corp.

L. R. GOLDING, Fabian Theatres.

EDGAR GOTH, Stanley Warner, New- ark, N. J.

CHARLES I. GRACE, Randoff Amusement Corp.

RUS GRANT, Loew’s Theatres.

HARRY GREENE, Welcher Theatres, Minneapolis.

PAT J. GROSS, RKO Theatres.

played a total of 78 weeks at the Music Hall.

On promotion of a picture by the principals concerned in its production, he feels that exposure on television or in radio interviews cannot possibly do as much good as discussion of the picture in the media by other personalities. His theory is that the public is less likely to accept the star’s opinion of his own picture than that of other commentators whom he may trust.

Sees Comedy Harder, Better

He prefers comedy because he likes “to make people laugh rather than cry,” although it is harder to do good comedy.

Speaking of the current uproar in the press about sensationalism and sex, he said “Why don’t they complain about the newspapers and book publishers?” In general, he said, the matter would be less of a problem if care were taken to insure good taste in the handling of any theme. “Of course,” he said, “it’s a little more difficult to write ‘clean’ material.”

Paul Hanner, Odeum Theatres, To- ronto, Canada.

LOU S. HART, Schine Theatres, Asb- und, N. Y.

FRED HERKOWITZ, RKO Theatres.

HERB HICKET, Shea Theatres.

ROBERT E. HOFF, Crescent Amuse- ment, Nashville.

DAVE JONES, Kinotop Theatres, Springfield, III.

GEORGE KEMP, Stanley Warner, Passaic, N. J.

FRANK V. KING, Jamestown Amuse- ment Co.

HERMAN KOPF, Schine Circuit, Mil- ford, Del.

RAY LA BOUNTY, Schine Circuit, Salisbury, Md.

GEORGE LANGBART, Randoff Amusement Co.

HOWARD LEESMANN, Valley Theatres, Spring Valley, N. Y.

BLANCHE LIVINGSTON, RKO Thea- tre.

CLIFFORD LOTH, Interboro Circuit, Inc.

MRS. EDDIE BOLTE MARSHALL, John B. Circuit Theatres, Bronx, N. Y.

BRAZELL, Atlanta, Ga.

WILLARD MATTHEWS, Conford Circuit, Scranton, Pa.

EDWARD MEADE, Shea’s Buffalo Theatre.

DANIEL MIESS, Shown Theatres.

JACK MITCHELL, Schine Theatres, Glen Falls, N. Y.

EDWARD MOLTON, Stanley Warner Cor- p., Newark, N. J.

SEYMOUR L. MORRIS, Schine Circuit.

SPERRE P. PERAKOS, Perakos Thea- tres, New Britain, Conn.

JAMES V. PEPAPIOS, Interboro Cir- cuit.

DARREL D. PHEGNN, National Thea- tres, Kansas City, Mo.

BOB RAPPAPORT, RF Theatres.

FAY S. RIEGEL, National Theatres, Fox W. Court Theatre, Los Angeles.

TOM ROUGIES, Trans-Lux Theatre, New York.

SAM SELSKY, Smith Manage- ment Co., Boston.

ARIEL BOSTON.

RAYMOND E. SMITH, Jamestown Amusement Company.

JAY SOLOMON, Independent Thea- tres, Inc., Chattanooga, Tenn.

JOHN STANNEY, Bradford Theatre, Newark, N. J.

MIKE STEIN, Joseph Stern Thea- tres, Chicago.

H. E. STUCKEY, W. S. Butterfield Theatres, Detroit.

Morton Tomlinson, Jr., Neigh- borhood Theatres, Inc.

JOSEPH TOULVE, Skoras Theatres.

E. C. TOPPIM, Crescent Amuse- ment, Nashville.

GEORGE TREUBING, Fabian Theatres.

H. H. UNDERFORT, Schine Circuit, Paramount Theatre, Syracuse, N. Y.

JOE VLYEK, Fox Inter-Mountain Theatre, Denver.


LEE WILLIS, Schine Circuit, Tiffin, Ohio.

M. W. WETSMAN, partner in Wipso & Wetsman, was named to another term as treasurer.

Today’s session of the convention was conducted in an atmosphere of optimism, as speakers voiced hope in the future and confidence that the current product shortage can and will be relieved. A full attendance at the meeting heard a number of proven ideas for the creation of better business.

National Carbons Co. was luncher host to the 300, who later witnessed a performance of Universal “Pillow Talk” at the Michigan The- atre.

The first day closed with a buffet supper, at which Alexander Film Co. was host.

George Roscoe Heard

(Continued from page 1)

them it is now functioning on a local level so any exhibitor can see his differences with the film com- pany’s branch manager in his localities.

Two resolutions were passed. One was directed to the several distributing companies asking that national sales policies be “adjusted to fair an equitable terms” to share with exhibitor some of the “marked increase in prices.” The other resolution had been introduced and dis- cussed yesterday and was passed to day.

Tax Cut Hailed

The second resolution commend- ing the Tennessee legislature and govern- nor for a reduction in the 2 per cent gross receipt tax to 1 per cent in 1959 on admissions.

Officers, headed by Gordon J. Hutchins as president for 1958, an Joe Keifer, Malco official of Memphis as secretary-treasurer, were unan- imously elected today.

‘Porgy’ Screening

(Continued from page 1)

“Bess” at the Warner Theatre here to morrow at 3:15 P.M., as part of the nationally observed George Gersh- win Birthday Celebration, sponsored by the George Gershwin Memorial Foundation. Samuel Goldwyn will be on hand at the end of the perform- ance for an interview and discussion.

Paul Ross Joins ‘U’

Paul B. Ross, until recently man- ager of the motion picture department in New York of Rogers and Cowen, has joined the Universal Pictures ad- vertising and publicity department here on a special assignment of “Tournement New Production which Universal is releasing in the United States and Canada.

70mm. to Loew Circuit

Frank E. Cahill, Jr., sales manager of Century Projector Corp., New- York, said yesterday that Loew Theatres had purchased 70 Century 70- 35mm projectors for several situations.
'Herald' Round Table To Take Place Today

Problems in advertising via television and newspapers and the respective merits of each are to be among the controversial subjects up for discussion at the Motion Picture Herald Round Table.

Participating in the Round Table session, being held at the Hotel Astor, will be some 100 exhibitors who have been attending the Herald's third series of Merchandising Conferences on new product this week. Joining them are key advertising and publicity executives from the major film companies.

Exhibitor delegates to the Merchandising Conferences have already seen five new films and heard advertising executives of the various companies describe the campaign for each. The exhibitors have also contributed a number of suggestions for exploiting the films, including Warner Bros., 'A Summer Place'; Paramount's 'But Not for Me'; Columbia's 'Yesterday's Enemy'; 20th-Fox's 'The Best of Everything'; and Universal's 'Pillow Talk'.

The Conferences will conclude this afternoon with a screening and discussion.

IWO Urges Members To Try Conciliation

A resolution urging its members to avail themselves of the conciliation machinery revived through ACE-MFMA negotiations has been unanimously adopted by the Independent Theatre Owners Association following a report by Max A. Cohen, IWO representative on the ACE Committee. Action was taken at an IWO luncheon meeting in the Hotel Astor yesterday.

IWO members were advised to employ the procedure for 'reasonable' (Continued on page 9)

Fox Is for Conciliation Right to Top: Harrison

Special to THE DAILY

DETROIT, Sept. 24—Twentieth Century-Fox is in favor of settling by conciliation "anything but anything, with any exhibitor of any size, all doors being open, right up to the top in New York."

This statement formed the theme of an address delivered here today by Alex Harrison, general sales manager of 20th Century-Fox, at the 40th convention of Allied Theatres of Michigan. Harrison took sharp issue with Abram P. Myers, Allied States chair.

Delayed No Decision On '60 'Oscar' Sponsorship

MPA Members to Consult Further Within Companies

Decision on whether or not the Motion Picture Association will exercise its option to sponsor next year's Academy Awards telecast over NBC-TV was delayed following an MPA board meeting here yesterday to permit some of the company representatives present to consult principals within their companies before committing themselves.

It was brought out that B. B. Kahane, as president of the Academy of M. P. Arts & Sciences, has discussed the telecast of the Awards ceremony with all three national networks for a three-year period beginning in 1961. Next year's telecast over NBC-TV is the final one on the current three-year pact with that network.

The option on which a decision is being awaited is whether the industry will sponsor the 1960 telecast, thus once more keeping it out of the hands of TV stations.

Program for Today's Merchandising Meets

The program of the Herald merchandising conferences for today is as follows:

10:00 A.M. Round table discussion on general advertising and promotion problems, Astor Hotel, East Ballroom, 44th St. and Broadway.

12:30 P.M. Lunch, Astor Hotel, North Ballroom.

2:00 P.M. "Odds Against Tomorrow" United Artists screening room, 14th floor, 729 Seventh Ave. Followed by discussion period.

The campaign and discussion on 20th-Fox's "The Best of Everything," which was screened yesterday afternoon, and on Universal's "Pillow Talk," shown last night, will be reported in tomorrow's Motion Picture Daily.

REVIEW:

Career

Wallis—Paramount

Most stories about the theatre tell a conventional tale: they introduce a youngster (male or female) who comes to New York with star dust in his eyes and, after a brief period of struggle and heartache, gets his big chance on opening night when the leading actor unexpectedly bows out at the last minute. The newcomer dramatically takes over, and presto, is a celebrated star.

In a bold turnabout "Career" kicks this legend in the teeth. It tells a different and obviously truer Broadway story—about an aspiring young actor who comes to the Big Town with similar hopes and dreams but

(Continued on page 8)
PERSONAL MENTION

GOFFREY SHURLOCK, Production Code administrator, will return to Hollywood from here at the week end.

ROBERT O'BRIEN, vice-president and treasurer of Loew's, Inc., and MAURICE SILVERSTEIN, vice-president of Loew's International, have arrived in Hollywood from New York.

MATTIY MOSKOWITZ, Eastern division manager of 20th Century-Fox, was a visitor in Albany, N. Y., from here.

ARTHUR GREENBLATT, Allied Artists Southern division sales manager, was in Atlanta from New York.

WILLIAM BATLNER, Universal's talent head, arrived in New York yesterday from the Coast.

Jack Haynes, film buyer for Chukers Theatres, Cincinnati, has become a grandfather for the first time. Newcomer's name is Beth Anne.

Heineman to Take Part in TOA Product Panel

William J. Heineman, vice-president in charge of distribution for United Artists, is the first distribution company sales chief to accept an invitation to participate in the product panel of the 12th annual convention of the Theatre Owners of America, at the Hotel Sherman in Chicago, Nov. 8 to 12.

The session, to be billed as "A word from Distribution," will be held Wednesday morning, Nov. 11. Gerald J. Shea, president of Jamestown Amusement Co., will be moderator. The sales heads of all major film companies have been asked to appear to outline their product for the forthcoming 12 months to the convention.

The convention has been announced by Richard H. Oream, of Kansas City, Shea of New York and Dwight L. Spracher of Seattle, convention co-chairmen.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Mixed: James Stewart - Vera Miles

"THE FBI STORY"


PUBLIC SERVICE PLAN URGED

(Carried on from page 1)

ate and the motion picture business.

"For example," he said, "no one has really taken advantage of the newswrestl as a service to the public. Here is an opportunity for a theatre to provide a unique service.

"There can be special morning showings of the newswrestler for grade school and high school classes. Contests involving the newswrestler can be held and special note of the particular advantage of the theatre newsreel can be made. By using the newswrestler, theatre can get his message across. Perhaps there are areas where advertising geared to the institutional approach can help, and maybe the theatre a place of public interest.

"Many American industries, notably radio and television, public utilities, telephone and certain electronic appliance companies offer extra services to the public with only an institutional approach in their presentations. They have learned to utilize their services to take their consumer to the public to the level of national and civic value, by offering public service.

Points to Corporations' Use

"Wherever possible," Einfeld urged the ad-man managers "aid the exhibitor in helping to place his theatre as a center of community life. It may be a possible for an exhibitor to speak to local functions, or to lecture on various aspects of his showings at schools and meetings. In this way several large corporations in this country built splendid civic reputations."

Einfield also asked the ad-man managers to offer their own suggestions for additional ways in which theatres can offer public service.

Columbia to Release 'Nights' at Christmas

UPA's "1001 Arabian Nights" has been set as Columbia's Christmas release, it was announced yesterday by Rube Jackter, Columbia vice-president and general sales manager. He said bids were already being solicited for bookings of the full-length cartoon.

"1001 Arabian Nights" will be merchandized along the same lines as last year's "Seventh Voyage of Sinbad," he added.

Ben Simon Retiring

Ben Simon, a manager for Loew's Theatres for the last 32 years, is retiring this week. Simon spent 31 years managing Loew's in Los Angeles and Astor-Paramount Theatre in Brooklyn. He came to Loew's in 1927 as assistant manager at Loew's Hillside Theatre, and was made manager of the Metropolitan Theatre in 1928.

'Boss' Gross at Hall: $1,202,915 in 7 Weeks

M-G-M's "North By Northwest" grossed $1,202,915 in its seventh week at Radio City Music Hall which ended Wednesday, the company reported yesterday.

When it passed the million-dollar mark, "North" became the twelfth M-G-M release to reach that figure at the showcase.

File Demurrer in Suit For Ohio Census Fees

SPECIAL TO THE DAILY

COLUMBUS, O., Sept. 24.—Attorney Gen. John A. Holskins has filed a demurrer in the suit against the state of Ohio brought by Paramount Film Distributing Corp. of New York which seeks to recover census fees paid in past years.

Paramount and seven other film distributors have filed suits for a return of the fees on the grounds that the courts have held Ohio census laws unconstitutional. The amount involved from all companies is about $240,000.

The demurrer contends that state officials cannot be sued for fees collected by them in good faith under a supposedly valid law. It also claims that no money can be recovered from the state treasury. The film companies claimed that the laws were paid involuntarily and under duress.

A demurrer is an action that admits allegations in a suit but points out a legal defect that should halt the proceedings.

NEW DRIVE-IN SCREEN

Called 'Revolutionary'

FROM THE DAILY BUREAU

HOLLYWOOD, Sept. 24.—A revolutionary new plastic drive-in theatre screen which can increase screen light and provide a greater contrast between black and white by the Motion Picture Research Council, William Kelley, MPBC president announced today.

The new screen, which evolved from the council's research and development of its all-aluminum screen which won an Academy "Oscar" for technical achievement, embodies the same characteristics of the aluminum screen but can be installed in any drive-in without extensive remodeling.

Griesdorff Rides Today

TORONTO, Sept. 24.—Mrs. Ruth Griesdorff, wife of David Griesdorff, moved to Canada. Griesdorff, Ltd., died suddenly here today, funeral services will be held tomorrow at Holy Blossom Temple,
FOR FALL ’59 —
DRAMA
COMEDY
ROMANCE
MUSIC
SPECTACLE
ACTION

FOR
BIGNESS...
FOR
BOX-OFFICE...
FROM PARAMOUNT—
BIG PRODUCT!
“That Kind Of Woman”

LOVE STORY WITH GROWN-UP FRANKNESS!

Starring SOPHIA LOREN • TAB HUNTER
Co-starring JACK • BARBARA • KEENAN
as GEORGE

Produced by CARLO PONTI and MARCELLO GIROSI • Directed by SIDNEY LUMET • Screenplay by WALTER BERNSTEIN • Based on a Story by Robert Lawry

Also starring BARRY COE • THOMAS GOMEZ

CLARK GABLE • CARROLL BAKER • LILLI PALMER • LEE J. COBB

“BUT NOT FOR ME”

Produced by WILLIAM PERLBERG and GEORGE SEATON • Directed by WALTER LANG
Screenplay by JOHN MICHAEL HAYES • Based on a Play by SAMSON RAPHAELSON
HAL WALLIS' PRODUCTION

"career"

DRAMA WITH A DYNAMITE CAST!

STARRING

DEAN MARTIN
ANTHONY FRANCIOSA
SHIRLEY MACLAINE
CAROLYN JONES

CO-STARRING

JOAN BLACKMAN • ROBERT MIDDLETON

Directed by JOSEPH ANTHONY • Screenplay by JAMES LEE

THE SUPER-SCALE CIVIL WAR SAGA!

STARRING

JEFF CHANDLER • FESS PARKER • NICOLE MAUREY

CO-STARRING

A PANAMA & FRANK • HENRY SILVA • MELVIN FRANK

DIRECTED BY

MELVIN FRANK, JOSEPH PETRACCA & FRANK FENTON & A. I. BEZZERIDES

WRITTEN BY

TECHNICOLOR®
vistaVision®
FOR BIGNESS! FOR BOX-OFFICE

MUSIC

LI’L ABNER
FUN-STACKED! GIRL-STACKED!

STARRING
PETER PALMER • LESLIE PARRISH • STUBBY KAYE • HOWARD ST. JOHN • JULIE NEWMAR • STELLA STEVENS
DIRECTED BY
A PANAMA AND FRANK • MELVIN FRANK • NORMAN PANAMA • NORMAN PANAMA AND MELVIN FRANK
PRODUCED BY

SPECTACLE

Cecil B. DeMille’s
SAMSON AND DELILAH

CECEL B. DeMILLE’S “SAMSON AND DELILAH” • HEDY LAMARR • VICTOR MATURE • SANDERS • LANSBURY • WILCOXON • TECHNICOLOR®
Produced and Directed by Cecil B. DeMille • Screenplay by Peter L. Cawte, Sr • From the original treatment of Harold Lamb and William J. Farnum • Based upon the history of Samson and Delilah in the Holy Bible, Judges 13:5 • A Paramount Re-Release

And Paramount backs this Big Product with its Biggest, Boldest Promotion and Merchandising . . . all-out, all-media hard-selling to make Fall ’59 a Boxoffice Season to remember!
Paramount's campaign for the Clark 'or Me' has successfully overcome the magazine and newspaper ads and of romance, exhibitors at the Motion Picture Herald Merchandising Conference agreed. The picture was screened Wednesday afternoon and elicited enthusiastic response from the Conference guests.

Jerry Pickman, Paramount vice-president, outlined the campaign to the circuit advertising executives. In addition to the heavy national and magazine schedules and extensive ads for radio promotion, he said he had high hopes for good results from a tip-off with Jack Paar. The deal at present calls for three successive spots on the network television show, sought after Paar had seen the comedy and agreed to give it his personal endorsement. The deal may be extended Pickman said.

The advertising campaign features variety in both art and copy, but the general theme, Pickman explained, takes the curse off the romance between the elder Clark Gable and young Carroll "Baby Doll" Baker. The ads feature star value with Gable, Miss Baker, and Paar. The copy includes such lines as "Gable acts his age and becomes he rage," "He's 51, pretending to be 51, trying to act 31, because she's only 21," "He doesn't get the girl or he gets those laughs," and "The great lover becomes a great comedy star.

The conference guests were unanimous in their agreement on the effectiveness of the copy but were particularly enthusiastic about the "He's 51, pretending to be 41 . . ." line and it was suggested that a separate trailer featuring the line be made. The regular trailer, shown to the guests, is an "editorial" type, featuring Miss Baker relating briefly what happens to her and stressing the romance and fun.

Pickman also explained in detail a secretary contest, featuring letters of endorsement to their friends with prizes for the girl responsible for the most paid admissions which he said was one result of a Paramount circuit exploitation meeting. The contest is to be tried in Houston and Dallas for opening dates there.

The Paramount executive strongly recommended previews of the picture in order to start word of mouth on the picture and agreed to help exhibitors get authorization from the sales department to run them.

The national ad campaign schedules include "Life," "Look," "Pictorial Review," "Seventeen," and the full fan list, Pickman said.

Supplementing the national ad campaign and the Jack Paar show buildup, heavy radio exploitation featuring Ella Fitzgerald singing the title song will be used, carrying out the title identification theme.

Past Results Cited

The discussion concluded with an analysis of the effectiveness of radio plugs. Pickman stressed the remarkable results achieved by Paramount and other companies not only for "gimmick" pictures but for others as well by using both television and radio. Television use, he pointed out, obviously is limited because of the costs involved but extensive radio coverage is easily gotten, particularly with the sliding scale device now being widely used.

Assisting Pickman in the presentation were Joseph Friedman, exploitation director, and Dave Judson.

The advertising approach on "But Not for Me" is discussed by Jerome Pickman, Paramount vice-president, at a Motion Picture Herald Merchandising Conference session.

By JAMES D. IVERS

"But Not for Me" Campaign
Stresses Romance and Fun

' Honesty' of 'Enemy' Stressed
In Big Campaign by Columbia

By VINCENT CANBY

"If ever there is a more meaningful war film, they'll have to fire live bullets from the screen."

This line, spoken by famous newspaperman Bob Considine in radio spots and in the special theatrical trailer, taking note of the sizable increase in Columbia Pictures' forthcoming "Yesterday's Enemy," the campaign was outlined yesterday morning for more than 75 exhibitors attending the second day of the third conference of Merchandising Conferences sponsored by Motion Picture Herald.

Robert L. Ferguson, national director of advertising, publicity and exploitation for Columbia, stressed in his address that the campaign is "but not for us." Ferguson, speaking in charge of advertising and publicity, and Richard Kahn, exploitation manager, headed the list of Columbia officials who were hosts at the screening of the film and the presentation of the merchandising campaign in the home office, followed by luncheon at the Hotel Gotham.

Points to Large Attendance

Introduced by Martin Quigley, Jr., editor of The Herald, Ferguson welcomed the conference delegates by stressing his personal desire in attendance over the last conferences held in May. "It is a sign that both exhibitors and distributors now realize how much we both have at stake and the more we cooperate, the better it is for both of us."

"Yesterday's Enemy," a British-made Hammer Film set in Burma during World War II, was picked over other product to represent Columbia at the conference, said Ferguson, because it was felt to offer "shrewd" opportunity to capitalize on their showmanship abilities. He admitted that it has no stars known well to U.S. audiences, but said that the story, which shows courage and cowardice in both the British and Japanese, dramatizes a strong universal truth about the corrosive effect of war on all participants.

By the perhaps unprecedented honesty of the film, said Ferguson, is being stressed in all phases of the selling campaign. Considine's quote is, in addition to being used in the trailer and radio spots, being extensively utilized in the display ads. The film has been screened for, and strongly recommended by, such groups and individuals as the Overseas Press Club, the China-Burma-India Veterans Association, General Devers, and a number of the country's most widely read syndicated columnists.

Columbia's biggest coup, he reported, has been in getting the backing of General Sir Robert Mansergh, military aide to Queen Elizabeth. The general feels so strongly about the film that he has agreed to tour major cities in this country to talk about it.

The general, according to Richard Kahn, is because of his colorful personality, a natural to receive all sorts of publicity. He will be interviewed on national radio and TV shows.

Will Be Sold as 'War Film'

One exhibitor, who praised the hard-hitting campaign on the picture, but asked the Columbia executives, "How do we get women in the theater?" was answered by another exhibitor who said that while it was always desirable to have a "woman's angle" in the advertising, it's not always necessary. "Look at 'Al Capone,'" he said. He was backed by an exhibitor who advised against "selling away from the film. It's a war film. Let's sell it as such."

Other suggestions for promotion on the local level included cooperation with local veterans groups, and special screenings for civic educational and student groups.

Robert S. Ferguson, Columbia national director of advertising, publicity and exploitation, describes the campaign for "Yesterday's Enemy" at the Herald Conference.
Exhibitors Attending ‘M. P. Herald’ Product Merchandising Conferences

MURRAY ALPER, Randforce Amusement Corp.
PAUL BAILE, Walter Reade Theatres
IRVING BERMAN, Randforce Co.
RICHARD BERNEK, Interboro Circuit.
GEORGE BIRKNER, Stanley Warner Fabian Theatre, Patterson, N. J.
LOU BROWN, Loew’s Theatres, Boston.
MYRON BLANK, Central States Theatres, Des Moines, Ia.
RICHARD BRANDT, Trans-Lux.
EDWARD BURLBON, Loew’s Valencia.
HENRY CAPONICA
KEN CARTER, Schine Theatres, Rich-
mond, Ky.
WILLIAM COPLE, Schine Circuit.
J. DANIELS, Stanley Warner, Stanley
Theatre, Jersey City, N. J.
HARRY DAVEY, Randforce Amuse-
ment Corp.
BONNIE DIAMOND, Schine Theatres.
M. DORSO, Walter Reade Theatres.
EARL DOUGLASS, Commonwealth
Theatres, Colombia, Mo.
HOWARD DUTY, Shea Theatre, Ash-
tabula, Ohio.
SY EVANS, Schine Circuit, Inc.
HAROLD FIELD, Pioneer Theatre
Corp., Minneapolis.
JACK FOWLER, Schine Circuit.
JACK FOX, Loew’s Theatres, Wash-
ington, D. C.
LOISPOLE FRIEDMAN, Eugene Pick-
en, John Murphy and Ernest Emmi-
ling, Loew’s Theatres.
MARTIN FREEMAN, AB-PT.
MANNY FRISCH, Randforce Amuse-
ment Co.
J. CLYDE FULLER, Jr., Loew’s Theat-
res.
BEN GEARY, Schine Circuit, Athens,
Ohio.
MORTON GEDER, District Theatres
Corp., Huntington, D. C.
ERWIN GOLD, Randforce Amuse-
ment Corp.
L. R. GOLDING, Fabian Theatres.
EDGAR GOTH, Stanley Warner, New-
ark, N. J.
CHARLES I. GRACE, Randforce
Amusement Corp.
RUSS GRANT, Loew’s Theatres.
HARRY GREENE, Welcotbtheatres.
PAT J. GROSSO, RKO Theatres.
CHARLES HACKER, Music Hall.
PATT HANNEN, Odeon Theatres, To-
ronto, Canada.
LOU S. HART, Schine Theatres, As-
burn, N. Y.
FRED HEKROVITZ, RKO Theatres.
BERNIE HICKEL, Shea Theatres.
RICHARD HOSIE, Crescent Amuse-
ment, Nashville.
DAVE JONES, Kerasotes Theatres,
Springfield, Ill.
GEORGE KEMP, Stanley Warner,
Passaic, N. J.
FRANK V. KING, Jamestown Amuse-
ment Corp.
HERMAN KOPF, Schine Circuit.
RAY J. BOUNTY, Schine Circuit,
Salisbury, Md.

I.T.O.A. Members Laud ‘Herald’ Forum Values

A number of I.T.O.A. members took the floor at their meeting here yesterday to speak in glowing terms of the “Motion Picture Herald” Merch-
andising Forum which is being con-
cluded today. The tenor of the ex-
hibitors’ remarks was that the forums are very much worthwhile, to small
as well as large theatres and more
subsequent run exhibitors should at-
tend them.

Several spoke of specific benefits
they had received from the current and earlier “Herald” Forums and
term ed them “very constructive, very
useful and a good thing for the in-
dustry.”

Career

CONTINUED FROM PAGE 1

Continued from page 1

Eugene Picken, John Murphy and Ernest Emmeline, Loew’s Theatres.
MARTIN FREEMAN, AB-PT.
MANNY FRISCH, Randforce Amusement Co.
J. CLYDE FULLER, Jr., Loew’s Theatres.
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Career

CONTINUED FROM PAGE 1

falls to make them come true. Frustration and disappointment are high lot over the long, long years.

In a bittersweet ending he finally gets his name in lights on a Broadway play, walking the lead in a “hit” show. But he is now middle-aged and disillusioned. There is no guarantee that he has really and finally got made.

Based on an off-Broadway play a few seasons ago that enjoyed critical applause and box office success, “Career” is a strong drama thatis abundant with some fascinating characters and tense emotional scene Hal Wallis has given the literate James Lee original (which the author also adapted for the screen) a careful, polished production. He has cast it with three of the most talented young actors around today—Anthon Francisca, Shirley MacLaine and Carolyn Jones. The already firm established Dean Martin also has a top part, and a newcomer named Joa Blackman holds her own in this first company.

Particularly in the early scenes director Joseph Anthony has created real pathos as Francisca, the hero, tries to make his young wife, as played by Miss Blackman, understand his consuming urge to become a big star. She cannot comprehend, however, and begs him to give it up and settle for an ordinary job. When he refuses, she leaves him, and this is only one of the numerous rebuffs he suffers as the drama extends over a period of several years.

The hero’s best friend, a struggling director played by Martin, becomes a big success in Hollywood but refuses to help his old buddy get even a small part. Told he hasn’t been “opportunist” enough Francisca changes his tactics and seduces the daughter (Miss MacLane) of a wealthy stage producer and then marries her. She is actually in love with Martin and, becoming pregnant by the latter, wants to divorce Francisca. The actor’s price: a part in a Broadway show Martin is directing.

But even this doesn’t work out for the long-suffering hero; Martin double-crosses him and replaces him with an established star. The hero next does a stretch in the Korean War, returns to New York, and loses an important television job because of past association with a Communist theatre group. After that he descends to becoming a waiter until at last the high point that brings him fame comes through.

Along the way about the only person who lends a helping hand to the unfortunate hero is an actor’s agent who had been on the stage briefly herself and then failed. This role is dynamically interpreted by Miss Jones in the best performance in the film. What an actress she is!

Throughout, Francisca strives valiantly to make the spectator believe inand sympathize with the arduous of the hero to reach his goal. Miss MacLane is amusing in her ditsomaniac second wife, and Martin plays his treacherous friend competently. As the first wife of Francisca, Miss Blackman makes extremely appealing a part that could have been unbearable saccharine.

“Career” is intriguing and vigorous dramatic fare.

Running time, 105 minutes. Adult classification. Pre-release, in October.

RICHARD GERTNER
Explanes Khrushchev Blast at 'Can-Can'

From THE DAILY Bureaus

WASHINGTON, Sept. 24—Nikita Khrushchev is a wizard that here in everything is everybody's whipping boy," which is why, when he was angered last Saturday about other happenings during his Hollywood visit, he denounced the production of "Can-Can" after having given every indication on the set of enjoying what he saw.

This is the explanation for the Soviet dictator's contradictory behavior being offered by Richard L. Le, amusements department columnist for "The Washington Post.

The New York studio which had been arranged weeks in advance at the request of the State Department, "the dance gang of which approved days ahead every step of the luncheon and ensuing entertainment," Cee wrote.

Irked subsequently when he learned that many of those at the studio luncheon had thought he'd stayed too long, Khrushchev retaliated by calling the dance he had seen "immoral."

"He put himself on the side of the angels by saying he was shocked," Cee added. "But he added back in the 1890's the dance was danced with thighs exposed, whereas the dancers on the studio set wore tights. There was nothing shocking about it, Cee said, but "Mr. K. knows that, if America has a sargeant, it's Hollywood, and he has used it beautifully."

"He also caused Foy Kohler, Asst. Secretary of State for Europe, to back out on what his underlings had approved in advance by publicly agreeing with Mr. K.," Cee concluded.

Another view of the film is that the producers should have been amused at seeing an official disown his own staff. "Whether they'd been playing 'Hamlet' or 'Can-Can' Mr. K. could have had his crack," Cee concludes.
Hundreds of exhibitors from all over the country attended yesterday's 20th Century-Fox portion of the Motion Picture Herald's Merchandising Conference. Plans for Jerry Wald's "The Best of Everything" received enthusiastic approval and the screening of the CinemaScope DeLuxe Color attraction also met with hearty applause.

Adding glamor to the merchandising session is Virginia Steele, fashion editor of McCall's Magazine, which carries provocative "Best" ad in its current issue.

Leonard Forman, vice-president of Pocket Books, told the theatre men of plans to print an initial order of 5,000,000 paper-back editions of the Rona Jaffe best seller.

The authoress herself, Rona Jaffe, asked the exhibitors to "handle her baby with care." The young Miss Jaffe is about to complete her second novel.

Mitch Miller, Director of Artists and Repertoire for Columbia Records, told the meeting exciting plans for the Johnny Mathis recording of the title song from "Best." At left is Herald editor Martin Quigley, Jr.

Bob Evans, one of the stars of "Best," and an unusual salesman for a motion picture, described the filming of the Jean Negulesco-directed film. Evans is one of the fastest rising young actors in Hollywood.

Sam Cuff, promotion director for Allied Stores, gave details of the most elaborate department store promotion in 20th history. Newspaper ads, store windows and fashion promotions are all part of the Allied-"Best" campaign.
Pressure of Newspapers
On Film Ad Content Scored

By VINCENT CANBY

The increasing pressure being exerted by newspapers in approving or disapproving motion picture advertising, the value of personal appearance tours, and ways in which press books might be made more effective as a tool for the exhibitor—these were the three main topics discussed Friday morning in the general round table session which launched the third and last day of the Fall series of Merchandising Conferences sponsored by Motion Picture Herald.

With Martin Quigley, Jr., editor of The Herald, as moderator, the panel was comprised of the following distribution executives: S. Seidler, MGM Eastern advertising manager; Rodney Bush, 20th-Fox exploitation director; David L. Lipton, Universal, vice-president; Burt Sloan, United Artists publicity manager; Joseph Friedman, Paramount Pictures exploitation director, and Abe Goodman, Fox advertising director.

The round table session, which was held in the East Ballroom of the Hotel Astor, attracted more than 75 exhibitors and lasted for almost three hours. In addition to the topics already discussed, there were some interesting personal comments.

(Continued on page 7)

Cinerama Interests
Are Sold by S-W

Cinerama, Inc., at the weekend announced the purchase of the worldwide Cinerama operation of Stanley Warner Corporation in production, distribution and exhibition with the exception of three theatres. The negatives and prints of the five Cinerama presentations, "This Is Cinerama," "Cinerama Holiday," "South Pacific" and "South Pacific" has earned an additional
(Continued on page 3)

REVIEW:
Operation Petticoat
Granart—Universal

HOLLYWOOD, Sept. 27. The year 1959 will be remembered as a good vintage year for comedies with the newest, "Operation Petticoat," joining other films like "Pillow Talk," "Some Like It Hot," "It Started With A Kiss" and "But Not For Me" to reach the public's pocket through its funny bone. From its clever main title opening to the final fadeout, the laughs, surprises and action-packed humor don't let up for a moment.

The teaming of Cary Grant and Tony Curtis was a choice bit of casting. Grant plays the Navy skipper of a "wounded" submarine and Curtis is
ACE Draws More Allied Support

Special to THE DAILY

DETROIT, Sept. 27 - The increasing divergence of opinion with Allied State Exhibitors, the greatest American Congress of Exhibitors was emphasized again at the Allied T.O. of Michigan 40th annual convention held last week.

Milton H. London, president of Michigan Allied, took occasion to tell the convention that he and the other three area representatives of ACE, however, had no desire to put Motion Picture Herald intentions of the distributors in helping to revive industry conciliation and in their further negotiations to aid exhibitors through ACE.

A similar view was expressed a short while earlier by Edward W. Leder, president of Independent Exhibitors of New England, now a full-fledged affiliate, and by Irving Dollinger of New Jersey Allied in addressing the I.N.E. convention at Plymouth, Mass., on Sept. 17.

Follow Myers' Criticism

All of the expressions were made after Allied chairman and general counsel Abrams Myers had addressed the combined convention of the Allied units of West Virginia, Kentucky and Indiana at Cincinnati, questioning the effectiveness of ACE, suggesting that those behind it, the exhibitors, were using merely to side-track Allied's "white paper" campaign, and advocating only a three-month trial of the conciliation.

Similar disillusionment with ACE was expressed at the same convention by such Allied stalwarts as Rube Shor, Bennie Berger and others. The convention did finally resolve to give conciliation a three months trial and if found wanting to instruct representatives of the three units to ask Allied to withdraw from ACE.

Added significance is seen in the Allied views in support of ACE in that they come from the new generation, even those favoring conciliation and conciliated leadership and direction, whereas the critical element to date consists of the organization's "old timers."

Called Presidential Material

It is interesting to note that both Leder and London have been named among likely prospects for Allied presidential material in the near future. Leder is national Allied's treasurer. Michigan Allied's convention also voted to buy 100 shares in Motion Picture Investors after having 100 J. Bobbett Holf explain its aim. Holf said that the response from other exhibitors in this area indicates a substantial interest in such investment.

Convention speakers included Ross Hunter, producer of "Pillow Talk" for Universal; Michigan senators Pat Griffling; Ernest Blumenstein, president of Allied Pictures.

CINCINNATI Exhibitors

Hear 20th-Fox Plans

Special to THE DAILY

CINCINNATI, Sept. 27 - Weldon Waters, branch manager, and J. E. Watson, local advertising manager for 20th Century-Fox, attended the regular weekly meeting of the Greater Cincinnati exhibitors at the Cincinnati Club here.

Waters described the Spyrus P. Nathanson show, which recently held in New York and the new product to be offered exhibitors from now to Dec. 26. He also discussed plans for early 1961. Watson described the plans for promotion advertising and exploitation that have been prepared for the new product.

In Deal for 'David'

TORONTO, Sept. 27 - David Giesler, executive vice-president of Beaver Film Productions Limited here, has announced that a pre-production deal has been concluded with Ansa Produzione of Rome for "David and Goliah," currently being filmed in Rome and Italy, and produced by Domenic Salvi. Territory includes the Western Hemisphere, Great Britain, Australia, New Zealand, South Africa, Sweden, Finland, Denmark and Japan.

The agreement, confirmed at the convention heard Arthur Hitch, president of Strong Electric; Robert Sisson of Michigan Bell Telephone; Richard F. Krider of Kentucky Electric; Orville Wells of Theatre Equipment Co.; Lee Artoe of Electro Carbons, and William Crosby of National Carbon.

McNamara and Phil K. Hart, and Don R. Sears, speaker of the Michigan House and himself an exhibitor, and Detroit Corporation Counsel Nat H. Coldick, who brought the greetings of Mayor Louis C. Miriani.

The equipment contract at the convention heard Arthur Hitch, president of Strong Electric; Robert Sisson of Michigan Bell Telephone; Richard F. Krider of Kentucky Electric; Orville Wells of Theatre Equipment Co.; Lee Artoe of Electro Carbons, and William Crosby of National Carbon.

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Likely to Be Offered Elsewhere

The MPAA companies hold an option on next year's TV and radio rights. Presumably, when it lapses, a new option likely, it will be permitted to do, NBC will offer next year awards ceremony to a commercial sponsor who bid for it several years before the industry took over in 1957.

New NSS Publication

Has Holiday Ideas

The second issue of "Screen Time," the new publication of National Screen Service, has just been released. Dated November-December, it contains promotional ideas for holidays, including Christmas, Thanksgiving, and New Year's.

The new issue is 16 pages and color is used throughout.

Col. Dividend $1.06

The board of directors of Columbia Pictures has declared a regular quarter dividend of $1.064 on the $4.25 par value of the common stock, payable Nov. 16, to stockholders of record Nov. 2.
Motion Picture Daily

Operetta Petticoat

Continued from page 1

his junior Supplies officer operating as a slick promoter in obtaining all the supplies and spare parts needed without regard for "procedures" to keep the World War II sub afloat for active duty.

The laughs grow louder as Curtis retrieves five stranded Army nurses from a Pacific Island target, causing Grant much concern in maintaining decorum between his shipmates and the female cargo. Joan O'Brien, Dina Merrill and Virginia Gregg take on important distaff assignments in the film, while Gene Evans and Arthur O'Connell简直 out as top-costing spots to effect a completely enjoyable piece of entertainment.

Producer Robert Arthur can be credited with supervising the production of another big moneymaker for the industry.

Director Blake Edwards had a field day of fun in translating into hilarious action the strong, well-written screenplay by Stanley Shapiro and Maurice Richlin.

Drafted from a story by Paul King and Joseph Stone, the film is told in retrospect as Grant reviews his Navy log of events aboard the sub before over to Curtis the task of destroying her to make way for replacement by an atomic submarine.

In the final scene we discover Grant and Miss O'Brien, and Curtis and Miss Merrill have survived their exploits in the Pacific with happy marriages.

And as the sun sets over the Pacific and the pink painted sub, (another episode in her life), makes her way to a final resting place, the film ends with a note of happy experience. Photography is in Eastman Color. Running time is 124 minutes. General classification. Release, in December.

SAMUEL D. BEINS

Detroit Strike

Continued from page 1

end for the second time in a month and the fourth time in as many years.

A request made for a National Labor Relations Board hearing on the dispute indicated the shutdown might continue unless agreement is reached to resume work pending an N.L.R.B. hearing and decision.

Exhibitors in the metropolitan area reacted as they have on similar occasions before, by buying local radio time and placing a full page ad in "The Shopping News." Also, attempts have been made to distribute 500,000 eight-page supplements during the next few days.

Detroit Exhibitors

Aroused by TV Ads

Special to THE DAILY

DETROIT, Sept. 27.—Exhibitors here were aroused late last week when WJBK-TV (CBS) took full-page advertising in all the papers advertising the "Great Academy Award Winning Paramount Picture 'Going My Way.'" To make it worse they included advance billings for such as "Road to Morocco," "Two Years Before the Mast," "So Proudly We Hail," "For Whom the Bell Tolls,"" Lives of a Bengal Lancer," and 20 other films.

Exhibitors took some satisfaction however in the fact that only the Detroit Press Express published Wednesday night hit the streets. At 4:00 A.M. Thursday morning, and the newspaper's juridical bashed causedicketing, and the rest of the force refused to cross the lines.

Exhibitors feel if the pictures, especially "My Way," had they been reissued to theatres at this time, would have netted a tidy revenue.

Magna Earnings

Continued from page 1

tional $2,000,000 in film rentals. Net proceeds from these latter earnings, after deducting the applicable distribution fees and expenses, will be more than sufficient to pay off the balance of $1,250,000 owing on the story rights. These profits, he adds, will put the company in the black for the current fiscal year and will assure its profits for at least the next two fiscal years.

Magna stockholders are also advised that "Oklahoma!" will be reissued domestically in the summer of 1960 to theatres presently equipped with Todd-AO but which did not have the process installed when the film was first released. In addition Magna has settled litigation with RKO Teleradio Pictures and regained distribution rights to "Oklahoma!" for most of the foreign territories. The company expects the reissue will at least reimburse it for investment in the property.

For the six months ended July 31 Magna had a net loss of $105,070. Income for the period was $4,872,309.

M-G-M, Mecca in Deal

To Convert Empire

From THE DAILY Bureau

LONDON, Sept. 27.—An agreement has been reached in principle between M-G-M and Mecca, Ltd., for the sale to Mecca, dance hall operators, of M-G-M's Empire Theatre in Leicester Square, which would then be converted into a combination dance hall and luxury West End cinema.

Cost of the project is expected to exceed £1,000,000 ($2,000,000). Starting time, however, will not be until the completion of the run "Ben-Hur" at the Empire, which starts in December. It is expected to run at least a year.

S.E.C. Would Halt Sale Of Guild Films Stock

The Securities and Exchange Commission has filed suit in U. S. District Court here to restrain Guild Films, the Santa Monica (Cal.) Bank, the Bank of Inglewood (Cal.) and Hal Roach, jr., from selling the common stock of Guild Films until such time as the latter's registration is reinstated with the S.E.C.

The action charges that since Sept. 18 defendants have been selling Guild Films stock through the mails and by other means, although Guild has filed no registration under the S.E.C. Acts of 1933.

Jaffe in Philadelphia

On Current Sales Drive

Special to THE DAILY

PHILADELPHIA, Sept. 27.—Leo Jaffe, first vice-president and treasurer of Columbia Pictures, arrives at the company's divisional headquarters here tomorrow in connection with the current "Salute to the President" sales drive. Jaffe is serving as captain of the division embracing the New England and Eastern Pennsylvania-Southern New Jersey divisions and his team is currently leading the five-division competition.

While here the Columbia executive will meet with division manager Harry Weiner and the rest of the local personnel on plans to insure consolidation of the division's pacemaking position in the drive honoring president Abe Schneider.

Federal Court Dismisses Earth" Anti-Trust Suit

A $7,500,000 anti-trust action brought against virtually the whole motion picture industry by the producer and distributor of "The Day the Earth Stood Still," was dismissed by a Federal Court here Friday. Judge Sidney Sugarman dismissed Independent v. Loew's, et al., when plaintiffs counsellor admitted in open court the studios refused to comply with a court order. The order required plaintiffs' managing agent, Herbert Sherman to appear for examination before trial.

Myles J. Lane of Schwartz & Frohlich, former United States attorney, ed the argument in behalf of the defendants. Associated with Lane were Georgetown Keogin and Bernard R. Sorein. Louis Kantor represented defendants Breuer, Francavilla and Walsh. Motion Picture Association was represented by Sidney Schreiber.

Cinerama Interests

(Continued from page 1)

"Seven Wonders of the World," "Search for Paradise" and "Cinerama South Seas Adventure" become the property of Cinerama, Inc. in the United States and foreign countries which have not yet seen the wide-screen process.

Cinerama, Inc., recently announced the acquisition of the rights to "The Lion," by Joseph Kosel. Negotiations for Cinerama, Inc.'s second story property for production are in the final stages, Reeves stated.

Sets Special Promotions
For 'Fabian' in Cin.

Special to THE DAILY

CINCINNATI, Sept. 27.—J. E. Watson, local advertising manager for 20th Century-Fox, extended invitations to 100 college and high school paper editors, for an interview with "Fabian" at the Hotel Sheraton-Gibson. No exception prize was given for the best interview.

Demand for tickets to see "Fabian" Saturday evening at Cincinnati Castle Farm was so great a special matinee appeared necessary.

Mrs. Laura Gillis Dies

PHILADELPHIA, Sept. 27.—Mrs. Laura Gillis, wife of Max Gillis, manager of the Philadelphia branch of United Artists, died here last week. She is also survived by two sons, Donald and Richard.
Flying High in Texas in OCTOBER!

Booked Solid by INTERSTATE CIRCUIT ROWLEY-UNITED THEATRES HALL THEATRE CIRCUIT!

JET OVER THE ATLANTIC

MAJESTIC, SAN ANTONIO & PLAZA, EL PASO, OCT. 1st – MAJESTIC, DALLAS & PALACE, FT. WORTH, OCT. 8th – METROPOLITAN, HOUSTON & STATE, AUSTIN, OCT. 9th

“JET OVER THE ATLANTIC”

Starring GUY MADISON · VIRGINIA MAYO · GEORGE RAFT · ILONA MASSEY

Co-starring GEORGE MACREADY · ANNA LEE · MARGARET LINDSAY · VENETIA STEVENSON

Featuring MARY ANDERSON · BRETT HALSEY · ARGENTINA BRUNETTI

Screenplay by IRVING H. COOPER · Directed by BYRON HASKIN · Produced by BENEDICT E. BOGEAUS

Released through INTER CONTINENT RELEASING ORGANIZATION

HOLLYWOOD, CALIFORNIA
Exhibitors Who Attended 'Herald' Product Merchandising Conferences

MURRAY ALPEN, Randforce Amusement Corp.
PAUL BAISE, Walter Reade Theatres.
Irving Berman, Randforce Co.
Richard Birnboim, Interboro Circuit.
George Birnboim, Stanley Warner.
LOU BROWN, Loew’s Theatres, Boston.
MYRON BLANK, Central States Theatres, Des Moines, Ia.
Richard Brandt, Trans-Lux.
Edward Brunner, Loew’s Valencia.
Henry Capogna, Butterfield Circuit.
Ken Carter, Schine Theatres, Richmond, Ky.
JOHN CASSIDY, RKO Theatres.
WILLIAM COLEY, Schine Circuit.
J. DANIELS, Stanley Warner.
HARRY DAVET, Randforce Amusement Corp.
BERTIE DIAMOND, Schine Theatres.
M. DORO, Walter Reade Theatres.
EARL DOUGLASS, Commonwealth Theatres, Columbus, Mo.
DURWARD DUTTON, Shea Theatre, Ashbula, Ohio.
ERNST EMERLING, Loew’s Theatres.
SY EVANS, Schine Circuit.
BERTRAND FIELD, Pioneer Theatre Corp., Minneapolis.
JERRY FOWLER, Schine Circuit.
JACK FOXE, Loew’s Theatres, Washington, D. C.
LEOPOLD FRIEDMAN, Loew’s Theatres.
MARTIN FREEMAN, AB-PT.
MANNY FRISCH, Randforce Amusement Corp.
J. CLYDE FULLER, Jr., Loew’s Theatres.
BEN GEARY, Schine Circuit, Athens, Ohio.
MORTON GERBER, District Theatres
W. D. C.
ERWIN GOLDBERG, Randforce Amusement Corp.
K. R. GOLDBERG, Fabian Theatres.
EDGAR GOTH, Stanley Warner.
CHARLES J. GRACE, Randforce Amusement Corp.
RUSS GRANT, Loew’s Theatres.
HARVY GREENE, Webothor Circuit.
PAUL GROSSO, RKO Theatres.
CHARLES HACKER, Radio City Music Hall.
PAUL HANER, Odeon Theatres, Toronto, Canada.
LOU S. HART, Schine Theatres, Auburn, N. Y.
FRED HERKOWITZ, RKO Theatres.
BETTY HICKS, Shatna Theatres.
ROBERT E. HOSSE, Crescent Amusement, Nashville.
DAVE JONES, Kerasotes Theatres, Springfield, Ill.
GEORGE KEMP, Stanley Warner.
FRANK V. KING, Jamestown Amusement Co.
HERMAN KOEP, Schine Circuit.
RAY LA BOUNTY, Schine Circuit, Salisbury, Md.
GEORGE LANGBART, Randforce Amusement Corp.
HOWARD LEESE, Valley Theatre, Spring Valley, N. Y.
DOUGLAS J. LIGHTNER, Commonwealth Theatres, Kansas City, Mo.
BLANCHE LIVINGSTON, RKO Theatres.
CLIFFORD LOTH, Interboro Circuit, Inc.
HARRY MANDEL, RKO Theatres.
MRS. EDITH BOLTE MARSHALL, John C. Bolte Circuit.
WILLARD MATTHEWS, Comford Circuit, Scranton, Pa.
EDWARD MEADE, Shea’s Buffalo Theatre.
CURTIS MEES, Skowars Theatres.
JACK MITCHELL, Schine Theatres, Glens Falls, N. Y.
EDWARD MOLLEN, Stanley Warner.
SEYMOUR L. MORRIS, Schine Circuit.
BOB MOSSEY, Atlanta, Ga.
JOHN MURPHY, Loew’s Theatres.
RICHARD OREAR, Commonwealth Theatres, Kansas City, Mo.
SPERI P. PERAKOS, Perakos Theatres, New Britain, Conn.
EUGENE PICKER, Loew’s Theatres.
JAMES V. PISAPIA, Interboro Circuit.
DARRELL D. PRESTON, National Theatres, Kansas City, Mo.
BOB RAPPAPORT, RF Theatres.
FAY S. REEDEE, National Theatres.
FOX W. COAST Theatres, Los Angeles.
SAMUEL RINZLER, Randforce Amusement Corp.
DON ROGERS, Trans-Lux Theatres.
DANIEL SCHINE, Schine Circuit.
SOL SCHWARTZ, RKO Theatres.
SAMUEL SELETSKY, Smith Management Co., Boston.
JAMES SHANAHAN, Loew’s Theatres.
BOB SHAPIRO, N. Y. Paramount Amusement Corp.
GEORGE SHEA, Jamestown Amusement Co.
HAROLD SLATER, Schine Circuit, Lexington, Ky.
RAYMOND E. SMITH, Jamestown Amusement Co.
WILBUR SNAPER, David Snaper Theatres.
DOROTHY SOLOMON, Loew’s Theatres.
JAY SOLOMON, Independent Theatres, Inc., Chattanooga, Tenn.
HENRY SPEIGEL, American Broadcasting-Paramount Theatres.
JOHN STANEK, Branford Theatre.
MIKE STERN, John Stern Theatres, Chicago.
H. E. STUCKEY, W. S. Butterfield Theatres, Detroit.
MORTON THALHERR, Jr., Neighborhood Theatres, Inc., Richmond.
J
col berto, Syracuse, N. Y.
JOE V LEECH, Fox Inter-Mountain Theatre, Detroit.
THOMAS WILLIAMS, Schine Circuit.
LEE WILLIS, Schine Circuit.

BOOK

“JET OVER THE ATLANTIC”

Bret Easton

Now

with the following:

ER CONTINENT
LEASING
GANIZATION
SOCIETY.
N.Y. and BUFFALO
Max Westbeek

ANTA, CHARLOTTE,
KCONVILLE, KANSAS CITY,
MICHIGAN, DR. ST. LOUIS
Howard Exchanges, Inc.
Gen. Mgr. Scott Leit

TON AND NEW HAVEN
Edward Ruff Film Associates
Edward Ruff

CAGO, TAILLUAWEI,
INEAPOLIS, DES MOINES

Iwanajay Films, Inc.
Irving S. Joseph

CINNATI
Screen Classics, Inc.
Edward Salberg

LAS
Empire Pictures Distributing Co.

IVER
EG Film Distributor
Eugene Gerbasi

ROIT AND CLEVELAND
Sam Sorahan

IANAPOLIS
Howco Film Exchange, Inc.

ANGELES, SAN FRANCISCO,
TITLE-PORTLAND
Favorite Films of California, Inc.
N. P. Jacobs

ORELANS
Howco Pictures of Louisiana, Inc.
L. V. Seiscnaydre

I YORK
Realart Film Exchange

AHOMA CITY
Screen Guild Productions of Oklahoma, Inc.

LAPELLA
American International Film Distributing Corp.

HINGTON, D. C.
American International Picture Exchange

LAKE FLAX

ADA
Inter-World Theatrical Distributors Corp.

PARAMOON
PARAMOUNT
PARAMOUR SUNSET STUDIOS
456 North Bronson Avenue
Hollywood 28, California
Hollywood 2-6282

I.A. BOARD MEET SET

The I.A.T.S.E. general executive board will hold its next regular meeting at the Hotel Carlton, Miami Beach, beginning Oct. 12, Richard F. Wall, president, has announced.
Maximum Exposure for 'Pillow': It Sells Itself

By SHERWIN KANE

An exhibitor audience from all parts of the country and from Canada that had spent all of last Thursday in projection rooms viewing and discussing films and the promotion campaigns for them as part of Motion Picture Herald's Merchandising Conference, was delighted at the end of the day with the night time screening of Universal's 'Pillow Talk.'

That the exhibitors' delight was genuine was evident not only from their hearty laughter during the picture's two hours of running time and by their enthusiastic comments after but also by remaining for another hour and a half to hear the campaign for the Rock Hudson-Doris Day comedy described by Universal executives, and to make suggestions of their own for supplementing it.

Phil Gerard, Universal's Eastern publicity manager, described the extensive publicity campaign for the picture which will be released Oct. 15, noting that there are no "gimmicks" in the campaign.

"None are needed," he said. "We have the product in this one. So the basis of the campaign is to expose it to as many critics, editors and opinion makers as possible."

Wide Variety of Promotion

That is being done, Gerard made it clear, by numerous screenings, by publicity tours for all members of the cast to all parts of the country; through magazine features, press breaks of every type; column material and everything else available.

Charles Simonelli, Universal's Eastern director of advertising-publicity-exploitation, described much of the campaign for promotion of the picture on radio and television, where network shows in a great variety have been carrying and will continue to carry a variety of plugs, for the film.

Jeff Livingston, Universal Eastern advertising manager, facetiously explained that his department is behind schedule with "Pillow Talk" ads because we're not used to handling pictures like this—pictures without problems—no race question, no talking animals, no angles that make it good for adults and rule it out for children. This is just good entertainment for everyone. So we're late with the ads and you won't find many in the kit supplied you, even though it's one of the most comprehensive campaigns—and heaviest kits—we've ever had."

He proceeded to show many of the magazine ads, and described many more to come.

Radio spot announcements were demonstrated.

Simonelli Outlines Drive

Simonelli reported Universal's participation in local cooperative advertising "is up 60 per cent on our recent releases." He said the national campaign on "Pillow Talk" won't detract from local advertising. In fact, he said, having committed the company to "hundreds of thousands of dollars" of national advertising "we can't walk away from local advertising" and jeopardize such an investment.

Herman Kass, exploitation manager, described many of the countless tie-ups and exploitation stunts planned for the picture, and Jack Diamond, studio publicity manager, related the production publicity that began with the start of shooting and even included a 17,000-mile tour by a member of the studio's own national newspaper service calling on editors and critics to inquire whether they are getting the material they want.

Part of the enthusiastic audience at the Fox session of the Motion Picture Herald Merchandising Conference for "The Best of Everything" as they applauded Charles Einfeld, right, after the presentation of the campaign.

National Ads, Merchandising Tie-ins

Push 'The Best of Everything'

By JAMES D. IVERS

In a unique variation from the program procedure, Charles Einfeld, presenting the extensive campaign for "The Best of Everything," made the presentation before the screening of the picture. His theory he told the circuit executives and exhibitors who crowded the Fox screening room was that they could judge better the impact of the campaign by experiencing the same "want-to-see" that would impel their customers to come to the box office.

The experiment was a huge success. In an hour and half program—a show in itself—Einfeld and his staff presented their plans to blanket the country with "The Best of Everything," and the effect on the audience was obvious.

To start the picture, Einfeld introduced Ed Sullivan, publicity director who told of the wide campaign given the subject from the moment Jerry Wald bought the property in galley proof with the result that the title was widely known even before publication and the best-seller lists.

The Author a Speaker

Rona Jaffe, author of the book, spoke briefly and then Edward Feldman of the Fox publicity department told of the tie-up with Pocket Books, Inc. and introduced Leonard Forman, vice-president of that company who said, "We are betting 5,000,000 copies that the promotion will be a success." He told of the back-up promotions planned including window cards and displays and urged exhibitors to tie-in with their local book dealers when they date the picture, offering complete cooperation.

Also in the area of tie-ups Feldman introduced Robert Hirschberg, fashion advertising manager of Harper's Bazaar who told of an executive cooperative advertising section, appearing in the October issue.

Ina Tulipan of the Fox publicity department told of innumerable publicity breaks in national magazines on the picture and introduced Bob Evans, supporting star in the picture and himself a former advertising and promotion executive.

On the advertising side Abe Goodman, Fox director of advertising, related that the genesis of the campaign lay in the picture's potential identification with its audience. From this came the line, "You deserve The Best of Everything" keying the advertising. Newspaper ads, he said, have or will appear in off-the-amenue page spots, for instance on page 2 of the New York Times or alongside widely read columns.

Charles Schaffer, head of the agency bearing his name, said the national magazine campaign, encompassing Life, Look, Saturday Evening Post, McCall's, Glamour and others totalling 40,000,000 in circulation, would take the form of simulated editorial copy facing in most cases the table of contents pages.

Campaigns in Key Cities

Rodney Bush, exploitation director, and Eddie Solomon of his department told of promotions already arranged with merchants in Denver and Chicago and urged exhibitors to use the obvious implications of the title to excite local merchants. Capping this part of the program Sam Cuff, promotion director for Allied Stores, outlined plans under which stores in his organization such as Stern's in New York will reach an estimated 14,000,000 customers with window displays and direct mail tie-ups featuring the title.

Martin Michel listed television and radio plugs planned or already achieved for the picture.
Newspaper Pressure on Film Ad Content Hit

‘Devil-and-Sea’ Distributors’ Problem Seen

(Continued from page 1)

ready mentioned, discussion also reached upon ways and means of increasing the effectiveness of merchandising in smaller situations and the possibility of those distributors who also have TV production interests giving more plugs to their theatrical product via their TV shows.

Harry Greene, of Welworth Theatres, who proposed the topic of increasing newspaper pressure on the content of film ads, reported that in Minneapolis one newspaper was becoming increasingly selective, and more difficult to deal with. "They," he said, "that the copy and the art work are getting too hot. But, he added, their decisions on what is or what isn't acceptable often seem arbitrary, and he pointed out that newspaper in Minneapolis frequently rejects ads which are accepted by a newspaper in Des Moines, which is owned by the same publisher.

Seidler Cites Dilemma

MGM's Si Seidler commented on this by reporting that distributors often "are between the devil and the deep blue sea" because advertisers blame the distributor's ad-publicity people when ads are rejected, but then the same exhibitors will come to him and ask that an ad campaign be "warmed up" a bit. Then, he said, newspaper in Minneapolis frequently rejects ads which are accepted by a newspaper in Des Moines, which is owned by the same publisher.

Seidler Cites Dilemma

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"THE WONDERFUL COUNTRY"

TECHNICOLOR®

SOON!

Tom Lea’s Bold And Powerful Novel Is Now On The Screen!

ROBERT MITCHUM • JULIE LONDON in "THE WONDERFUL COUNTRY"

TECHNICOLOR® • co-starring GARY MERRILL and PEDRO ARMENDARIZ • with Jack Oakie • Albert Dekker • Charles McGraw • and introducing Leroy "Satchel" Paige • Music composed and conducted by Alex North • Screenplay by ROBERT ARDREY • From the novel by TOM LEA • Directed by ROBERT PARRISH • Produced by CHESTER ERSKINE • A D.R.M. Productions, Inc.
**EDITORIAL—**

*Herald’ Forums*

By Sherwin Kane

The third series of Merchandising Conferences sponsored by "Motion Picture Herald," held in New York last Wednesday through Friday, were by far the most successful to date in point of both attendance and accomplishment.

This is not only a tribute to the "Herald" and the advertising-publishing directors of the national production-distribution companies who planned and staged the three days of product and merchandising forums, but also to the nearly 100 important exhibitors from all sections of U.S. and from Canada who participated.

These showed by their presence and their interest throughout the extended sessions that their primary concern is the basic one of attracting more patrons to their theatres.

If the theatres are to effect a sustained recovery they will do it not by waiting for the public to tire of indifferent television entertainment and visit the theatres out of boredom.

Exhibitors by their own efforts will have to convince the public that theatre screens nowadays offer entertainment the public cannot afford to miss, and by so doing induce them to forsake their miniscule living room screens for the superior, modern entertainment which awaits them in the theatres.

To accomplish this, showmen must know what they are selling, they must have new sales approaches to their patrons and to those whom they would convert into patrons, and they must be prepared to make the best use of all the sales aids that every producer-distributor creates for them.

These are the things for which the Herald Merchandising Conferences are designed. They not only provide the earnest exhibitor with the opportunity to examine the new product in the best possible conditions, but also to familiarize him with every facet of the selling campaigns created for that product and the stimulus to originate additional sales helps of his own and borrow those conceived by fellow exhibitors.

The fact that the number of exhibitors interested in availing themselves of opportunities such as these increases by leaps and bounds with each successive Herald Merchandising Conference, speaks well for the future of exhibition.

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**Lipton Speaks at ‘Herald’ Meetings**

**Growth of Inter-Trade Cooperation Is Cited**

"The industry's No. 1 public relations accomplishment is and will continue to be sending a patron out of the theatre happy and satisfied for having seen a good picture and, therefore, eager to tell others about it and to return another day."

This is the message which David Lipton, Universal advertising-publishing vice-president, gave to exhibitors at the Motion Picture Herald Merchandising Conference session at the Universal home office last Thursday night.

Lipton said his maxim applies to "any company's good pictures," but naturally he had in mind Universal's "Pillow Talk," which was the Conference subject at the time. He said the production has been hailed by patrons as "one of the best pictures of the year," and "a good entertainment picture." He added that the film is a "good company achievement."

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**Legion Lauds Family Policy of Theatre**

Special to THE DAILY

FALL RIVER, Mass., Sept. 28—A Falls River theatre owner has been commended by the National Legion of Decency for his policy of showing only those films rated by the Legion as suitable for family viewing. Norman Zalkind, president of the Strand (Continued on page 4)

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**Producer-Promoter Good for Business**

It is a healthful and a happy thing for the industry to have the creative people who make motion pictures get out on the road with their distributor and participate actively in their promotion, Robert Wise, director of United Artists' "Odds Against Tomorrow" said yesterday.

Relaxing at lunch with the press, (Continued on page 2)

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**National Screen's 40th Year To Be 'Tribute to Trailers’**

(Picture on Page 3)

A "Once-In-A-Lifetime Tribute to Trailers" will be the focal point for National Screen Service's 40th anniversary celebration beginning Oct. 15, the service company's birthday, and extending through Thanksgiving Day.

This was revealed by Herman Robbins, president and board chairman of National Screen Service, at a trade press luncheon at 21 Club here yesterday. The six-week celebration will be highlighted by a series of special events in which all segments of the industry will be invited to participate in emphasizing the importance of trailers to the theatre operation.

"For four decades," Robbins stated, "trailers have been a most valuable asset to theatre attendance by motivating patronage. We know this from objective and intensive scientific research-research conducted by independent, recognized and authoritative statistical analysts in behalf of exhibitor and distributor sources unaffiliated with National Screen."

The National Screen Service chief executive continued, "Despite the (Continued on page 3)

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**In Doubt**

**Chance Seen to Keep ‘Oscar’ Air Programs**

A Company Shifts Stand; Try to Persuade Other

A new prospect that Motion Picture Assn. member companies may sponsor the Academy Awards telecast next spring arose over the weekend when one of the two companies which had voted against it at the MPAA board meeting last Thursday declined its stand and agreed to share in the costs of sponsoring the annual ceremony in order to keep it free of commercial sponsorship for another year.

It is understood that a delegation of Academy of Motion Picture Arts & Sciences officials and MPAA directors called upon top officials of Warner Bros., the company which has reversed its stand, and succeeded in persuading them to go along with (Continued on page 5)

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**Fox Adds 19 Local Ad-Publicity Heads**

Twentieth Century-Fox is adding to its field exploitation force 19 regional advertising-publicity managers so that each of the company's 36 branches will have one, it was announced yesterday by Charles Einfeldt, vice-president.

Fox already has 19 regional ad-pub heads and the 19 additional will give (Continued on page 4)

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**Predict $9,000,000 Gross for UA-TV**

In a "progress forecast"—as contrasted with a "progress report," Bruce Eells, executive vice-president of United Artists-Publicity, testimony that the brand new company, now on the market with three of its first five (Continued on page 4)

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**TELEVISION TODAY—page 5**
**PERSONAL MENTION**

JOSPEH E. LEVINE, president of Embassy Pictures, arrived in Rome yesterday from New York to set up a production unit and start casting for a third "Heracles" film.

Ed R. Sveiga, vice-president in charge of sales for Trans-Lux Distributing Corp., has returned to New York, via Chicago, for conferences with the company's national sales management on several new motion picture properties for acquisition by his company.

Jesse Chinch, Buena Vista Western division sales manager, has left New York for a series of exhibition meetings in Salt Lake City and Denver.

Tom Coleman, veteran exhibitor of Anniston, Ala., has returned from a trip in Kentucky.

Mrs. William Lee, co-owner with her husband of the Family Drive-In Theatre, Keystone Heights, Fla., has left New York by ship for a tour of Europe.

Mrs. Louis Brooks, of the accounting department, Capital Releasing Corp., Atlanta, has left for a trip to take in a vacation in Kentucky.

**Set Md. Speakers**

BALTIMORE, Sept. 28.—Albert M. Pickus, chairman of the executive committee of the Theatre Owners of America, will be keynote speaker at the firstfall convention of the Maryland Theatre Owners Association, at the Hotel Emerson in Baltimore on Wednesday, Oct. 14, John G. Brown, president, announced. Pickus will report on the state of the industry and the program of TOA.

E. LaMar Sant, executive director of Florida State Theatres and co-chairman of national TOA's committee on state and local legislation, will also be among the guest speakers.

**NEW YORK THEATRES**

--- RADIO CITY MUSIC HALL ---

ROCKETT CENTER + C 6-4650

**THE FBI STORY** starring JAMES STEWART

VERA MILES

A MARRIOTT CORPORATION PRODUCTION and GALA NEW STAGE SPECTACLE

**STRIKE HALTS PRODUCTION AT M-G-M BRITISH STUDIO**

From THE DAILY BUREAUS

LONDON, Sept. 28.—Production of four pictures underway at Metro-Goldwyn-Mayer's Boreham Wood Studios was halted yesterday. A strike of 200 members of the National Association of Theatrical and Kiné Employees and Electrical Trades Union. The technicians walked out in a dispute over night work rates on the King Brothers' film "Gorgo." Studio and union management are meeting today in an attempt to resolve differences.

**DETROIT NEWS STRIKE TEMPORARILY HALTED**

Special to THE DAILY

DETROIT, Sept. 28. — The strike by the Newspaper Molders' union which shut down local newspapers late last week has been temporarily halted by an injunction granted by Federal Judge Theodore Levin. The judge acted on a request from the Molders' Union, a affiliate of the National Labor Relations Board, forbidding the strike at least until 6:00 P.M. Wednesday. The strike, called over a jurisdictional dispute, forced theatre exhibitors to buy local radio time and place ads in "The Shopping News." Some newspapers appeared piece-meal, that is some news, some comics, etc.

**Services Today for Mrs. Herman Schleier**

Funeral services will be held today for Mrs. Bessie Schleier, wife of Herman Schleier, business manager of the M-G-M branch in New York. Mrs. Schleier died yesterday following a lengthy illness.

Surrounding in addition to the husband, are a daughter, Jean, and a son, Stanley.

**6 FOR FILMS AROUND**

Films Approved by the World, Inc., has acquired U.S. distribution of six new European films, it is announced by President Irvin Shapiro, now en route here from London, after a two-month tour of European film centers. Product purchased includes "Virgin Island" (British); "Lucky to Be a Woman" (Italian); a German pair, "The Rest Is Silence" and "Dirty Angels"; two French films, "Christine" and "Hold Tight for the Satellite."

**Richard Johnson, 67**

JACKSONVILLE, Sept. 28.—Richard Johnson, 67, veteran of the M-G-M branch formerly of West Palm Beach, died at a rest home here following a long illness.

**'Beach' Will Bow at Remodeled Astor Here**

Stanley Kramer's "On the Beach" will have its New York premiere Dec. 17 at the Astor Theatre, which closed yesterday for a complete $800,000 stage-to-marquee renovation, it was announced yesterday by William Heimann, vice-president of United Artists, operator of the theatre.

Renovation began yesterday from plummet to floor and roof. The project involves major structural changes to the building. A completely new proscenium will be installed to accommodate the requirement for two-stage projection and sound equipment for 70mm as well as 35mm film will be installed. Changes will also be made in the lobby, marquee and front, which will have a bronze and marble motif.

**Award Goes to Goldwyn**

Samuel Goldwyn received yesterday from the New York Convention and Visitors Bureau its distinguished award of merit at a luncheon at the Four Seasons Hotel.

In making the presentation, Joseph P. Binn, president, said that the award was "in recognition of his long and distinguished leadership in the motion picture industry and for the contribution so many of his motion pictures have made to the entertainment of New York City visitors—in particular, his latest masterpiece, "Porgy and Bess," which had its world premiere in New York and added considerable impact to the 1959 New York is A Summer Festival Program."

**Louisiana Bow Slated for 'Hound Dog Man'**

Jerry Wald's "Hound Dog Man" will have its New York premiere at the Paramount Theatre in Monroe, Ala., it is announced at the weekend by 20th Century-Fox general sales manager Alex Harrison.

Wald, mayor of Monroe's mayor W. L. Howard and in cooperation with local radio and television stations and newspapers, the CinemaScope producer's bow was set. Monroe, heart of the "Hound Dog Man" backgrounds set, will put up a gala, invitation pre-miere for the Oct. 27 opening of the film.

**Disney, M-G-M Renew**

Walt Disney Productions has announced closing of a deal whereby M-G-M, International, Inc., will continue to distribute the Disney product in the territory of Australia, New Zealand, Philippines, Taiwan, Peru and Puerto Rico.

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CLEVELAND—The ladies of the local Variety Club auxiliary on Wednesday will hold a farewell luncheon for Mrs. Norman Weitman at the Vincent Shaker Heights Hotel. The Weitmans came to Cleveland just a year ago from Albany, N. Y., when Norman Weitman was appointed manager of the Cleveland Universal branch. They are now moving to Philadelphia, following Weitman’s resignation from Universal and his appointment as district manager for Lopert Films in the Quaker City. △

BALTIMORE—The Baltimore Advertising Club tomorrow will honor the Baltimore Variety Club by designating its weekly meeting as a "Big Kickoff Luncheon.” At the luncheon the Club is planned to boost the Variety Bowl Football Game in Memorial Stadium on the night of Nov. 7, when Navy will play the University of Maryland, with proceeds going to Variety’s Heart Fund. △

Set Five Christmas Openings for ‘Porgy’
Samuel Goldwyn and executives of Columbia Pictures yesterday set five additional road show engagements of the producer’s “Porgy and Bess” for Christmas premieres, making a total of 17 nation-wide openings of the film. Set were Yukete openings in Indianapolis, Louisville, Salt Lake City, Miami and Denver. Scheduled for premieres in the coming weeks are Cincinnati, Detroit, Philadelphia, Washington, Baltimore and Cleveland. “Porgy and Bess” is now in its 14th week at the Warner Theatre here, with seats on sale for the next 16 weeks.

‘Samson,’ Macy Tie-In
Cecil B. DeMille’s "Samson and Delilah," which opens in more than 100 theatres in the New York-New Jersey area Wednesday, will be backed by a cooperative effort on the part of Paramount Pictures and the R. H. Macy Company. Highlight of the promotion is a full-page Macy’s ad titled "This story started in 1000 B.C.,” which will run in every New York newspaper. Spotlighting Samson carrying out one of his fabled feats of strength, the ad will break in all afternoon papers today, and will follow in all morning papers the next day.

NSS Birthday
(Continued from page 1)

widespread use of trailers, the industry is inclined to grant. Perhaps the very effectiveness of trailers, clearly demonstrated by such imposing polls as those conducted by Sigmundler, the Opinion Research Corp. of Princeton, and National Theatres' own survey, is the reason they are taken for granted.

"The very thing that we are set about to do in this tribute is to put in motion, activity that will make the industry take time out to reflect on the importance of trailers. That is our singular purpose—and one which we believe is of great importance," he said.

Urges 'Purse for Inventory'
Robbins emphasized that “it is very healthy once in a while to pause and take inventory and, if warranted, re-develop an appreciation for those important things, we take for granted.” He concluded that the theme for the "Once-In-A-Lifetime Tribute to Trailers" was suggested by an exhibition source and, coinciding with National Screen's 40th anniversary, was adopted as the celebration format. The company was not anxious, Robbins pointed out, to observe a milestone anniversary with either sales drive, a glorification of executive personnel, a nostalgic reflection of four decades or a means of self-congratulation to extol company services.

In this connection, the N.S.S. president pointed instead to the Frize Baby's policy of selling the value of all trailers whether distributed by National Screen or not, citing the company's recent ad on "Hercules," a Warner release and one for which National Screen did not distribute the trailer.

Pledges from Top Circuits
Many leading theatre circuits, it was indicated, have already given assurance that their theatres and personnel will participate in the best showmanship fashion in this "Once-In-A-Lifetime Tribute to Trailers." One circuit operator has already suggested that it will salute trailers, a star box office performer, from its marqueses; another that it will receive trailers at its theatres like royally using the red carpet treatment; and still another exhibitor stated that he is going to have his trailers delivered by armored car in order to symbolize the value of trailers to the theatre box office.

"We are quite excited and if early indications lead to what we believe Herman Robbins and Louis Nizer at the NSS "21 Club luncheon yesterday.

will come—with help from the trade—press—we are going to implement our anniversary celebration with a contest tying in this tribute to trailers in which exhibitors and theatre managers may win substantial cash prizes," he said.

In addition to Louis Nizer, general counsel for the company, members of the board of directors in attendance were Frank J. C. Weinberg, senior vice-president and son of one of the founders of the company; and his brother-in-law, Andrew Loeb; Burton E. Robbins, vice-president in charge of sales; Robert L. Gumen, vice-president and son of one of the founders; Jack C. Loo, a former executive vice-president and treasurer of Fox Film Corp., and Joseph A. Wolfe, treasurer.

Six-Week Celebration
Robbins indicated the anniversary celebration would continue for six weeks, its basic objective being the underscoreing of the value of trailers to motion picture operations and particularly the part they play in theatre ticket sales. He made it clear the entire industry may take part in it if only by taking time out to reflect on the importance of trailers in day by day operations, instead of taking them for granted, as many do.

Gran Moves Offices
MILWAUKEE, Sept. 28. — The L. F. Gran Management Co. of this city has moved to Washington Road. Harold Janecke will operate the Tower and Oriental theatres from the old Gran address at 2230 North Farewell.

‘Gates’ Big $10,165
“Five Gates to Hell,” 20th Century-Fox release opened to a "Big" $10,165 for the three-day weekend at the Central Theatre in Buffalo, according to a theatre announcement yesterday.

PEOPLE
Samuel Finanski, president of American Theatres Corp., Boston, has been reelected chairman of the board of Lowell Technological Institute, Lowell, Mass. He is an alumnus of the Institute.

Kay Porter, owner of the Temple and Brooklyn theatres, Perry, Fla., has been elected mayor of that community.

I. J. Schnertz, who has been living in Florida since his retirement two years ago as Cleveland branch manager for 20th Century-Fox and who is returning to the Ohio city to help out in the company’s current sales drive, will give a party late at “welcome back luncheon” to be held there Thursday in the Theatrical Grill. The welcoming committee consists of Nate Schultz of Allied Artists, M. B. Horwitz of the Washington Circuit and Marshall Fine, substituting for his father, Meyer Fine, head of Associated Circuit, who is out of town.

Robert Gates, manager of the BKO Grand Theatre, Columbus, O., won the first prize of $50 in a national concessions sales contest conducted by the BKO Theatres, exclusive of the circuit’s New York houses. Gates scored his victory during the run of “Hercules.”

Neocea Talbert has been added to the Atlanta booking department of Martin Theatres.

Eve Siegel on Oct. 1 will move her New York public relations office to 35 West 53rd St.

Funeral Today for Maurice Saifer, 65
Special to THE DAILY
BOSTON, Sept. 28. — Funeral services will be held tomorrow at Levine’s Chapel, Brookline, for Maurice Saifer, 65, of the Route 44 Drive-In, Smithfield, R. I. and the Lafayette Theatre, Central Falls, R. I. A pioneer exhibitor, he owned several theatres in the Woonsocket area at one time. He died suddenly at his Woonsocket home early this morning. Besides his widow, he is survived by a son, Mel Saifer of Ruff Film Distributors, a daughter, Mrs. Lenore Stoneberg, and several grandchildren.
"THE F.B.I. Story," the Warner Bros. film tracing the development of the nation's chief law-enforcement agency from its beginning in 1924 to its present pinnacle of fame, has been selected by "Argosy" magazine as the picture of the month for October. It stars James Stewart and opened at Radio City Music Hall last Thursday.

The front color cover of "Pictorial Review's" Dec. 7 issue will be devoted to "Solomon and Sheba." Jacques Kapralik, "Pictorial's" caricaturist, is preparing a painting spotlighting the stars, Yul Brynner, Gina Lollobrigida, George Sanders and Marisa Pavan, of this U.A. film.

There are two interesting articles about Charlie Chaplin and Oona O'Neill Chaplin appearing in the Sept. issue of "Redbook." One, written by Thomas B. Morgan explores Chaplin's career in motion pictures; the other was written by Agnes Boulton, mother of Mrs. Chaplin.

The two Chaplin films which are being re-issued nationally by Lopert Films are "The Gold Rush" and "Modern Times."

"They Came To Cordura," the Columbia film which asks that exciting question—what makes a man a hero—receives an upbeat review in the September issue of "Seventeen."

A striking ad on "The Best of Everything, produced in CinemaScope and D. Luxe color, appears on the table of contents page of "Look's" Sept. 29 issue.

Kinglsey Amis devoted two columns in the October issue of "Esquire" to a review of Charlie Chaplin's "Modern Times." According to Amis, this Lopert release is one of Chaplin's finest films.

Vincent Price has written an informative article on the subject of children's reactions to horror films, which appears in the Sept. 20 issue of "The American Weekly." Price contends that such films as "The Tingler" act as a release from pent up tensions.

WALTER HAAS

"FILMACK Special Trailers"

REVIEW:

Five Gates to Hell

20th Century-Fox—CinemaScope

HOLLYWOOD, Sept. 28

SEVEN RED CROSS nurses and a nun, kidnapped from a field hospital by a barbaric Viet-Nam war lord and his female-hungry guerrilla fighters, during the French Indo-Chinese War, provide the fulcrum for this action-packed drama. James Clavell, who wrote the unusual screenplay, reaches a new plateau in his picture-making career, with a commendable debut as producer and director as well of this film.

Neville Brand is exciting in his depiction of the ruthless guerrilla leader, who selects Dolores Michaels to submit to him indicating later he was developing a sense of love for her. The eight women, held captive in the war lord's fortress, (which is protected by five huge gates, source of the film's title), reason their lot in life as women, and plan to use their sex as a route to salvation and escape from their captors. Their frank discussions put this film into the strictly adult class, and establish it as a daring subject for the screen.

Clavell's script and direction add a notch of suspense to the situations when the women using their feminine charm to outwit their abductors, find an opportunity to escape the fortress. Ken Scott and John Morley, doctors romantically involved with two of the nurses, brought to the fortress at gunpoint to save Brand's ailing chief, die in their attempt to escape with the nurses.

The women, a unique combination of American, British, German, Japanese, French and Russian backgrounds, lend the film an international flavor, while the important world-wide returns. Patricia Owens, Nobu McCarthy and Irish McCalla, who plays the troubled but self-sacrificing nun, are among the group that turn in impressive performances.

Of the women, most of whom die after using Tommy guns to kill the pursuing Brand and his men, Miss Michaels, surviving the climaxes tells the bewildered Patricia Owens she knows she will bear Brand's child.

Paul Donaldson's music score and Sumner Leavitt's camera work help immeasurably to bring Clavell's newly exposed talents into focus with a production of quality and importance.


SAMUEL D. BERNS

Goldwyn's $80,000
Spurs MPPC Kickoff

From THE DAILY Bizarre

HOLLYWOOD, Sept. 28.—Spurred by producer Sam Goldwyn's $80,000 contribution, Motion Picture Permanent Charities kicks off its 19th annual campaign in the studios and allied industries today with its goal the bettering of the $1,132,770 raised a year ago. Said Goldwyn: "The Permanent Charities Committee represents the heart of the motion picture industry. We have demonstrated in the past that that heart is a big and generous one—and it is up to everyone in the industry to prove in the forthcoming campaign that when it comes to generous, charitable giving, there is truly no business like show business."

'Tingler' Big in S. F.

"The Tingler," a William Castle Production for Columbia release rolled up a huge $19,200 in its first five days at the Golden Gate Theatre in San Francisco, Columbia reported here. The gross was almost 40 percent bigger than that registered by Castle's "House on Haunted Hill" at the same theatre.

Legion Lauds Policy

(Continued from page 1)

Theatre, was praised for his policy in a letter from Mrs. Thomas F. Little, exec. secretary of the legion.

Mrs. Little wrote: "It is to be hoped that this singular action will act as an inspiration to many other exhibitors throughout the country to a recognition of their moral responsibility to the theatre-going public."

Zalkind announced last June that the Strand would exhibit only films rated by the legion as A-1 (morally unobjectionable for general patronage) or A-2 (morally unobjectionable for adults and adolescents). Mrs. Little told Zalkind in his letter that "this endeavor on your part to create a 'family' theatre is worthy of the highest commendation."

Logan Buys Hurt Story

HOLLYWOOD, Sept. 28.—Moss Hart's new autobiography, "Act One," is currently completing the film version of the Lindsay Crouse stage hit, "Tall Story," another WB release.

Fox Advs 19

(Continued from page 1)

It the "largest group of field men in the industry's history," Einfeld stated.

He explained that the move resulted from the national sales meeting held earlier this month by Fox in New York the first such meeting held under the revised Fox management. Local autonomy has been so successful that plans were set to extend exhibition sales to the entire United States.

At present, several of the ad-pub managers divide their time between two branches. In the future, it was stated, exhibitors in every situation on the United States will be able to call upon the services of a 20th regional ad-pub man who will be available within a comparatively short radius.

"This is only part of our expanding program of service to exhibitors," Einfeld stated. "In making this revolutional move, Mr. Skouras and Mr. Harrison are setting a standard of efficiency of operation and performance which other companies may try to emulate. But we intend to be at least one step ahead of any competition at all times."

'Best' in 2 Theatres

Negotiations were completed yesterday for 20th Century-Fox's "The Best of Everything" to open Oct. 9 at the Trans-Lux Normandie Theatre here where the Jerry Wald production will play concurrently with "The New York Paramount."
Review:

Yesterday’s Enemy
Columbia-Hammer

Tight direction and acting, as well as a sharply written script give this British war picture suspense and interest. A Hammer venture outside the field of horror and mystery for which they recently have been noted, it tells with realism and perception of a platoon of British soldiers cut off from the main body of troops and fighting their way to safety through the Japanese lines in the jungles of Burma. Etched in sharp and dramatic conflict are the characters of the young and tough captain who has succeeded to command, played by Stanley Baker; Gordon Jackson, professional soldier who has, at the request of Baker’s decisions; Guy Rolfe, a middle aged and kindly chaplain; and Leo McKern, a solid and outspoken war correspondent.

At the point of exhaustion, the column comes upon a Burmese village occupied by a Japanese colonel rendezvousing with an informer. Baker and his men in a short bitter battle kill the Japanese officer and his men and capture the informer. From then on the conflict builds between Baker whose fierce courage, knowledge of country, and the enemy takes him to extreme measures like torturing the informer, killing civilians and abandoning the wounded, Rolfe and McKern who are horrified yet fascinated.

How Baker adheres to his principles even in the face of defeat and capture by a Japanese colonel, commanded by Philip Ahn and how each of the men including Rolfe, McKern and Richard Pasco, who portrays a weak and terrified second lieutenant, come to die heroes in spite of their own fears.

The performances are smoothly consistent, a credit to Val Guest’s direction and the screenplay by Peter B. Newman. It is a well-made and provocative vignette of heroism and cowardice and of war’s logical cruelty.

Running time, 95 minutes. General classification. November release.

James D. Ivers

Oscar’ Show

(Continued from page 1)

industry sponsorship of the “Oscar” ceremonies for another year.

However, the MPAA under company action must be unanimous and one company still stands opposed to exercising the NBC-TV and radio option for the third and final year under the present contract.

Reportedly, another delegation representing the MPAA board and the Academy will meet with the head of the company concerned, and endeavor to persuade him, also, to reverse his stand. The result of the effort should be known within a matter of days.

Cost Is Stumbling Block

As reported yesterday, cost of the awards sponsorship—some $600,000 annually, at a time when industry conditions remain uncertain, for many, is the main reason for the opposition to exercise of the NBC option by the companies.

Much the same situation prevailed a year ago and, according to industry reports, no exercise of the option had to be made. There was some opposition, with an outright veto by at least one company. However, a company president’s committee called upon the head of the holding company and eventually persuaded him of the importance of a change of stand, with the result that

Poll Acquires Rights To Delinquency Story

Screen rights to “Light the Dark Streets,” a story of juvenile delinquency on New York’s Lower East Side, written by Rev. C. Kilmer Myers, Vicar of the Lower East Side Mission of Trinity Parish, have been acquired by Martin H. Poll, president of Gold Medal Studios.

The picture is planned for an early December production start. The screen play is being written by Robert J. Green, TV writer, and Leo Carbone, who has worked with Fr. Myers.

John Sage Dies

DETROIT, Sept. 28—John W. “Jack” Sage, manager of the Fisher Theatre here, died yesterday. He is survived by his wife, Edith, and his father.

the companies went along for another year.

Next year will be the last under the Academy’s contract with NBC. Academy officials have been confirming with representatives of all the networks, regarding a deal for the “Oscar” ceremony air rights beginning in 1961 which, it is believed, will entail lower costs and thereby make it possible for the industry to retain control of the telecast and broadcast. Commercial sponsorship of the program prevailed up to 1957.

The appointment of Robert F. Lewine, NBC vice-president of Television networks programs since 1957, to the post of vice-president, programs, CBS Films, Inc., was announced by Henry J. Ivers, president and administrative vice-president, respectively, of CBS Films, Inc. Lewine will assume his new duties in mid-October after a brief vacation, reporting directly to Diggles.

Edwin S. Friendly, Jr. has joined the NBC television network as general sales executive, it was announced by Richard L. Kaufman, president, special programs sales. Friendly has been associated with the Columbia Broadcasting System since April, 1956, first as Dogtown Program Director and, most recently, as producer of “The Jimmy Dean Show.”

J. Lewis Ames has been appointed to the staff of the business affairs department of CBS Television Network, it was announced by Merritt H. Coleman, director of the department. Except for the period of 1942-45, when he was a special agent for the FBI, Ames has been with Rutherfud & Ryan, Inc., and its successor, Erwin Wasey, Rutherfud & Ryan, Inc., for 18 years, holding the position of vice-president and secretary.

The appointment of Guy della Gioppa as CBS television network vice-president commercial, effective immediately, was announced by Oscar Katz, vice-president, network programs, CBS television network. Della Gioppa, who has been vice-president program director since 1957, is leaving his position to accept an executive post with Screen Gems, Inc.

Screen Gems to Scotland

For TV Golf Subject

Special to THE DAILY

ST. ANDREWS, Scotland, Sept. 25. (By Air Mail)—Screen Gems is planning a TV series involving a number of professional match play golf tournaments and has asked this golfing mecca’s town council for sanction to make a TV film here. The council is considering the championship committee of the Royal & Ancient St. Andrews Golf Club before making a decision.

Most of the matches will be filmed and later shown on television, and will be planned on American courses well known by British and American golfers. Screen Gems, however, wants the semi-finals and final of the tournament to be played on the world-famed course at St. Andrews here.

Television Today

Who's Where

Burnett, NTA Sign TV Tape Contract

A basic standards practice agreement, called the first of its kind in the television tape industry, establishing both quality standards and procedures for the preparation of television commercials, was signed at the weekend by Leo Burnett Company, Inc. and NTA Telestudios, Inc. Announcement of the agreement was made by David Dolc, vice-president in charge of the broadcast business department of Burnett, and George K. Gould, president of NTA Telestudios.

Under the agreement, NTA Telestudios becomes a “total package” producer of electronically taped commercials for Burnett and its clients. It provides that after the agency supplies the basic script, NTA Telestudios implements and augments this material in the creative production area and acts as producer of the complete commercial.

In addition, the agreement is described as providing complete clarification of both the producer’s and agency’s responsibilities; enabling quotations to become clear-cut, firm bids and reduces paper work to a minimum; and identifying specifically every element included in the production price.

Grossman to NTA

Henry Grossman has been named vice-president in charge of technical operations of NTA’s owned and operated broadcasting properties and NTA Storvostion, Inc., effective immediately, it was announced by David J. Melamed, NTA vice-president in charge of administration. In his new post, Grossman will supervise the technical operations of the company’s television and radio stations as well as its new Storvostion operation. Grossman joins NTA following many years of service with CBS Television, where he just resigned as director of facilities operations.

Kaufman Upped by ABC

Robert J. Kaufman has been appointed assistant general counsel of the ABC Television network, it was announced recently by Omar F. Elder, Jr., vice-president and general counsel of the network. Kaufman joined A.B.C. in December, 1955. Previously, he was assistant general counsel of the Du Mont Broadcasting Corp., and a partner in the law firm of Gale and Falk of New York.

Joinr Charlotte Agency

CHARLOTTE, Sept. 28—Charles H. Marshall, formerly vice-president and secretary of radio station WSOQ, of this city, has joined Ayer & Gillett, Charlotte advertising agency as vice-president in charge of sales.
Suspense Elements Stressed
In UA 'Tomorrow' Campaign

By CHARLES S. AARONSON

Citing examples of big promotional efforts in the past which have failed to achieve their objectives, Roger Lewis, vice-president in charge of advertising and publicity for United Artists, told the Herald Merchandising Conference held Friday afternoon that "the old formulas don't seem to work any more. We need to learn," he said.

Lewis was United Artists' chief spokesman at the conference session at the United Artists screening room in New York, following a screening of the new Harbel Productions film, "Odds Against Tomorrow," starring Harry Belafonte, Robert Ryan and Shelley Winters. The number attending was so large that half the group saw the film in a projection room nearby, rejining the others at U.A. for the subsequent discussion.

Wants Wide Distribution

Lewis made the point that the film must be projected to as many of the public as possible, and said the opening of "Odds Against Tomorrow," since it involves a racial conflict, will be in Chicago. In that city U.A.'s "The Defiant Ones" opened quite successfully, and that film also was concerned with a racial issue. However, the campaign for "Odds" will differ from that of "The Defiant Ones" in order not to repeat the pattern of promotion. Thus, the Chicago campaign will not stress the racial conflict. Selling will concentrate on the suspense elements.

Lewis declared that Belafonte, who is "very hot" as an entertainment personality today, is now ready to emerge as a film star, where heretofore he has been noted as a singer. The executive also cited that fact that Robert Wise, the producer-director of the film for Belafonte's new producing company, has been and will continue on tour, and has obtained remarkably good newspaper and magazine space. Lewis said also that Belafonte will be available for a swing around the country on behalf of the film, and that the John Lewis jazz group, seen and heard in the picture, has a new album which promises promotional attention in the important record field.

Fred Goldberg, national director of advertising and publicity for U.A., explained the general promotional plans for the film, and specifically mentioned that on the Ed Sullivan television show Oct. 11 Belafonte will appear and a seven- or eight-minute clip from the film will be shown, which he described as an excellent teaser. Goldberg also called attention to the full schedule of magazine and newspaper interviews arranged for the film's star, and mentioned the importance of the fact that Belafonte will be host to screen critics at showings of the picture in 10 cities. Other screenings are planned, he said, for opinion-making groups across the nation, and these he described as extremely valuable, since they serve to develop the all-important word-of-mouth publicity.

Goldf Tell s Kickoff Plans

Joseph Gould, advertising manager, described the simple type ads which are to be used in the early stages of the campaign. Also mentioned were plans for ads off the entertainment pages. Typical ads were shown, and special recordings for radio spots were heard by the group.

Comment from the floor indicated that Belafonte's acceptance was at a high point now, and a general discussion centered about the presentation of the personality of Belafonte and the emphasis in certain of the ads shown. Additionally discussion concerned the selling of the film from the standpoint of the racial conflict, especially in the sensitive areas. Cabe Sumner, publicist handling Belafonte, said that due to the promotional campaign, the climate for Belafonte acceptance is at a new high.

Growth of Inter-Trade Cooperation Is Cited

(Continued from page 1)

Lipton, who came here from his studio headquarters and was a guest at the conference, told the exhibitors that taxed the capacity of the Universal home-office projection room that he had been struck by the growing spirit of cooperation among exhibitors and distributors and among distributors themselves. He cited examples of one company's people speaking well of another company's outstanding picture, in discussing the latter.

'It's Good for the Industry'

"More of this is to be encountered all the time," he said. "And it's good for the industry. When good pictures are in circulation the entire industry should talk them up, regardless of whom they are. Good pictures help everyone. They keep the public interested in movies and coming to the theatre."

Lipton noted that presenters gave many examples of cross-plugging pictures on their own circuits and in competing houses, too. Harry Goldberg, of Stanley Warner Theatres, cited a "new atmosphere" in the business, stimulated by cooperative efforts. He called attention to the national field network of COMPO representatives, providing still another example of an industry force working jointly for the good of all.

Simonelli Stresses Mutuality

Charles Simonelli, Universal Eastern advertising-publicity director, called attention to other instances of mutual aid on both coasts and Seymour Morris of Schine Theatres added others.

Edward E. Muhl, Universal vice-president in charge of promotion, was an interested listener at the session.

Lipton commended Martin Quigley, Jr., editor of Motion Picture Herald, for originating and sponsoring the conferences, saying they have been needed for a long time and that they are evidence "of the kind of interest vital to our industry at this crucial time."

"The conferences are indeed a fine thing," he said, "and it is encouraging to see the fine response with which they are meeting."

Praised by Lipton

Lipton noted that the conferences are designed solely to help both exhibitors and distributors to merchandise their product better.

"Our ability to compete for the public's leisure time today," he remarked, "depends on the success of our pre-selling efforts. The amount of public talk about movies today is less than formerly because there are so many more things for people to discuss. And when we succeed in having them talk about movies, then there must be repetition to be really effective."

"Too many pictures fail to reach even a fair proportion of their possible audience because of inadequacies in pre-selling. For best effect, it should reach the public daily, rather than months, in advance of picture openings. The impact our publicity makes is directly related to our advertising. The publicity is likely to have minimum effect unless the advertising has created an image in the public mind."

Lipton said Universal believes that when it asks top terms for a picture from exhibitors it should prove at the same time that it is confident the picture is worth them.

"We are doing that with "Pillow Talk," he said, "by spending very substantial amounts on its pre-selling."

Hears Little Criticism

The gist of the exhibitor comment on the "Pillow Talk" campaign which was spelled out for them by Lipton's executive staff was that there was little, if anything, about the campaign that could be improved upon, that proper attention was being given to it, and that, as a result, the exhibitors had little either to suggest or criticize.

Sack to Put Todd-AO
In 3rd Boston Theatre

Special to THE DAILY

BOSTON, Sept. 28.—Early in October, Ben Sack, president of Sack Theatres, is closing the Capri Theatre for ten weeks in order to Install 70mm projection equipment. At Christmas time the theatre will reopen with a roadshow engagement of UA's "Sole Man and Sheba."

This marks a milestone in Boston theatrical history as Sack will put three Todd-AO-equipped first run houses, all playing roadshow attractions. The Cary goes into a hard-ticket policy with "The Big Fisherman" on Oct. 6, to be followed by "Scent-O-Vision" around Christmas time, while at the Saxon, M-G-M's "Ben-Hur" starts a long engagement on a reserved seat basis at Thanksgiving time.

Sargent on 'Nights'

HOLLYWOOD, Sept. 28.—Thorton Sargent, veteran advertising-publicity executive, has been engaged to supervise publicity and exhibitor relations in connection with the Christmas release of UPA Pictures' "1001 Arabian Nights," it has been disclosed by Stephen Bosustow, president of UPA Pictures. Sargent will also serve as liaison with Columbia Pictures, which will distribute the full-length animated feature.
Montana Exhibitors Urged to Employ Conciliation for All Types of Problems

Special to THE DAILY

HELENA, Mont., Sept. 29.—Exhibitors in this area were strongly urged to avail themselves of the industry's conciliation process for every type of problem by Joseph J. Rosenfield, general manager of Favorite Theatres of Spokane, Wash., and assistant president of Theatre Owners of America, at the Hotel Sherman in Chicago from Nov. 8 to 12, it was announced by the convention co-chairmen.

Rosen, long active in the affairs of TOA, will address the opening business session here today. Referring to a curtailed product (Continued on page 7)

Wolfson Lauds Skouras' Concern for Exhibitors

Special to THE DAILY

JACKSONVILLE, Sept. 29.—Glowing tribute was paid Spyros Skouras, 20th Century-Fox president, by Mitchell Wolfson, president of Woomelec Theatres, Miami, at 20th's Skouras sales drive meeting at the Roosevelt Hotel here today.

Referring to a curtailed product (Continued on page 7)

Rikkin Requests U.A. Conciliation on Drive-In

Special to THE DAILY

BOSTON, Sept. 29.—Julian Rikkin, vice-president of Rikkin Theatres of Boston, has requested conciliation with United Artists in reference to the film company's policy of pursuing per capita deals on product at the Shipyard Drive-in, Providence, R. I.

At Fall Meeting

ACE Progress Endorsed by N. J. Allied

Group Agrees to Try Conciliation System

Sidney Stern

Still One Holdout Vs. 'Oscar' Telecast Cost

Industry sponsorship of the 1960 Academy Awards telecast remained in doubt yesterday as one company continued to stand by its refusal to contribute to the $800,000 expense.

Meanwhile, B. B. Kahane, Academy president, and other Academy representatives who came here last week for the Motion Picture Assn. board meeting at which the Oscar telecast was discussed have returned to the Coast. Eric Johnston, MPAA president, will be here today from Washington and reportedly will make a final attempt to persuade the company's top executives to reconsider.
JERRY ALLIED

(Continued from page 1)

we have read or heard critical comment.

The recent Ohio Valley Allied con-

vention at Cincinnati featured talks

given by Eliot Acocella, produced by

Aramy Abrams, Allied chairman,

and general counsel; Ruben Shor

of West Virginia Allied; Ben Berger,

former Allied leader from Minne-
polis, and others.

"No Panacea," He Says

"We do not regard conciliation as a

panacea for all exhibitor problems,"

Stern continued. "But we will try it

out. Most of our members are within

convenient traveling distance of the

film exchanges and most of them,

I'm sure, have something they'd like
to get off their chests. I won't be

surprised if Jersey doesn't have enough

conclusion cases to keep branch man-

agers busy for some time to come."

Stern said Dollinger, one of Al-

lied's representatives on the ACE ex-

ecutive committee, had urged New

Jersey Allied for many years, is highly respected by the or-

ganization's membership, and in "our organization we buy what he

says.".

Follows Two Other Groups

Since the Cincinnati Allied con-

vention, New England and Michigan Al-

lied units held conventions and agreed
to give conciliation a fair trial and

ACE, too. Thus New Jersey Allied con-

cluded the third unit to vote in favor

to the three-month-trial-fore-ACE course adopted at the Ohio Valley

meeting.

Stern said an area problem reported

by his members that he feels sure will

figure in upcoming conciliation cases

here is the distribution practice of

permitting a price differential of only

live wire that between first and last

runs in the territory on high per-

centage pictures.

He said there have been 12 pictures in

one category recently in New

Jersey territory, of which one, was

sold fifth run at 35 per cent and the ex-

hibitor knew that it had been sold first

run at 40 per cent and an adjustment

had been given to that exhibitor.

Reaction Reported Favorable

"There is no justification for poli-

cies of this kind," Stern said. "I'm sure

conciliation can demonstrate that.

"Members reported excellent public

reaction to the summer business-build-

ing campaign in their area, using the

campaign-station break announcements. A show of hands on participation in

another campaign indicated unanimous

approval.

"At a meeting instructed Dollinger to

take up members' complaints of film the

injas with the national Allied board at

its December meeting in Miami, and also, meanwhile, to request Myers

to call a meeting of the national board at the earliest possible date. "We feel that from last spring until December

is too long an interval to go without a

board meeting," Stern said. On tie-

casters, according to the Boston chain, there had been numerous complaints that film terms were

increased or a print wasn't "available"

if exhibitors didn't take a second pic-

ture with the one they wanted.

N. J. ALLIED

(Continued from page 1)

Motion]

Sullivan, alleged

impossible

one cent per person.

More than we are doing.

Stern said there were no complaints about the policy of two other drive-ins

in the same territory which have

adopted this practice. We will con-
tinue to charge the lower admission as long as these theatres continue to

do so," said Rikfin. "United Artists is

asking a per capita deal on "A Holt-

in the Head," playing second run at

the Shipyard. In no other city in New

England is this picture being sold on

a per capita basis," he added.

Charges Admissions Affected

In asking for conciliation, Rikfin

claims that U. A. is persisting in re-

questing a per capita deal on this film

and others in the same category, thus depriving the theatres of their right to

import U. A. product. "We feel that U. A. is making it impossible for us

to charge our regular admission prices for this product," Rikfin stated.

"Monday set for the meeting with Rikfin and Harry Segal at U. A.,

another conciliation meeting is sched-

uled for Friday, Oct. 16, with Julius

Stern of Fairmount Theatre, Hyde Park who also has asked for conciliation with United Artists. In his request, Covitz has

asked for relief on pictures not picked up by the Oriental Theatre Mattapan,
in which he follows.

KATZ LEAVING WMGM

Raymond Katz, associate director of

WMGM, Loew's Theatres station radio

tion, and a veteran of 25 years with the

station, was Control Engineering,

Nov. 2, to give all his time to Durgo-

Katz Associates, personal management

company in which he has been a part-

ner for several years. His duties with

the station will be taken over tempo-

rarily by Arthur M. Tolchin, execu-

tive vice-president and director.

NEW NORtheast THEATRE

BOSTON, Sept. 29.—The Queen

Chapel Drive-in, West Hyattville

road, is under construction. The

New Northeast Drive-In-Theatres, Inc., of

Boston, Michael Redstone, president

announced. The property has been

bought by the Oriental Theatre

Mattapan, from the Johnson & Saunders

circuit of Norfolk, for an undisclosed sum.

With 1,400 spectators, the theatre was

built four years ago.
Conciliation Urged in Montana

(Continued from page 1)

Counsel of Exhibitors and the Motion Picture Association of America to employ the industry’s conciliation program as “the means of saving our small theatres, in fact, all our theatres.”

“If I accomplish nothing else today,” Rosenfield said, “I hope I can convince you that if you have problems with the distributors, whether they are in negotiations, merchandising, rentals, or any other trade practice, you should resort to conciliation.

Rosenfield told the convention that the film companies ‘are unanimously pledged to try to keep our small and distressed theatres in business by giving them relief through conciliation.’ Every film company president, through MPAA, has gone on record as saying they will do everything possible to keep small theatres open and that they have instructed their staffs, from contract to the local branch office, to cooperate fully on conciliation.

Asks to Be Remembered

“No one can start the ball rolling by himself, and all you have to do is write your branch manager stating your problem and asking for conciliation. However,” he cautioned, “conciliation means being taken to the street. The problems you submit must be reasonable and solvable. You must remember that the film companies have problems, too. Don’t expect them to give you everything you ask. But if you go into conciliation as a businessman with a real problem and remember the distributor is a business man too, you should be able to come to a satisfactory adjustment.

If after such a conciliation, you should be in a position where you can earn a reasonable profit and have the renewed incentive to keep your theatre a pick-and-span, progressive operation where the picture is projected properly, the sound level is right and the house is comfortable, you should have the right to go all out to merchandise your product for every last nickel of admission.”

Recommends B-B Drive

Rosenfield stressed the seriousness to exhibitors of limited product supply and said ACE “is hard at work on the problem. I believe in the near future we will see something concrete emerge from this work.”

For the benefit of TOA, he said, activities of TOA of general interest to exhibitors and concluded by urging the Montana theatre owners to develop an area business-building campaign such as those that have successfully staged by exhibitors of the Great Plains states—Mississippi, Iowa, Nebraska and Kansas. By intensive pre-selling, he told them, exhibitors showed that blockbuster-type grosses can be realized with average boxoffice attractions. He assured them that any branch manager will cooperate with them in setting up a similar campaign—getting ad money, enough prints, a fair sliding scale rental and full cooperation. The way has been cleared for you. Just think what it would mean to you at the end of a year if you knew that small picture could earn you big picture grosses every month.”

Civic, Film Leaders Invited to ‘Talk’ Bow

Civic officials, film industry leaders and stars of screen, stage, television and radio who will be among the list of guests being invited to the inaugural world premiere of “Pillow Talk,” the Universal-International-Arwin release, starring Rock Hudson and Doris Day, at the RKO Palace Theatre on Tuesday, October 6.

“Pillow Talk” will have a two-theatre premiere, also opening at the newly-built Meghrad HO Club. Proceeds of the latter premiere will go to the United Nations International Children’s School fund.

Kelley and Beyer East For SMPTE Meeting

HOLLYWOOD, Sept. 29 — William Kelley, Motion Picture Research Council president, will leave tomorrow for New York to attend the convention of the Society of Motion Picture and Television Engineers and to meet with members of the council’s Eastern theatre and projection committee. He will be accompanied by Walter Beyer, Motion Picture Research Council staff engineer.

Strike Ends at M-G-M Studios in Britain

LONDON, Sept. 29 — An increase in wages for night work was secured by the National Assn. of Theatrical and Kiné Employers and Electrical Trades Unions in talks with the management of Metro-Goldwyn-Mayer’s Boreham Wood Studios.

Technicians had walked out on four pictures shooting at the studios but returned to work on Friday after an agreement was signed to the satisfaction of the trade dispute on the advice of the unions.

Goodwin, Boverman in New Cinerama Posts

Special to THE DAILY

Bernard B. Bowerman, a member of the board of Cinerama, Inc., has been elected vice chairman of the board, the company announced yesterday. He will devote a major part of his time to the development of Cinerama’s future expansion activities.

In addition, Sam Boverman has been elected general counsel and secretary of Cinerama, Inc., and will devote full time to his duties.

Both Goodwin and Boverman were formerly associated with Paramount Pictures. Goodwin is also a member of Cinerama, Inc.’s board of directors under ASCAP and has numerous music publishing interests. He was the first president of Metropolitan Broadcasting Corp.

Nicholas Reisner is chairman of the board of Cinerama, Inc., and Harry E. Reeves is president and chief executive officer.

Top Promotion for Disney Storm Subject

Promotional support comparable to that given a feature film is backing Walt Disney’s “Eyes in Outer Space,” a 25-minute Technicolor short subject designed specifically to control through the use of space satellites.

An extensive screening program has been launched across the country for community leaders and the press. Invitations also include members of the Defense Department, U.S. Coedetic Survey, U.S. Weather Bureau, National Science Foundation, National Space Committee, U.S. and other national military, scientific, educational and industrial leaders.

New Gevaert Folder

A new technical folder outlining complete characteristics of professional cine films has been released by The Gevaert Company of America, Inc.

The folder is printed in two colors and gives complete technical data regarding 11 projection processes for cine films which Gevaert markets in the United States. The folder is designed as a handy guide for those working with professional cine picture films, giving applications, exposure information, footage numbering and other details of the various films. It is available free upon request.

Film Prints

(Continued from page 1)

pointing weaknesses, gather facts, lay down proper methods of correction, and find a means of putting it into effect. This would lead to improvements through pinpointing, and the improvement of theatrical and TV presentations,” Bernard said.

Explaining his plan further, he added: “The film industry needs to form a committee to help safeguard film properties and examine the whole process of motion picture presentation in its widest sense. After all, the substantial investments in shooting, scripts, talent, lab work, and production results simply in a reel of film in a can. This reel demands protection, it is important footage.”

Rapid Film Technique specializes in processes for restoring prints.

Columbia Ups Crow

HOLLYWOOD, Sept. 29 — James Frances Crow, who for the past 10 years has been a story and script consultant at Columbia Pictures, has been named assistant to Arthur Kram- mer, president of the company, today by Samuel J. Briskin, Columbia vice-president in charge of studio operations. Crow will report directly to Kramer.

Fred Jabaley, former owner of the Prince Edward Theater, La Grange, Ill., has reopened the house. It has been operated by Bailey Theatres of Atlanta.

James G. Morton, who has been liaison between the American Weekly and its distributing newspapers, has been named vice-president in charge of publisher services.

Harold J. Saleemson has been added to the global promotion unit for Stanley Kramer’s “On the Beach,” which will have a six-continent international premiere on Dec. 1.

Donald McMahan, chairman of the executive committee of Eastman Kodak Co., and James E. McGee, vice-president, have added B & S sales and advertising for Kodak, have been named to the greater university council of the University of Rochester.

Mrs. Billy Howard, formerly with Capital Releasing Corp., Atlanta, has joined the Martin Theatres booking office there as secretary to John Harrell.

Mrs. Ricketson Dies; Rites Friday in Denver

Special to THE DAILY

DENVER, Sept. 29 — Funeral services for Mrs. Frank H. Ricketson, 63, wife of Frank H. Ricketson, Jr., former vice-president and general manager of theatre operations for National Theatres, Inc., will be held Friday 9:30 A.M. at Olinger Mortuary, East Colfax Avenue and Magnolia Street, here.

Burial will take place in Mount Olive Cemetery, Denver.

Mrs. Ricketson, who died early today of a heart attack at her Denver home after several years illness, had been society editor of the Denver Post for many years. She was a member of the Central City Opera House Association.

Besides her husband, she is survived by a son, Frank H. Ricketson, III, of Denver and two sisters.

W. Schneider to Europe On Columbia Campaigns

William Schneider, executive vice-president of Donahue & Co., advertising agency for Columbia Pictures, leaves here for Europe on Saturday to meet with Columbia’s European-based producers and visit locations of film shooting in Europe. The range of conferences, which will take him to London, Paris, Munich and Rome, is in keeping with Donahue & Co’s policy of close liaison between the ad agency and Columbia Pictures in all phases of film production and distribution, he said.

The agency executive will discuss basic advertising plans, advertising art concepts, trailer ideas and advance planning on Columbia releases.

Wednesday, September 30, 1959
Before the New Year, selected engagements of the most colorful Biblical spectacle yet produced will launch throughout the world the biggest newsmaking large-screen projection system yet devised.

For many months the Technicolor Companies have marked “Top Secret” TODAY’S SUPER TECHNIRAMA 70, the ultimate marvel in panoramic screen presentation. Now perfection has been reached.

The Technicolor Companies are revealing this “secret weapon” for bigger boxoffice results everywhere not only on SOLOMON AND SHEBA, but on all subsequent big screen attractions. No exhibitor can afford to be without the advantages inherent in TODAY’S SUPER TECHNIRAMA 70. These advantages which are many, are due chiefly to revolutionizing cameras and lenses.

A large negative—two and a half times the area of conventional film—is obtained by running 35mm negative horizontally through the new Technirama cameras. This results in a clarity and depth of focus never before possible. However, engineers know that, at a point, increased frame size diminishes visibility and image-definition.

TODAY’S SUPER TECHNIRAMA 70 rigidly controls this factor.

Lenses—developed after long research—incorporate an exclusive anamorphic device of glass prisms and mirrors which compresses the wide view sideways before it is photographed on the large sideways, thus eliminating all distortions and losses common to other systems.

If attendance is to climb, every present...
EVER MADE FOR BIG SCREENS!

AND SHEBA

UA Pulls Out All The Stops To Hard-Sell Your Public on "Solomon and Sheba" in TODAY'S SUPER TECHNIRAMA 70

A huge consumer budget has been allocated to promote TODAY'S SUPER TECHNIRAMA 70 in the smash worldwide campaign on SOLOMON AND SHEBA:

SPECIAL TRAILER EXPLOITATION / CONSUMER ADS / LOBBY DISPLAYS
POSTERS — (including 24-sheets) / RADIO SPOTS / TV SPOTS
CAR CARDS / SPECIAL PRESSBOOK SUPPLEMENT

ALL THESE — AND MORE FOR THE NEW "STAR"
SYSTEM OF BIG SCREEN PROJECTION!
**First Cable**

(Continued from page 1) vicinity of Bloor Street West and Royal York Road, Etobicoke Township. Meanwhile, Trans Canada Telemeter will begin tomorrow to convert to studios for Telemeter programming the building it purchased for the purpose in the heart of Etobicoke Township.

"The purchase of this building, instead of renting space," J. J. Fitzgibbons, president of Famous Players Canadian Corporation, Ltd., said today, "is concrete evidence of our seriousness about pay television and our optimism about its future."

**Equipment to Be Latest**

The studios, he said, will comprise the latest design 35mm TV projectors, multiplexor and associated gear; a transmitter and control room to feed three Telemeter programs simultaneously into the wired system—including a color transmitter to carry color motion pictures—and a studio for the transmission of "live" programs of local public interest.

Additional space will be occupied by the production office staff and engineering department increasing in size a large area for public demonstrations. It is expected the studio will be ready for public demonstrations on or about Nov. 15.

Will Start in December

Telemeter program service for the first area of Etobicoke Township, now being wired, will be inaugurated in mid-December. At that time, about 4,500 homes will be within range of the cable, according to the engineering plan developed jointly by Trans Canada Telemeter and Canadian Bell. During the winter months, additional wiring will bring a total of 13,000 homes in the West Toronto suburb within the cable route.

**Katz to Head Foreign UA-TV, UAA Selling**

Norman Katz has been named director of foreign operations of United Artists Associated, Inc., and United Artists Television, Inc. Katz for the past five years has been in charge of foreign selling for UAA and its predecessor company, Associated Artists Productions, Inc.

UA is marketing some 1,500 features to television, plus the "Popeye" and "Baggy Bunny" cartoons, and other cartoons and shorts. It owns the Warner Bros.-pre-1948 library. UA-TV distributes three half-hour series currently.

Katz will handle foreign television sales of UA's features. In all cases will work hand-in-hand with the resident managers of UAA's offices in each country.

Katz, who has been working out of London, will switch his headquarters to the UA home office in New York in November. He will shortly thereafter leave on a tour of Australia and the Far East. He recently completed trips through Latin America and Europe.

**Around the TV Circuit**

with PINKY HERMAN

**‘Infidel’ Drive**

(Continued from page 1) nounced yesterday. The program for the Thanksgiving release will be “one of the most comprehensive” in 20th history.

Part of the campaign is the setting of star tours by the attraction’s two principals, Gregory Peck and Deborah Kerr, both of whom are expected to be covered by both Peck and Miss Kerr is currently in London, doing advance promotion on “Infidel,” meeting with top correspondents and engaged in radio and television interviews.

**Paper-Back Planned**

Another major facet of the campaign is the promotion of the original Sheikh Graham best-seller upon which the Jerry Wald production is based. Also, Bantam is publishing a paperback edition of “Infidel” and will colo-

**Special Bell Promotions**

The Bell Syndicate, which distributes the Sheikh Graham column in newspapers from coast to coast is also cooperating in special promotions on “Infidel.”

Promotions break, resulting from the original publication of the novel, reviews and subsequent newspaper, magazine, radio and tele-

**‘Gladiator’ Business Is**

(Tops in AIP History

Top grosses are being recorded by AIP’s "Sign of the Gladiator" in its first engagements, which began last week, the company reported yesterday. Grosses are the biggest in the five-year history of the film, it was said.

The film did $13,944 in the first five days at the Pennsylvania in Boston; $9,957 in four days at the Fox, Denver; and $12,306 in five days at the Metropolitan and Ambassador, Washington, D.C.

The picture has already been dated into the United Artists Theatre, Chicago; Madison, Detroit; Lyric and Palais, St. Louis; Lake City; Paramount, Buffalo, and St. Louis, Pennsylvania.

**AIP Anniversary**

(Continued from page 1) ta for each branch with the prizes ranging from $100 to $1,500 on a going long scale, so that every branch can win.


Special exploitation campaigns are being made available to branch man-

agers and exhibitors on the drive produc-

tions, featuring special teaser trailers, advance promotion kits, television trailers, radio promotions, and specially prepared press books.

**Aurilio Joins Lopert**

Louis Aurilio, a veteran of 25 years with Paramount Pictures and most re-

cently mid-West district manager with NTIA, will join the sales organization at Lopert Films, Inc., effective Monday, Oct. 15, it is announced by Ilya L. Lopert, president of Lopert Films. Aurilio will act as district sales representative in the Chicago and Indianapolis exchange territories, replacing Harry Walders, who has re-

**Wednesday, September 30, 1959**
**D. M. Nelson Dies; Once SIMPP Head**

From THE DAILY Bureau

HOLLYWOOD, Sept. 30—Donald M. Nelson, 70, World War II head of the War Production Board, and later president of the Society of Independent Motion Picture Producers, died today of cerebral hemorrhage at the Los Angeles Hospital.

Funeral arrangements at Forest Lawn Memorial Park have not been completed.

**Censorship Bill**

(Continued from page 1)

as soon as formal authorizations to proceed have been obtained from all companies concerned. Informal, verbal approvals already have been given.

Pennsylvania law permits a taxpayer challenge of the constitutionality of any statute which calls for appropriation and expenditure of public funds. The new censorship law calls for a public hearing to pay the salaries of four members of the censor board and its expenses.

Two Courses Open

Should the test result in invalidation of the law, obviously no further industry action would be necessary. If it does not, the normal tests of the constitutionality of the law could be undertaken at such time as the Pennsylvania censor board refused an exhibition permit to a particular picture at one or more theatres, it was pointed out.

Reportedly, the suggestion for a test of the law by a taxpayer's action was suggested by a Philadelphia attorney, who has handled film cases previously.

The law was passed at the current session of the Pennsylvania legislature and was signed by the governor only recently. Members of the board have not been appointed yet so it is not operative.

Provisionsoutlined

It provides for inspection and licensing of films after they have been exposed in a theatre within the state. It is claimed that this procedure avoids prior censorship, already outlawed by the U.S. Supreme Court.

**Rosen Keynoter**

(Continued from page 1)

next session on Monday morning, Nov. 9, it was announced by Richard H. O'ear of Kansas City, Gerald J. Shea, of New York, and Dwight L. Spracher of Seattle, the convention co-chairmen. It is expected he will review the state of the industry, and make concrete recommendations to the nearly 1,000 theatre owners from all over the United States, on how he feels business conditions may be improved.

The five-day convention will be held concurrently with the annual meeting of the National Association of Concessionaires. Both groups will have an all industry trade show during the convention.

**Review:**

**The Wonderful Country**

D.R.M.—United Artists

Robert Mitchum, an extraordinarily attractive Julie London, the screen debut of Leroy "Satchel" Paige, the ebullient Jack Oakie of old in a bit part, and some beautiful Technicolor photography of the Mexican Sierra and desert country mark this somewhat different western. Although there is considerable action and although Mitchum is satisfactorily menacing and heroic by turns, there are long pauses and the story is curiously episodic. Mitchum plays an expatriate Texan who is "pistoleiro"—gunman—for a Mexican politician. On a trip to Texas to buy illegal guns he breaks a leg in a fall and meets Miss London, frustrated and loving wife of Gary Merrill, a U.S. cavalry major. He is tempted to give up his life in Mexico by both the attractions offered by Miss London and by an opportunity to join the Texas Rangers but flies after killing a man who had insulted the luminous Miss London.

Back in the confused Mexican political scene, he loses favor with his patrons for refusing to carry out an assassination; meets Miss London and her husband there on a diplomatic mission; flees again for his life; saves the remnants of Merrill's troop after they have been decimated by Apaches and Merrill himself mortally wounded; delivers Merrill's dying message to his wife, now a widow; and escapes the vengeance of his former Mexican employer in a final gun battle.

In spite of the script and editing trouble there are some good action sequences and all-round excellent performances by the cast. Oakie plays a railroad real estate agent who is trying to arrange peace along the troubled border, and Paige is a cavalry trooper. Pedro Armendariz appears briefly as the Mexican politician.

Chester Erskine produced and Robert Parrish directed. The screenplay was by Robert Ardrey from a novel by Tom Lea who also has a bit part as the town barber who takes care of Mitchum during his convalescence.

Running time, 96 minutes. General classification. October release.

James D. Ives

**Need for Liaison**

(Continued from page 1)

renovated for the first roadshow engagement of Edward Small's "Solomon and Sheba."

"In addition to building and maintaining the largest and most effective field force in the industry," Lewis declared, "we are developing the closest possible contact with our field representatives and exhibitor clients in order that they may be fully aware of the campaigns and materials available to them to meet the specific needs and requirements of their situations. There is no substitute for the ready exchange of ideas and methods that this kind of working together produces."

Outlines Company Policy

Lewis said that the current Boston conferences reflected the company's policy of keeping UA representatives and exhibitors up to date on projected campaigns and to hammer out merchandising programs in terms of local requirements. He said UA will continue the same pattern of close liaison in other major exchange areas on important forthcoming product.

Fred Goldberg, UA national director of advertising, publicity and exploitation, and Al Fisher, assistant exploitation manager, took part in the Boston conferences led by Lewis and Sack to blueprint the extensive promotion campaign for the film's hard ticket opening at the showcase theatre on Dec. 25.

**Wolfson Lauds**

(Continued from page 1)

supply and other exhibition problems, Wolfson said Skouras is one of those "not only trying to make more and better pictures but is one who has a great deal of consideration for exhibitors."

**Urges Wide Support**

"I think you will agree that he is certainly a distributor who expects and wants us exhibitors to remain in business. I want to urge every exhibitor to support this sales drive. Without our support he will not be able to make more and better pictures. I want to assure Mr. Skouras that Wometco intends to go down the line for his program of more and better pictures and for this particular drive, and I hope that every exhibitor in the U.S. will see that his efforts, courage and faith are recognized and rewarded."

"Moreover, it is up to every exhibitor to provide comfortable theatres, with adequate sound, picture lighting, quality, parking, promotion, local advertising and publicity, to make the pictures earn their just return on the industry's investment. It is up to us to show our appreciation by supporting in every way possible the Spyros Skouras drive."

Praises Tidwell

Wolfson appealed to Florida exhibitors in particular to support the drive also as a mark of appreciation for services accorded them over the years by Tom Tidwell and his staff at 20th-Fox Jacksonville exchange.
"FIVE GATES TO HELL" IS A SENSATIONAL HIT!

(20th told you so!)

BUFFALO—Center Theatre:
FIND 3 DAYS—$10,165

LOS ANGELES—19-theatre break:
FIND 6 DAYS BIGGER THAN "BLUE DENIM"! (Accurate figures not yet complete)

Here's the secret of the success of "FIVE GATES TO HELL":

1. It's exciting entertainment!
2. It's just what today's public wants!
3. IT WAS PRE-SOLD: 70% on TV with exciting series of TV Trailers available FREE from 20th!
   30% with terrific newspaper ads (see Pressbook)!

That's why the 20th success story is the hottest story in the industry today!